



Industrial rubber specialist
keeps shopfront open 24/7
with Businessmagnet



www.businessmagnet.co.uk
The UK's leading online Business to Business directory



“it’s been one of the best business decisions we have made really”

Andy Atkinson

Founder and Managing Director of AK Rubber referring to commencing their activity with Businessmagnet.



www.akrubber.co.uk

Providing off-the-shelf products and bespoke solutions

For 20 years, AK Rubber has provided the widest possible range of industrial rubber and allied products to the broadest possible cross-section of industries. The company prides itself on being able to assist customers through the many years of experience and their extensive knowledge of providing industrial rubber and plastic products.

Products offered by the company range from simple rubber washers, gaskets and seals to sophisticated dual hardness extrusions, high quality mouldings, rubber and plastic hoses and ducting and a wide range of associated fittings.

Centrally located in Bishop’s Stortford in Hertfordshire, the company specialises in producing bespoke parts to customer’s requirements, where the base materials are machined or cut to any size or shape from the customer’s drawings and specifications. In addition to sheet materials which are converted to seals, gaskets and strip etc., the business also supplies a wide range of rubber matting for a variety of applications such as electrical safety, equestrian, anti-fatigue, gymnasium and surface protection.

Describing the business, founder and Managing Director Andy Atkinson said “As well as the bespoke rubber products we produce either by cutting, stamping or fabricating, the other aspect of the business is industrial engineering plastics which can also be produced as bespoke products”.

Atkinson added “The conversion of our flexible rubber materials, especially rubber matting is where we excel because we have the equipment to produce bespoke items and our keen buying of raw materials gives us a good competitive price advantage. We produce items for a complete cross section of industry - from agricultural equipment manufacturers to businesses supplying sterilisation equipment to hospitals, the business is not reliant on any one sector or customer”.

Utilising Businessmagnet products

In early 2007, Businessmagnet proposed the company should utilise three specific tactics in their campaign to enhance their web presence and elevate their position in search engine results around certain key words.

• 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 (SEO) strategy.

“If you Google the sort of products our customers are looking for, the top results will be our Businessmagnet links - not any of the other directories we use”

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AK Rubber

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.

• 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.

Atkinson says “Our activity with Businessmagnet has certainly met our objectives - the phone rings regularly and we get lots of enquiries. Businessmagnet is the company’s largest referrer”.

Standing-out in a crowded environment

Atkinson added “Every man and his dog has got a website these days, but there is no point in having a shop window if you can’t get potential customers to walk past it. We were previously advertising quite heavily with another directory which didn’t give us much response at all, nothing like when we started our activity with Businessmagnet. When they contacted us I was very interested because we could buy the Magnet Links which were relevant to our business, so I bought as many as I possibly could and it's been one of the best business decisions we have made really”.

Delivering the right results

“We do ask our customers where they got our name from and their response is almost always ‘we Googled you’ - if you Google the sort of products our customers are looking for, the top results will be our Businessmagnet links - not any of the other directories we use”. Added Atkinson.

The company does conduct some proactive telesales activity, but its main sales efforts rely on reacting to customer enquiries which have originated from visitors to their website. Atkinson says “Our business is pretty much reactive to people walking past our shop front - our website is really an overview of what we do, so it's very important that our site gets looked at”.



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“We had an enquiry for a particular product which we couldn’t actually produce without investing heavily in a specific piece of machinery, we won the contract and purchased the machine as a result. The customer would never have found us without Businessmagnet - they will probably end-up being our second largest individual customer. I regularly tell people that if it hadn’t been for Businessmagnet we wouldn’t have been found - it was brilliant and it happens a lot, we get this all the time, new customers finding us through our advert”. Stated Atkinson.

He added “It was very easy to get our activity up and running, it was just what I wanted because I wanted someone to speak to me in plain English and our account manager was great, he told me what I wanted to hear and we signed-up immediately. All the team are very helpful and focussed to trying to do the best for us”.

In conclusion, Atkinson said “We will continue to use Businessmagnet, I would recommend the directory to anybody looking to promote their business on the web - anyone except our competitors that is. It doesn’t matter if our doors are open or not, by advertising on Businessmagnet our shop front is always open and we are always being seen, which is great for a business like us”.

For more information, click www.businessmagnet.co.uk/advertise

