

EUROPAGES

B2B MARKETING SOLUTIONS



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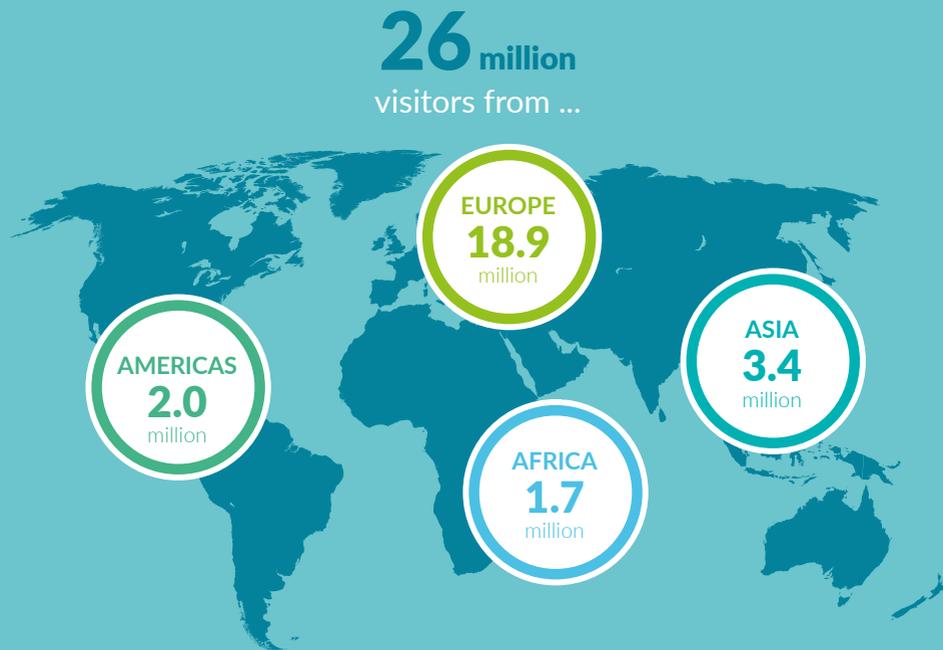
STAND OUT ON THE INTERNET

BOOSTING YOUR ONLINE VISIBILITY IS CRUCIAL

The way in which B2B buyers search for products has changed significantly in recent years. Current studies show that the Internet has come to represent the most important source of information during the procurement process.

The typical buyer starts by identifying a need or problem and searching for a solution, then selecting a list of potential suppliers before finally deciding to purchase a solution.

Furthermore, many of today's young B2B procurement professionals are digital natives for whom the Web is simply a way of life. We must thus consider the way their practices are affecting the B2B purchasing process, and the way SMEs must respond to this change.



One of the consequences of these new practices is that your potential buyers are invisible during most of the process. Your buyers only contact you once they are ready, and even then, only if they can find you. Hence the importance of being visible online.

Buyers contact potential suppliers after having searched the internet with the information needed

This means that, today, boosting your online visibility is crucial.

B2B marketing solutions from EUROPAGES offer you a gateway to a network of millions of professionals and the guarantee that, at last, you will stand out on the internet.

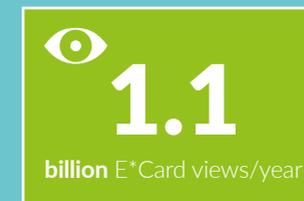
EUROPAGES is available in 26 languages and is carefully optimized for search engines.

EUROPAGES clients benefit from excellent visibility to promote their business or website, helping serious, professional visitors to find them. Most visitors are soon-to-be buyers from their target markets.

The EUROPAGES teams are experts in search engine optimisation and content management, meaning that every member business enjoys unprecedented visibility on the leading global search engines (Google, Yahoo and Bing) as well as their regional counterparts (such as Yandex in Russia and Baidu in China).

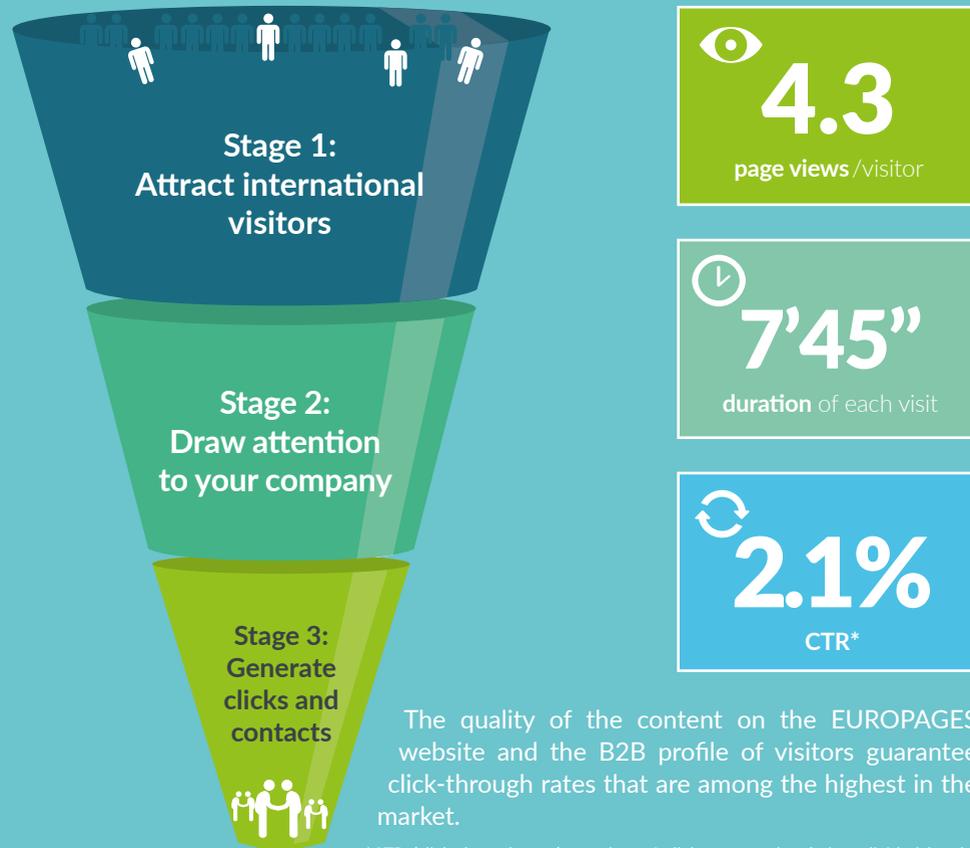
EUROPAGES is your guarantee of international visibility. Available in 26 languages, our website is used by professionals from all over the world, who can read the company pages in their mother tongue.

