Ericson Manufacturing Company

Solution

ThomasNet's Web Solutions team of expert consultants and engineers put Ericson back in the game and facilitated a noteworthy partnership. "ThomasNet demonstrated a deep understanding of Ericson's products and markets. They were able to show me how Ericson could be just as big as my biggest competitor using my website," he said.

Together, Mr. Bearden and ThomasNet built more than just a better website and sales channel for Ericson. Tackling one strategic issue at a time, the team outlined several "must-have" tools that would achieve Ericson's goals—including an online catalog and the capabilities to process Requests for Quotations (RFQs) and conduct e-commerce — all from Ericson's website.

Suppliers' sites must offer the right depth and breadth of information, as well as easy navigation and intuitive functionality. From start to finish, the site, with its online catalog, clearly defined Ericson's offerings—highlighting product categories such as "temporary power distribution," "task & work lighting," and "construction lighting." It allowed visitors to verify at a glance that the Ericson provided what they were looking for. This kind of rich content was crucial for a company like Ericson to stay competitive and boost sales.

By adding more precise product categories, Thomas-Net made Ericson's site more accessible to qualified prospects and generated a higher ranking on the search engines. Mr. Bearden recognized that the new rich content was the number one reason for raising its position on searches.

	Tok-Free, 1.800 Encision (1		By Part Number 💌	
ome About Fricson Products Calalog Index Di	Notices Depisenter 1 Rep Loom	Search	Sire Map	-
				A CONTRACTOR
	New Cart View ROOS		0 items	I Shipping
	Request for Quote		0 items	Terms
UL Categories > Temperary Power Distribution Centers & Trans teceptacies > View Rems	sformer Based Power Distribution > 50 Amp	EW Cordsets a	nd 50 Amp W	fire-In
50 Amp 4W Cordsets and 50 Amp Wire-In Receptacle Check up to five results to perform an action.			Printable Pa	
Check up to me results to perform an account		5	3 Email This P	908
125/250V 50 Amp 4W cordsets for Oscar box series. 50 Amp re 24 inch #GAWO wires prewired into the CS5365 4W receptacle u lock nuts included.	rceptacle (SR-50) is a ready to install in a pane inder an all weather flip cover. Mounting nipple	l writh	Save To Fey	ortes
 40 Amp condigital come in S0W and STW grade cords Standard with CS 8345-P plug (maid) ends and CS5364 Cords Can connect to each other male to female 40 and 100 cordsets standard *** also available 	-C (female) connector ends			
	lanaar itteaa			
Respect information Compare Items Add to Cart Respe	ast Contern		suits per Page	25 *

Ericson and ThomasNet are the best winning team I've been a part of.

Phil Bearden Product and Marketing Manager for Ericson Manufacturing Company

Results

Ericson's new website has taken the company to new heights. In 2007, sales grew to \$17 million—up from \$14 million the year before—a 20 percent increase. This is the single largest growth year I have seen for Ericson," said Mr. Bearden. And "easily 50 percent of that growth is attributed to our new website."

Each component of the company's website has contributed to its remarkable sales growth. Ericson is logging 20,000 catalog views per month and between five to eight RFQs per week— 25 percent of which have turned into orders averaging \$3,000-\$5,000 each. "While five to eight RFQs per week may not sound like a lot to some, it's all about the quality of the lead to this company," says Bearden.

The new site has significantly improved their online presence, boosted sales, and made them "recession proof" by introducing them to new customers and markets. "Ericson and ThomasNet are the best winning team I've been a part of," said Mr. Bearden.

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

Copyright © 2009 Thomas Publishing Company All Rights Reserved

it's all The ne by intr been a

RESULTS

ThomasNet WebSolutions