Solution

When ThomasNet initially met with Flex, they went to great lengths to understand their business and goals, and then conducted an intensive review of their website. From this, ThomasNet was able to recommend and implement a complete web strategy to turn it into a robust prospecting and sales tool.

"We wanted to provide an online experience that would attract buyers and keep them engaged until they got in touch with us," said Mr. Friedhoff. Since so many of Flex Products' customers place "non-standard" orders, the goal of the Website was to get them to reach for the phone, ask additional questions, and then make a purchase.

The key to revamping Flex Products' Website was adding content, refining existing online information, and adding simple navigation features, product specs, and comparison capabilities. The original site needed more detail to be effective. ThomasNet created a new site that included thorough descriptions of the wide range of Flex Products. Features included searchability by multiple categories, and product images to make it easy for prospects to gain an immediate understanding of the kinds of packaging and containers available.

At the same time, working with their ThomasNet consultant, Flex Products changed the wording of their site so that the information was more visible through search engines. "Our content is showing up on all the major search engines, and we don't pay to be on any of them," said Mr. Friedhoff.

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>
> **Ed Friedhoff**
> **Flex Products President**

Results

Sales revenues have risen 20 percent to more than $10 million, and Flex attributes at least 50 percent of that growth to the Website powered by ThomasNet's technology. In addition, Flex is beginning to do international business, and that business is contributing to about 6 percent of sales.

The new Flex Products site serves as a very reliable and effective 24/7 sales department.

Search engine referrals for Flex Products have tripled since 2005. And web conversion actions have increased eight-fold. The ability to monitor results is putting Flex Products in the driver's seat to move toward additional growth in the years ahead.

Find out how ThomasNet Web Solutions can help you implement a complete, end-to-end web strategy that will enable you to succeed in today's online environment. Contact your local ThomasNet Representative by calling 866.662.0222 or visiting http://Websolutions.ThomasNet.com

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