The majority of visitors to the EUROPAGES website come from Europe, making the site a very attractive proposition for suppliers looking to grow their business in the world's largest market.



VISITOR ENGAGEMENT AND CLICK-THROUGH RATES

The EUROPAGES solution is central to effective digital marketing strategies. EUROPAGES takes care of the key stages of your web visibility and helps you convert your visitors into leads.

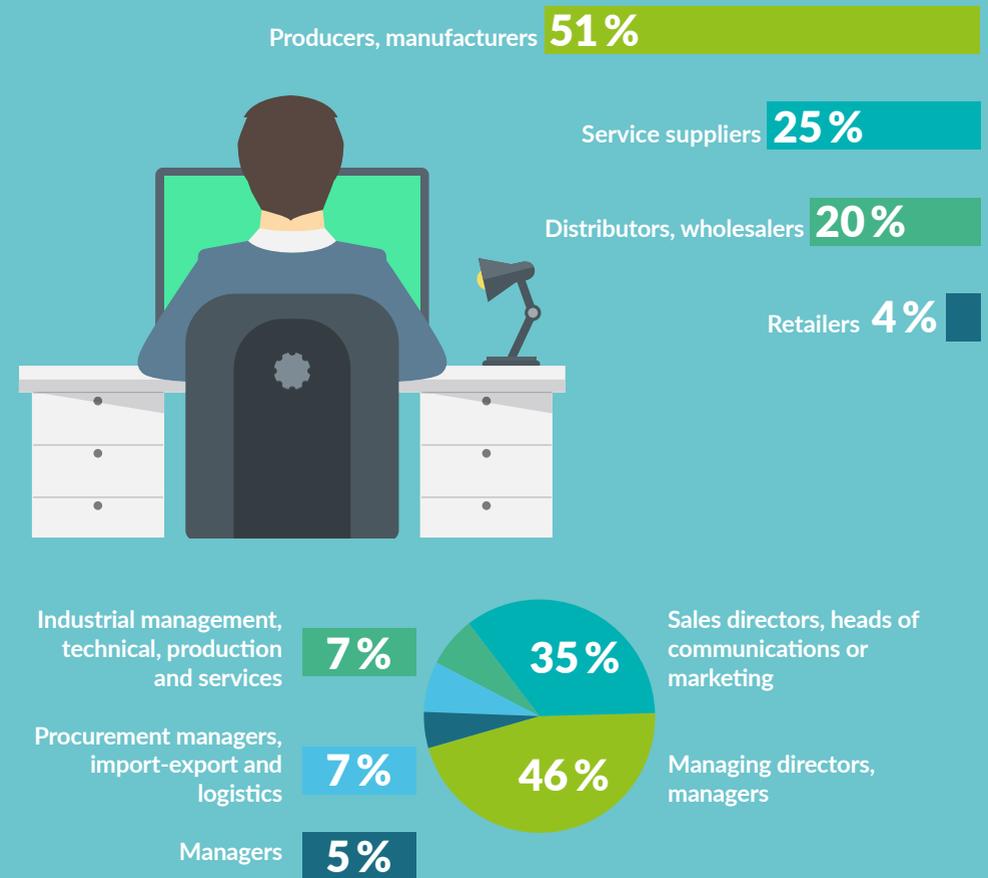


The quality of the content on the EUROPAGES website and the B2B profile of visitors guarantee click-through rates that are among the highest in the market.

*CTR (click-through rate): number of clicks to members' sites divided by the number of times their E*Card and E*Page are displayed.

VISTOR PROFILES

Although most users of solutions from EUROPAGES work in the industrial and manufacturing sectors, service industries are increasingly represented, reflecting the rise in import-export activities. One thing is certain, B2B professionals are drawn to EUROPAGES: retailers represent just 4% of visitors.



Source : Comscore Digital Analytix, 2015

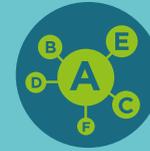
YOUR CONTENT TRANSLATED AND INDEXED IN SEVERAL LANGUAGES

We specialise in helping small businesses to stand out on the internet and win international business. To do this, we make translating your content central to the service that we offer.

Content translated into 15 languages is a powerful tool for any company, no matter what field they work in. Translated content massively grows the potential audience:

- the company's content is accessible to potential buyers in their mother tongue;
- content is also search engine-indexed in all languages.

EUROPAGES does not use machine translation. Because we care about quality, over 20 years ago EUROPAGES created its own 100-strong network of technical translators in Europe and around the world. Our translators are selected after a rigorous recruitment process and they only ever translate into their mother tongues.



OPEN LISTINGS:

EUROPAGES has created a highly effective keyword system; you can choose from the numerous terms already in the EUROPAGES database, or add your own custom keywords if you work in a highly specialist field.



TRANSLATOR NETWORK:

EUROPAGES translates its clients' descriptive text and keywords into 15 languages. A major plus: you strengthen your audience and your potential customers find you using their mother tongue language. This multilingual indexing boosts your visibility on the internet.



MULTILINGUAL SEARCH ENGINE:

Searchable in 26 languages, the EUROPAGES search engine makes it possible for every user to find partners or distributors.



