



Businessmagnet helps specialist sealant and panel supplier achieve an overnight uplift in visitors and sales



[www.businessmagnet.co.uk](http://www.businessmagnet.co.uk)  
The UK's leading online Business to Business directory



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**“On the strength of our ads, we pretty-much achieved an instant, overnight increase in enquiries and sales.”**

**Jamie Richmond**  
Director, A.B Group

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[www.absealants.co.uk](http://www.absealants.co.uk)  
[www.abproducts.co.uk](http://www.abproducts.co.uk)  
[www.decospanels.co.uk](http://www.decospanels.co.uk)  
[www.expandingfoamkits.co.uk](http://www.expandingfoamkits.co.uk)

A family run business, the A.B Group was established in 1988, initially supplying the double glazing industry with sealant products. Today, the group supplies specialists sealants, adhesives and expanding foams to the home building industry, architects and the building trade in general.

With customer satisfaction as their number one priority, the company is well known in the UK and across Europe for providing custom and hard-to-find products.

The group now includes divisions providing ‘low maintenance’ PVCu decking, interior and exterior doors, fencing panels and gates, decorative ‘tile replacement’ bathroom panels and expanding foam insulation sprays and expanding injection foam kits.

#### **Diversifying into niche markets**

Jamie Richmond, one of the Group’s directors said “We now have two different divisions within the group and we supply numerous different types of products through our four dedicated websites”.

“The initial website was absealants.co.uk which provides specialist silicones, sealants and adhesives - particularly coloured silicones made to any colour and specialist adhesives to suit various applications. We also supply fire retardant products, tools and accessories”. He added.

#### **Delivering Results**

One of the group’s sites is decospanels.co.uk - through this site the company provides a variety of different types of panelling as an alternative to tiles.

Mr. Richmond said “Our advert on Businessmagnet is doing particularly well in getting visitors to the decopanel site. Our account manager provides us with data on the number of visitors we get to our advert and the number of clicks we get through to each site, which I am very pleased about. On the strength of our ads, we pretty-much achieved an instant, overnight increase in enquiries and sales”.

During the third quarter of 2009, nearly 4,000 visitors clicked through to one of the group’s four websites directly from their Businessmagnet advertisements. The group attributes 50% of its overall revenue to online sales.

#### **Maximising effectiveness through three types of activity**

Commencing activity in mid 2009, the group utilises three Businessmagnet advertising options within their campaign:



Sealants & Adhesives - [www.absealants.co.uk](http://www.absealants.co.uk)



Disabled Ramps and Decking - [www.abproducts.co.uk](http://www.abproducts.co.uk)

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Director, A.B Group

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#### ADVERTISING WITH BUSINESSMAGNET

Businessmagnet is one of the largest Business Directories in the UK. We achieve over 3.5million page views per month and are viewed by many as the only directory solution to use. Our SME customers range from small one-man companies to some of the largest and best known organisations in the world.

Businessmagnet offers various advertising packages to suit both budget and desired level of coverage.

Whichever solution you choose, you can be sure to receive our full commitment to providing you with the best possible return on your investment.

For more information visit  
[www.businessmagnet.co.uk/advertise](http://www.businessmagnet.co.uk/advertise)

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- **An Enhanced Listing Plus**

A cost-effective solution which boosts the position of the listing to ‘recommended’ status and includes a mini client defined description in each product and service category the company is listed in.

- **Magnet Links**

Targeting certain keywords or phrases - Magnet Links are unique to Businessmagnet, guarantee a minimum of 50,000 impressions per month and are key to a successful search engine optimisation strategy.

- **Flash Banners**

The best and most visual way to attract browsers to your website - exclusive and 100% relevant to a Keyword or Product and Service Category, providing sponsorship at the top of a section and link directly to your website or your Businessmagnet advert.

#### Reacting to challenges

“We have developed the business into niche areas and tried to be different and unique where possible. Our competitors have tried to follow us, but we are still told by one of our manufacturers that we are the largest supplier of a certain product-line in Europe, which is quite an achievement because this product is very popular”. Says Mr. Richmond.

“Most recently, the challenges we found with our marketing were the number of people competing for certain Google AdWords sponsored links which pushed the cost up massively. As good as it was when we first started using AdWords, it’s getting more and more expensive to get the same return. When we were approached by Businessmagnet, I believed it would be a good way to achieve a better return on our investment”.

“We use a web company to manage our Google AdWords activity for us, they provide us with a report that illustrates our expenditure and ROI. I noticed that twelve months ago we were spending half the amount with Google but getting the same return as we currently achieve, so effectively it is costing us twice as much with AdWords as it used to”. Added Mr. Richmond.



Waterproof Panels, the tile alternative - [www.decospanels.co.uk](http://www.decospanels.co.uk)

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**“When I was approached by Businessmagnet, I thought it was worth a try. Our activity has met our objectives of achieving visitors and sales - and with AdWords costs spiralling out of control, I am glad I made that decision”**

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Director, A.B Group

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“Our intention is to revise our spend with AdWords and redirect that money to Businessmagnet and possibly some other directories”. Said Mr. Richmond.

“We use an online tracker which records sales from each media source, so we can see exactly where the customer has come from and what they have spent. It’s very easy for us to see where our sales are coming from, obviously, it’s very important for us to see where the business is coming from”.

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“Initially, our objectives with Businessmagnet were simply to increase visitors to our sites and increase sales revenues, but in the future there may be opportunities to use the directory on a tactical level to help us open-up new markets or launch new products”. Mr. Richmond stated.

Mr. Richmond concluded saying “Our activity was easy to get up and running, all we had to do was provide the description copy for each company and provide the keywords we want to be associated with. We will certainly continue to use Businessmagnet for the foreseeable future”.

For more information, click [www.businessmagnet.co.uk/advertise](http://www.businessmagnet.co.uk/advertise)



A DIY Spray Foam Insulation Kit - [www.expandingfoamkits.co.uk](http://www.expandingfoamkits.co.uk)



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