

Business Innovations

Industrial Firms Look For Business Online

(NAPSA)—Increasingly, companies in the industrial sector are spending more on marketing—online marketing in particular.

For example, in a recent survey of marketing executives in the industrial sector, 37 percent of them said that they are spending over a third of their marketing budget online. For those surveyed, finding new customers in both new and familiar markets is reported as a key focus.

In a related survey of engineering, technical and industrial professionals, most have clear preferences for searching online. The majority of those respondents say they use more than one search engine for work-related purposes, with their top-three search engines being Google, GlobalSpec and Yahoo!.

In their work, 90 percent of respondents have used the Internet to find components and suppliers, and 85 percent go online to obtain product specifications.

The surveys were conducted by GlobalSpec, Inc., a leading specialized vertical search, information services and e-publishing company serving the engineering, technical and industrial communities.

GlobalSpec provides its users with domain-expert search engines, a broad range of proprietary and aggregated content and over 55 e-newsletters about industrywide products that help

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engineers and related professionals perform their key job tasks with the highest levels of productivity.

Companies that place their product/part catalogs in the search system receive filtered and measured sales leads in real time.

Also available is a variety of online advertising programs designed to drive highly targeted product promotion, Web traffic, sales lead generation and brand advertising.

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