INTERNATIONAL DATABASE:

With over 2.6 million registered businesses, EUROPAGES has compiled a very wide-ranging and exhaustive database of terms, including descriptions of many highly specialised manufacturing activities.



E*PAGE YOUR COMPANY PROFILE

Create a landing page to fit your image

Today, most B2B buyers spend a considerable amount of time online searching for companies and products, and benefiting from a wealth of information on potential suppliers and available solutions. This means that buyers draw up their shortlists without making contact with you, working only from information gathered online.

You should think of your E*Page in the same way that you think of your website. It is a sales tool that your potential customers will come across online, so put yourself in their place: think about what information is the most important for potential buyers, your visitors, to help them to decide to make a purchase, and make sure that this information is accessible.

As part of developing the content of your E*Page, it is essential to favor the text that describes accurately and in a few words your business, your products or services. This approach proves to be more effective for the quality of the customer relationship than the conventional 'Welcome' message ...

Your E*Page is a page that will be indexed by Google and other search engines. The quality and accuracy of its content is critical. The objective is for buyers to be able to find you at the start of the purchasing cycle, when they are exploring the solutions available. Beyond ensuring you can be found, your E*Page then gives you the chance to interact with the buyer, increasing the chances of your solutions being shortlisted.

The EUROPAGES consultants will help you to create your E*Page and your content will then be translated into 15 languages, meaning that your potential clients will be able to discover your solutions in their mother tongue.

Inbound marketing refers to marketing activities that bring visitors in, rather than marketers having to go out to get prospects' attention. Inbound marketing earns the attention of customers, makes the company easy to be found, and draws customers to the website by producing interesting content. (Source: Wikipedia)

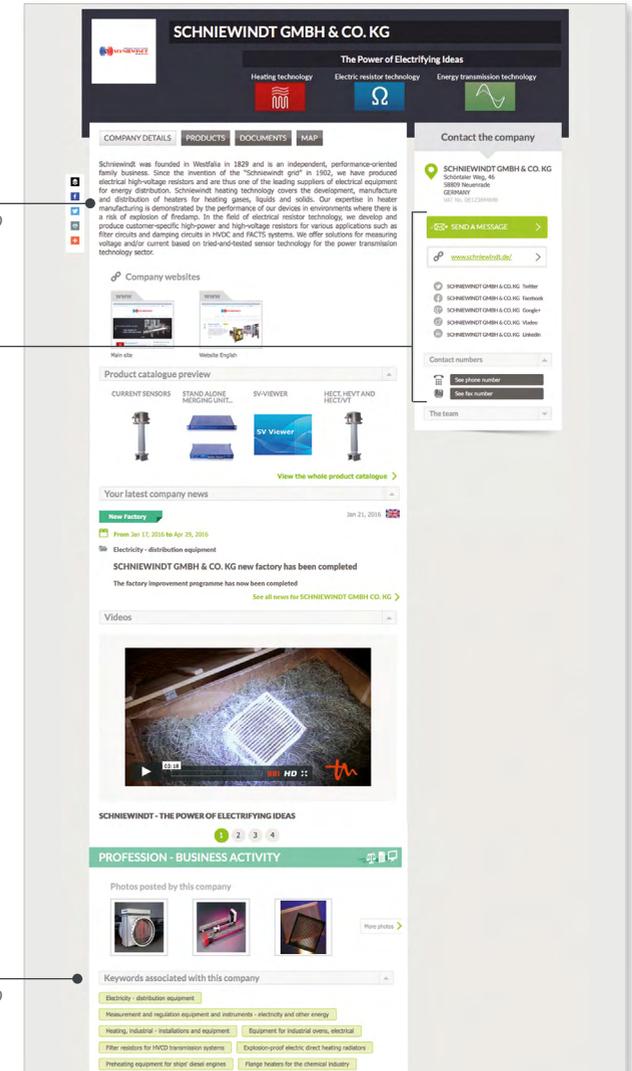
Start of the purchasing cycle



Business description:

Content indexed and translated into 15 languages

Interact with the buyer



Keywords/tags :

Content indexed and translated into 15 languages



Add technical and marketing content

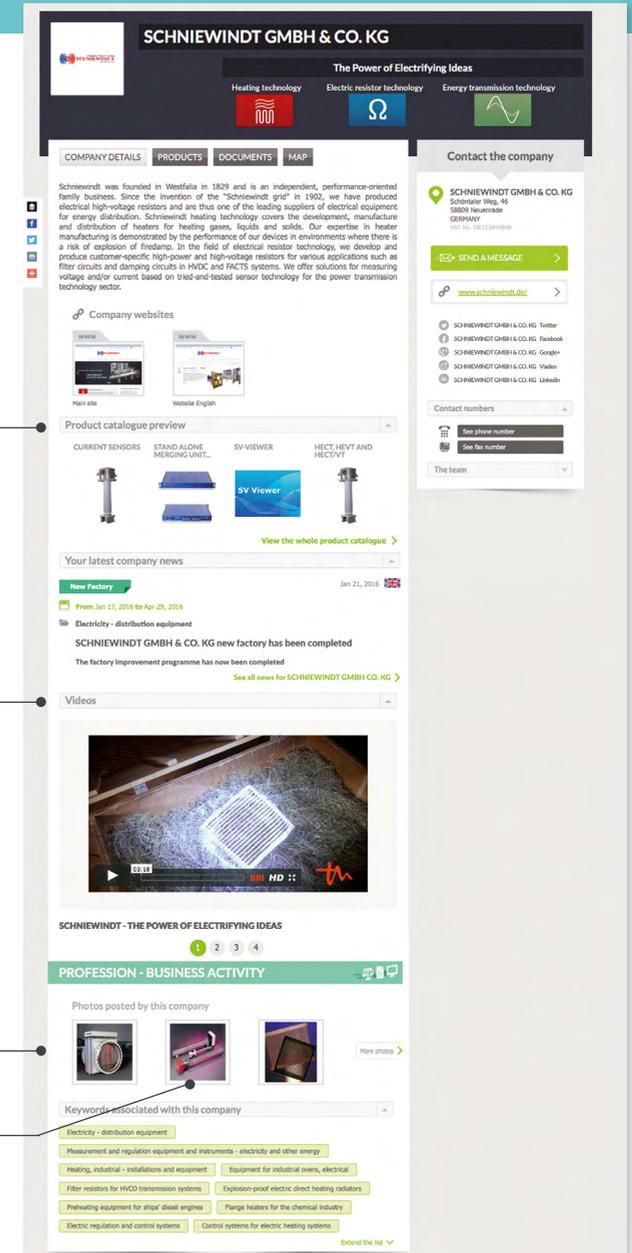
Buyers use the internet to draw up their shortlist of potential suppliers. They then contact these potential sellers to request quotes or tenders. Buyers who cannot find the information they need from a supplier will go elsewhere. The fact is that buyers pre-select their potential suppliers based on information gathered on the internet.

