

Galleon discovers golden key to Internet marketing

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MARKETING ON THE INTERNET

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The Internet has come a long way in the last decade. For Galleon Systems of Birmingham it has transformed the company's approach to marketing, enabling the company to sort out the genuine business requirements from non-productive enquiries. But it doesn't happen overnight. "In 1999, following a review of the results achieved from the company's first web site, which was set up in 1996, we set ourselves a four year plan, to exploit this marketing channel fully. We wanted to improve our understanding of how the Internet operates and to maximise its potential for finding new customers," explains managing director, Mark Neal.

As part of this strategy, the company has set up multiple sites, each geared to distinct market segments and products. By applying traditional thought to the new technology, the company has expanded the proportion of the business attributable to leads from the Internet, from around seven per cent in 1997, to over 80 percent today.

Marketing on the Internet follows a different set of rules to the traditional concepts of advertising and publicity. "You cannot think about it as sending electronic mail shots out to people. You have to think about attracting people to come to you, to find out more about who you are and what you have to offer," says Mark.

Whilst the benefits of the Internet, as an open and global communications tool, are generally well understood, there is one very significant advantage which only becomes apparent by way of experience. And that is, the business leads generated by the Internet are of far higher quality than those received as a result of traditional publicity techniques, using trade journals and exhibitions.

Galleon Systems markets computer enclosures and time synchronisation clocks for specialist applications. Since it started receiving leads from the Internet.....

To obtain this case study please contact Mike Ottewell

mike-ottewell@lineone.net