

VOLUME #2 ISSUE #8

## CLIENT SPOTLIGHT

Learn from your industrial marketing peers.

Each month we will share an industrial marketer's online marketing success story so you can take advantage of what's working for your business.

We also invite you to share your online marketing success story for consideration as a future Client Spotlight.

## EXPERT'S CORNER

Do you have questions on how to better market your business online?

The Experts' Corner is all about your needs and interests. Learn from a variety of highly trained experts on subjects ranging from what makes a website sell to what it takes to market your company to do business around the world. Don't miss this informative section each month.

Please email your questions and ideas to us to let us know what areas you want to learn more about from our experts.

## Want to Increase Your Online Marketing ROI?

Each month The Industrial Marketer features a story on best practices in B2B online marketing.

Look to these feature articles each month to offer you strategies and tactics to help you stand out from the competition online and grow your business.

Here is a sample of the topics we continue to monitor to deliver you insightful articles:

- **Creating strategic marketing plans**
- **Building a website that delivers results to your bottom line**
- **Successful lead generation**
- **Best practices in search marketing and SEO**
- **Measuring your online marketing ROI**
- **And much more**

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## IT'S A FACT!

It's all in the numbers...each month we will share a key statistic with you so you can learn about trends in industrial online marketing.

Find out how you measure up so you can make more effective online marketing decisions.

## NEWS

Check here for the latest and most relevant online marketing news including...

### Latest Trends

We gather articles that are relevant to your business as an industrial marketer so you don't have to comb the web to find this information.

### White Papers and Research Reports

We offer you access to data and informational white papers so you are better armed to make strategic online marketing decisions.

**And More...**