It is essential to optimize the multimedia content of your E*Page in order to increase the number of quote requests received. Adding a title and a description for each element supports their indexing by search engines.

Best practice for PDF files

- 1. Create your documents using word processing software:** use Microsoft Word (Save as PDF) or Adobe Acrobat; text bots can read and index content created with these software packages.
- 2. Add links to relevant web pages:** the text bots are able to read links in PDF files. Prepare your PDF with relevant links and visitors will access your site directly from the PDF.
- 3. Save the file in PDF format and give it an easy to understand name:** this will also help users to identify the PDF's content if they want to share it with colleagues or save it to read later on.
- 4. Fill in the document properties:** open your PDF file in Acrobat and fill in the Document Properties by going to the File menu and selecting Document Properties. Click on the Description tab and fill in the four fields: Title, Author, Subject and Keywords. Type your company name in the Author field. In the Subject field, type a short description of the PDF file in 'user' language. Finally, use three or four phrases to fill in the Keywords field, including the keywords contained in the PDF; use commas to separate each phrase.

The EUROPAGES consultants will help you to design your content or handle the entire process after listening to your needs.



Product catalogues:

Titles & descriptions are indexed

Videos:

Titles & descriptions are indexed

PDF documents:

PDF content indexed

Images:

Titles & descriptions are indexed



CATALOGUE YOUR PRODUCTS ONLINE

Showcase your products and services to B2B users by publishing specific pages for each of your references in the language of your choice. With the catalogue included in your Pack, either EUROPAGES creates your product pages in a language for you or from any other source; pdf, importing data sheets or by automatically retrieving the content from your website. With the additional catalogue option, open your catalogue to broader markets and let the EUROPAGES specialists create your product pages.

From now on, you can manage, create, optimize and organize your own products pages in your myEUROPAGES space.

Best practice for creating your product pages

Accurate and detailed information about products or services are crucial to anticipate questions and convince prospects to contact you. An effective product page is characterized by the following features:

1. Product photos: add value to your products with quality images. The choice of the visual is crucial for arousing the interest of the visitor immediately.

2. Title of the page optimized for SEO:

The title page of the product consists of:

- product name (as your customers or prospects usually call it). It must be accurate and must not contain descriptive detail.
- subtitle that complements the product name with a distinctive character, a reference, a model name, a brand ...

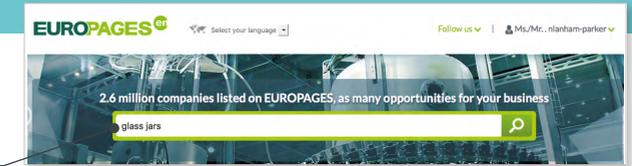
3. Product description: a product description should be simple, concise and accurate but still present all the information necessary. It must be intuitive to guide visitors and answer these questions: What is this? its uses? its scope? its main features?

4. Categories: if you have different product families, you can group them into categories for easy searching.

5. Product features: integrate detailed information on the product dimensions, measurements, weight, power, packaging, etc. You facilitate the process for your prospects.

6. Further marketing documentation: add a pdf file to download (leaflet, brochure ...)

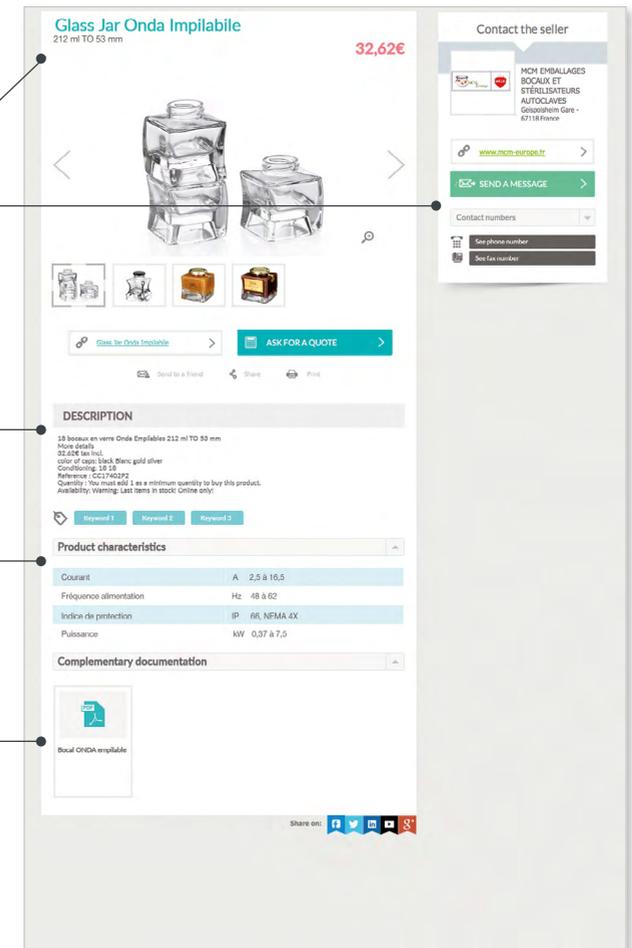
The visitor carries out a targeted search



Product title:

Titles & sub-titles are indexed

'Contact us now' button



Product description

Precise product characteristics

1 PDF with specifications

The EUROPAGES consultants have in-depth experience of how to make the most of marketing and technical content. They know how to help you to create your Product Pages.



NEWS YOUR COMPANY NEWS

Create a news feed for your company on EUROPAGES and get people talking about you!

The NEWS space on your E*Page, allows you to promote the latest news about your company and build your reputation.

You can use your latest news as a quick and effective tool for livening up your company page and creating a positive and dynamic image.

Stand out from your competitors!

Use posts to share your history, values, expertise, innovations, success and goals -- or simply the dates of upcoming events.

All these elements help to boost your profile and your company's credibility among members of the B2B community who visit EUROPAGES every day.

By regularly sharing news, you are giving potential customers another way of finding out about your brand and establishing a relationship with them based on proximity and trust that can really make you stand out from your competitors when the moment comes for them to select suppliers.

You already have a blog or you publish your news on your own site?

Use the NEWS tab on EUROPAGES to spread the word even further and create links back to articles on your website.

Your news is not necessarily available in several languages, so why not take advantage of the EUROPAGES multi-lingual platform to publish the information in all languages you are familiar with.

In a nutshell: communicate your ideas to a much larger audience.

Photo:

Your news will make more impact with a photo

Event date:

Your event date is highlighted

Share your news

The screenshot displays the 'NEWS' section of a company's EUROPAGES profile. At the top, there are navigation tabs for 'COMPANY DETAILS', 'NEWS', 'DOCUMENTS', and 'MAP'. The main content area is titled 'INTOUCH MANUFACTURING SERVICES latest news' and features a list of news items, each with a 'Bulletin' tag, a date, a location flag, a photo, a title, a short text snippet, a link to the full article, and social sharing options. The news items include:

- China's Currency Devaluation and Your Manufacturing** (Nov 13, 2015): Accompanied by a photo of Chinese currency notes and a red downward arrow.
- How Often Should You Visit Your Suppliers?** (Nov 10, 2015): Accompanied by a photo of a person in a dark coat standing in a modern building.
- Top 5 Common Fake Products in China** (Nov 9, 2015): Accompanied by a photo of a person's face with a mustache and glasses.
- Third-Party Inspection vs. Factory Self-Inspection** (Nov 6, 2015): Accompanied by a photo of silhouettes of people walking.
- 5 Steps to Finding Suppliers in China** (Nov 2, 2015): An article without a visible photo.

 To the right of the news feed is a 'Contact the company' section. It includes a location pin for 'INTOUCH MANUFACTURING SERVICES' in Holiday Park Drive, 11793 Wentagch, UNITED STATES. Below this is a 'SEND A MESSAGE' button, a website link 'www.intouch-quality.com', and contact information for phone and fax numbers. At the bottom of this section, there are logos for 'Cfia' (2016 RENNES MARCH 08-09-10) and 'MOBITEC BE' (High quality).

Your personal myEUROPAGES space

EUROPAGES offers its clients a whole range of additional tools, including the E*Page, multimedia content and keywords. And what makes these tools really effective is their adaptability. Each of them can be managed directly by members in their personal space: myEUROPAGES.

All the elements featured on the E*Page, a multimedia landing page, can be modified and edited as and when the member wishes. Once the E*Page is on line, the company it belongs to receives an access code for its myEUROPAGES account. Thanks to this code, it can log on whenever it wants and modify all the elements featured on the E*Page.

Whether it needs to supplement or update company information (address, contact details, email, website, etc.), add more elements (texts, photos, videos and documents) or provide a more detailed description of its business activities using keywords, everything is accessible and can be updated quickly and easily!

In addition, myEUROPAGES allows the user to create, organise or update his product pages in different languages.

MyEUROPAGES: your CMS to publish your content in real time.

Key points

- myEUROPAGES allows management of content
- Complete, update, add information relative to the company
- Create, organise or update product pages in different languages

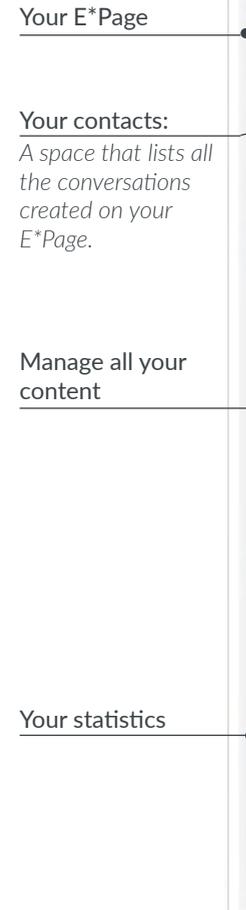
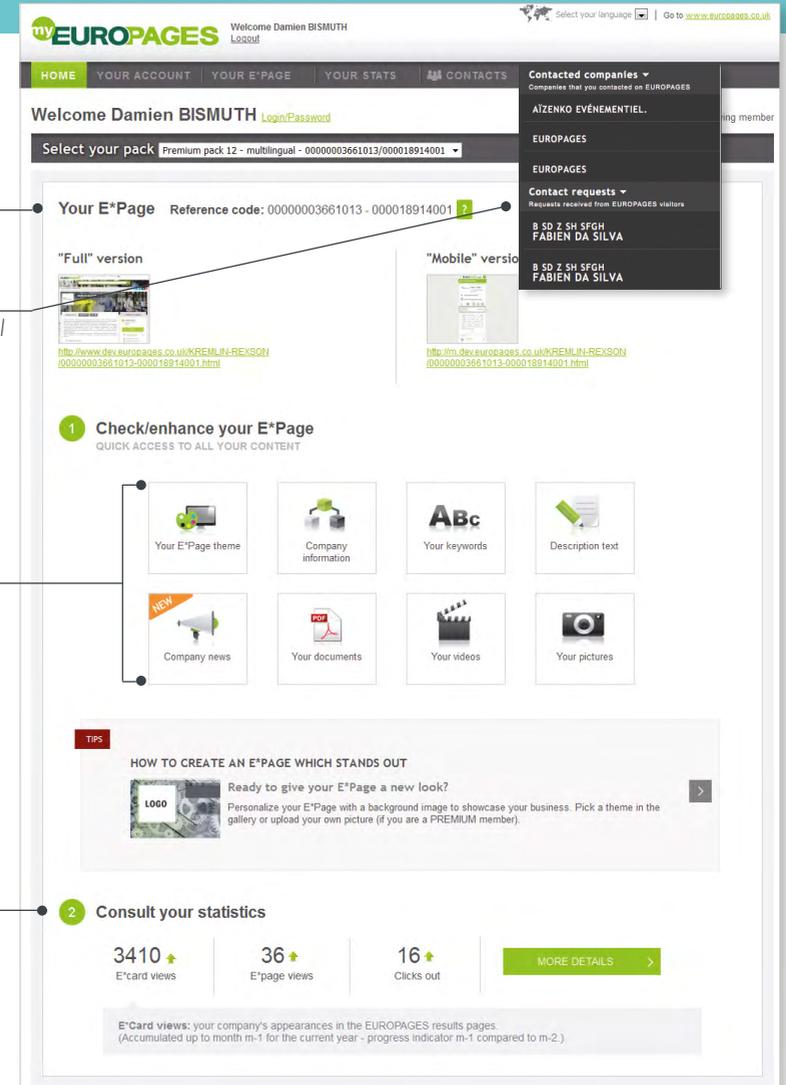
Your E*Page

Your contacts:

*A space that lists all the conversations created on your E*Page.*

Manage all your content

Your statistics



*Every month, the Office de Justification de la Diffusion (French Circulation Audit Office) certifies and validates the traffic statistics declared by EUROPAGES.

Your detailed statistics

EUROPAGES has developed an information collection navigation data system. Each paying member has exclusive and secure access to all its statistics, thereby enabling him to analyse the commercial impact on his investment.

From this private space, he can consult the traffic to his E*Page at any time: a functionality that ensures full transparency as to the effectiveness of his tools.

In addition, upon request, the EUROPAGES consultants can generate more extensive statistics related to the performance of your E*Page.

This solution allows each user to enjoy a performance measurement tool: mySTAT.

The screenshot shows the 'myEUROPAGES' dashboard for user 'Ferrant agnes'. The main section displays 'Statistics for the month of December 2015' for 'Pack Access 12 mois - N° : 117798001 - 33'. A table compares performance for December, November, and the Annual total (2015).

	December	vs November	Annual total
E*Card views	1,182	+2 %	10,036
E*Page views	21	+17 %	157
Clicks Out	10	-	84
Emails received	0	-	0

Additional features include a 'Your stats' sidebar with links for Pack Access, E*Card views, E*Page views, Clicks Out, and Emails received. A footer note suggests contacting sales representatives for queries.

Your statistics:
Track clicks, e-mails received, country of origin of users who viewed your E*Page. EUROPAGES gives you full access to your business analytics.

The screenshot shows the 'EUROPAGES FindIt!' performance report for 'EUROVOLAILLES - 94550 Chevilly Larue - FRA'. It includes a table of performance metrics, a bar chart of visitor sources, and a pie chart of visitor origins.

Année	Pack	Version	E*Cards vues	E*pages vues	Clicks vers votre site web
2014	ECONOMIC	Monolingue fr	7 605	610	205
2015	ECONOMIC	Monolingue fr	10 588	544	191
	PREMIUM	Monolingue fr	19 678	2 321	371
Total			37 871	4 475	767

Comment vos visiteurs vous ont-ils trouvé ?

Mode d'entrée des visiteurs	Type	Nombre d'E*Cards vues	% du total
Google	Moteur	18 683	49,3 %
Europages	Direct	15 872	41,9 %
Autres référents	Référents	2 460	6,5 %
Bing.com	Moteur	394	1,0 %
Yahoo	Moteur	301	0,8 %
Ask.com	Moteur	106	0,3 %
Myway	Moteur	20	0,1 %
Seznam	Moteur	12	0,0 %
T-online.de	Moteur	7	0,0 %
Yandex	Moteur	5	0,0 %
Arianna	Moteur	3	0,0 %
Onet	Moteur	3	0,0 %
Najdi	Moteur	1	0,0 %
Sapo	Moteur	1	0,0 %
Total		37 868	100,0 %

D'où viennent vos visiteurs ?

- Europe: 84 %
- Afrique: 6 %
- Amérique: 5 %
- Asie: 2 %
- Inconnu*: 2 %
- Océanie: 0 %



*Every month, the Office de Justification de la Diffusion (French Circulation Audit Office) certifies and validates the traffic statistics declared by EUROPAGES.



DISPLAY BRAND AWARENESS

Banner, Skyscraper, Sponsor

Online display advertising, a highly effective and targeted way to reach your potential customers, meets two key objectives: grow awareness of your brand and create traffic to your website.

Clients who purchase a Banner or Skyscraper choose from over 4,000 business sector headings on the EUROPAGES website.

These tools can also be adapted to the seasonality of your business. Because not all companies have the same schedules, it is possible to set the display period of the advertisements, from one to several months. In spring, in the fall? The customer chooses EUROPAGES displays.

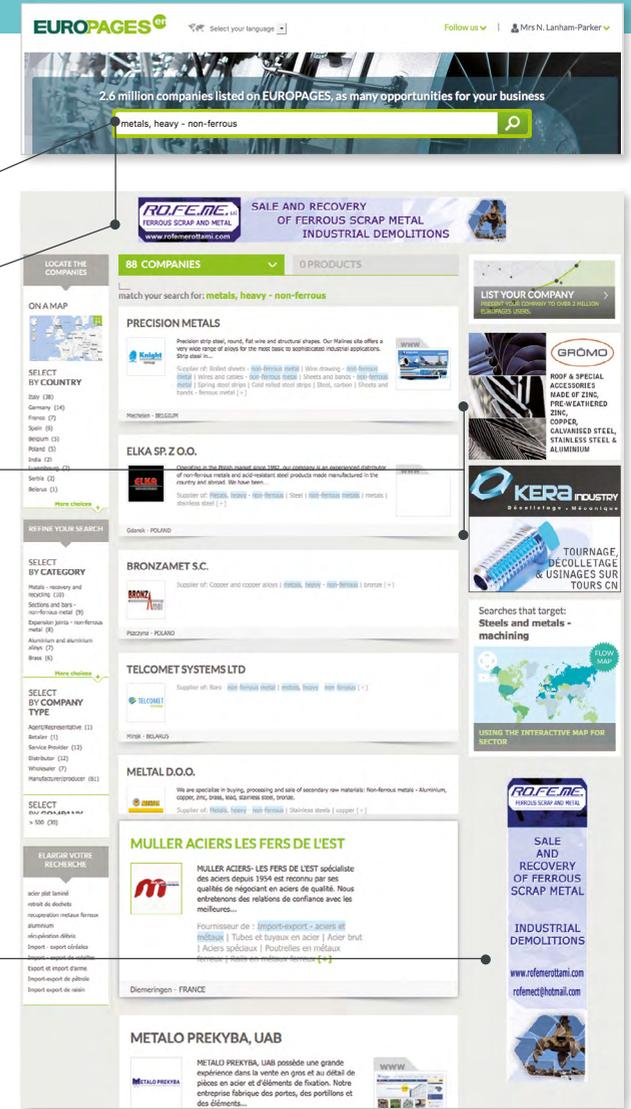
Targeting specific business sectors:

Published on the search results pages

Leaderboard (728x90px)
Banner (468x60px),
optimised for mobile devices

Thematic sponsor (300x250px)

Skyscraper (120x600px or
160x600px)



Key points

- Reaches a targeted audience of professionals
- Efficient mechanism for boosting international awareness and visitor numbers to your website
- Measureable impact thanks to the EUROPAGES reporting solutions

What is retargeting?

Retargeted display is a highly effective way of reconnecting with visitors who have left your website and generating contacts. Retargeting works by keeping track of visitors to your EUROPAGES E*Page or catalogue and displaying your advertising to them on other websites they visit.

How does retargeting work?

Retargeting works by automatically storing a cookie in the browser of visitors to your E*Page, product pages, etc. When these visitors leave the EUROPAGES website and visit other sites, they are identified by the advertising servers, which then display your EUROPAGES advertisement to potential clients who are already familiar with your brand.

What makes this so effective?

Retargeting leads to enhanced online visibility because it presents your advertisements to users with a known interest in your brand.

Retargeting works because it can track visitors as it serves them with advertising content customised to reflect their searches on the EUROPAGES website.

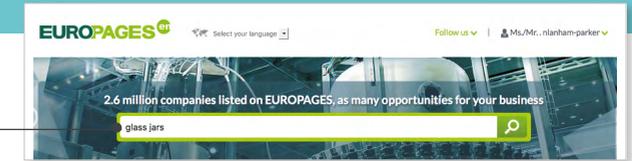
This means that your advertising can be very closely targeted to take account of factors including the visitor's home country, countries searched, the language version used, business sector searched, and a host of other contextual variables. Your advertisements are seen only by relevant target groups, and you avoid needless losses.

Retargeting actually optimises your campaign's relevance by displaying the right message to the right potential clients, thus also optimising your advertising budget. Instead of displaying your advertising to all visitors, you make savings by having your message shown only to the most promising potential clients.

Key points

- Grows your brand awareness and increases conversion rates
- Measurable, highly targeted impact
- Easy to set up, thanks to support from the specialist teams at EUROPAGES

A user visits EUROPAGES



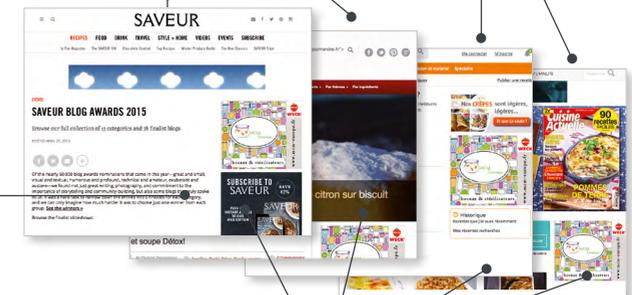
A cookie is used to identify the EUROPAGES user

The user consults your E*Page or catalogue



The user leaves the EUROPAGES website and visits other sites

The advertisement server recognises the user and presents your display advertisement



The user is encouraged to visit your website





EMAIL MARKETING

SPONSORED
NEWSLETTER

E-mailing, the ideal B2B marketing tool

European studies all come to the same conclusion: marketing emails are a core tool when it comes to informing target groups and attracting potential clients to your website. But the emails need to meet three criteria:

- content has to be relevant to the recipient, which means it must be targeted;
- emails have to come from a recognised partner. The sheer volume of unsolicited messages means that the overwhelming majority of messages from unknown senders are never read;
- message must be written in the recipient's mother tongue if they are to have maximum impact.

Targeting with the EUROPAGES Newsletter

EUROPAGES provides its registered members with statistical information about their visibility. Every month we send a newsletter to over one million B2B professionals. Written in their mother tongue, this newsletter looks at issues of interest to them.

Buying a banner, advertisement or skyscraper in a EUROPAGES newsletter is a sure way to reach out to a precise target of B2B professionals, selecting from 49 countries. This is a particularly effective way of communicating if your objectives are to:

- grow awareness of your brand, products or services to thus support growth of your international business;
- trigger a reaction from recipients and encourage them to visit your website, for example, during a product launch, promotion, when you have a stand at a trade fair, etc.

The EUROPAGES newsletter has one of the best open rates in the B2B market, a guarantee of its effectiveness as a measurable tool for conveying your message.

Best practices

- 1. A short message:** space is limited, so don't pack too much information into a banner.
- 2. Call-to-action:** clearly state what you are asking the reader to do; 'Contact us now', 'Download our brochure', etc.
- 3. Simple visuals:** use a photo only if it is relevant, for example, an image showing somebody using your product, if possible. Otherwise, use an attractive block colour.

The EUROPAGES graphic design team can create your visuals for you.

Banner sponsoring:

Generate traffic to you website (banner with links)

The message from EUROPAGES:

Visibility statistics are sent to over one million B2B professionals

Skyscraper sponsoring:

A message encouraging the recipient to take action

Sponsor

Key points

- An effective format because it is targeted and comes from a partner the recipient knows
- For boosting international awareness and visitor numbers to your website
- EUROPAGES can create your visuals for you.



EMAIL MARKETING CUSTOM EMAIL

Personalised e-mailing, a customised international B2B service

Of all the e-marketing tools used in B2B, e-mailing can be one of the best ways to create traffic to your website. Although e-mailing has clear objectives - attract attention, generate interest, call to action - a few precautions need to be taken to optimise an e-mailing campaign's impact.

Capitalise on the EUROPAGES member database

Based mostly in Europe (78%), this database of contacts comprises managers from small- and medium-sized businesses and manufacturers that trade internationally.

The teams at EUROPAGES work with you to define your objectives and targets, as well as to formulate your message in the languages of your choice. Your message will be sent from an @europages email address that the recipient recognises, ensuring an optimum open rate. At the end of the campaign, your EUROPAGES consultant will provide you with statistical feedback: number of messages sent, number and rate of messages opened, number and rate of clicks: the information you need to properly assess the return on your investment.

Best practices

- 1. Personalise the email Subject line:** the EUROPAGES e-mailing solution can link the recipient company name to the email subject line, which boost the open rate for messages.
- 2. Text before visuals:** recipients need to grasp the benefit of reading your message before being asked to download any images contained in the email.
- 3. A single proposition:** one call-to-action. Don't use your e-mail to showcase a mass of offers and services as readers will lose interest.

Key points

- Make the most of the quality of the EUROPAGES database for your own messages
- Promote your activities and generate qualified traffic to your site
- Measure your results

Clickable links:

Strategically placed in the text, close to the main message

Announcement or awarenessboosting:

Announce an event, piece of news, invitation to an exhibition or special offer, or simply boost awareness of a brand or company

Be specific and concise:

Get straight to the point. Clickthrough rates can be improved with a visual

Clickable links at the bottom:

This tells you the proportion of readers who read all the way to the end of your message

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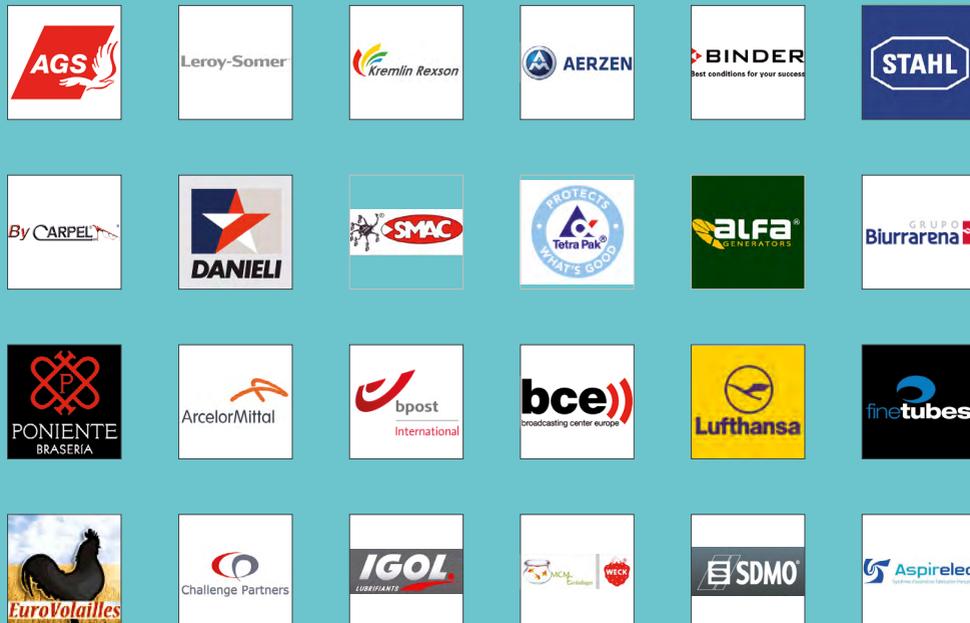
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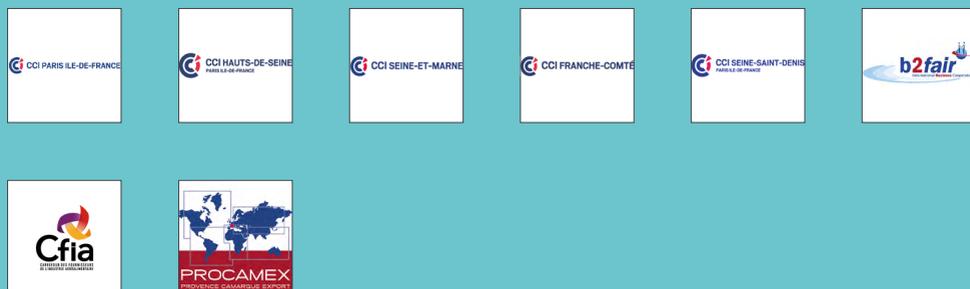
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