



# The Built Environment Product Platform

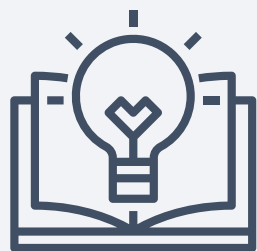


[www.barbourproductsearch.info](http://www.barbourproductsearch.info)



## Attract

Showcase Products



## Educate

Increase Brand Awareness



## Engage

Influence your Audience



## Analyse

Gain insights

# Attract

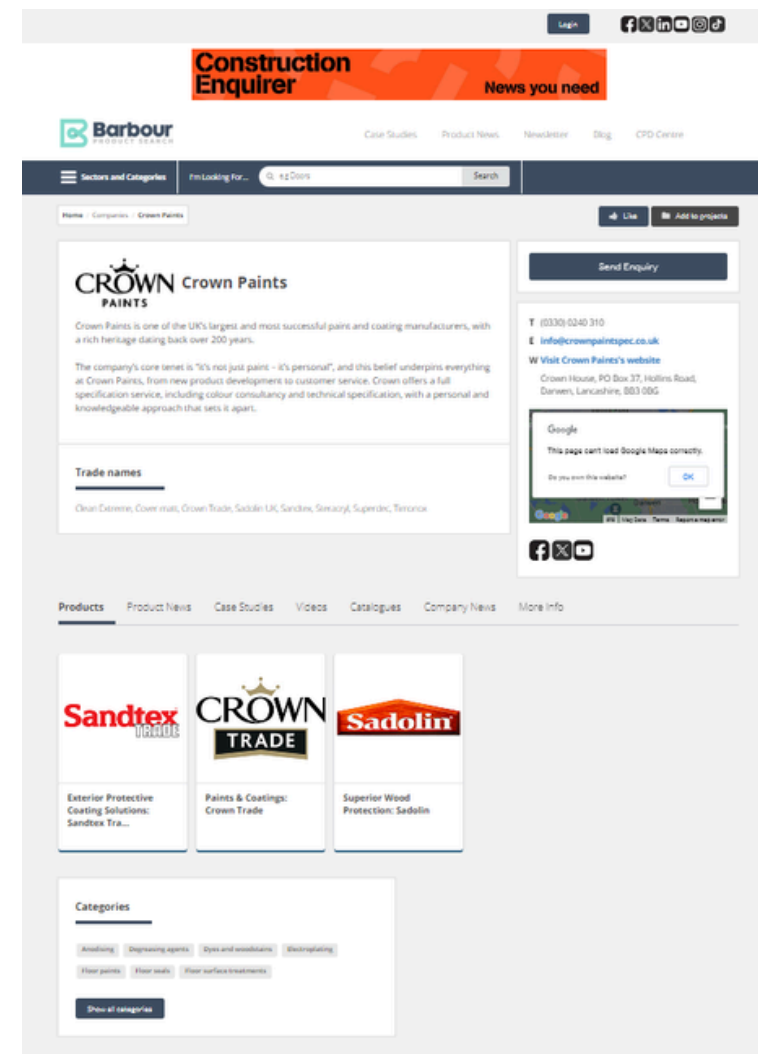
**Showcasing** your company and its products to the specification chain has never been easier.

With a Barbour Product Search product profile we can expertly curate your content to **build awareness of your brand and maximise site traffic.**

What we'll need to get started:

- **Company Description**
- **Products**
- **News Items**
- **Technical Data Sheets + Catalogues**
- **Keywords for Search Engine Optimisation**

Now it's time for us to promote your products and services to a **huge audience of influencers and decision makers** across our Installer, Buyer, Specifier and Architect base..

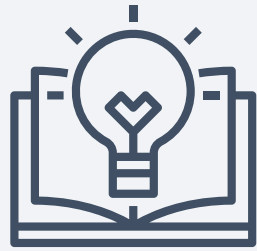


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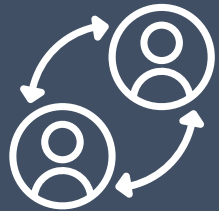
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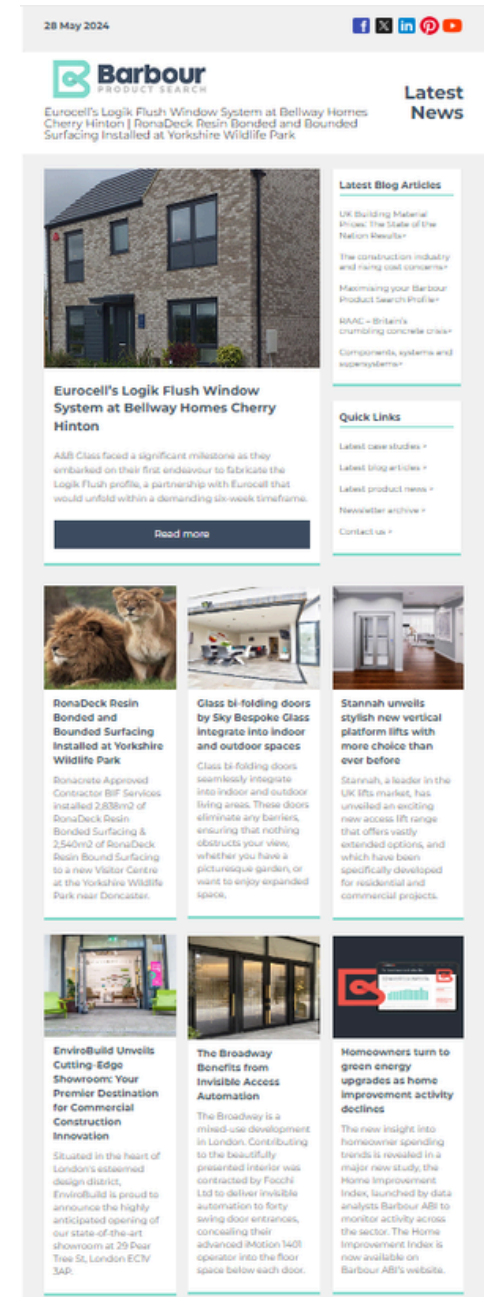
Gain insights

# Educate

With a Barbour Product Search Profile, product manufacturers can showcase their products, news items, technical data sheets and more to help **educate their target audience and increase brand awareness.**

### What can we do for your business?

- Promote your content on our Barbour Product Search platform, and via our social media and newsletters
- Place your products in front of buyers and specifiers who are scoping out their next project
- Continued promotion of your content with news articles, case studies, and more to audiences across the specification chain
- Educate an audience of contractors, subcontractors, installers and other decision makers on the benefits of your products



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Now our audience is educated on your products, they can get in touch with you via the **enquiry button** on your Barbour Product Search profile.

Visitors completing our enquiry forms are showing buying behaviours regarding your company and your products, meaning you can arm your sales and marketing teams with hot sales leads.

Not only does Barbour Product Search drive sales for your company, it also allows you to build relationships with key decision makers interested in your product.



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The screenshot shows a mobile interface for a Barbour Product Search profile. At the top right is a search icon. The main header features the 'CROWN' logo in a serif font with a gold crown above it, and the word 'TRADE' in a bold, white, sans-serif font inside a black banner with gold borders. Below this is a dark grey bar with the text 'Crown Trade'. Underneath is a row of seven dots, with the fourth dot highlighted in blue. At the bottom is a dark blue button with the text 'Send Enquiry' in white.





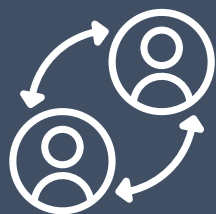
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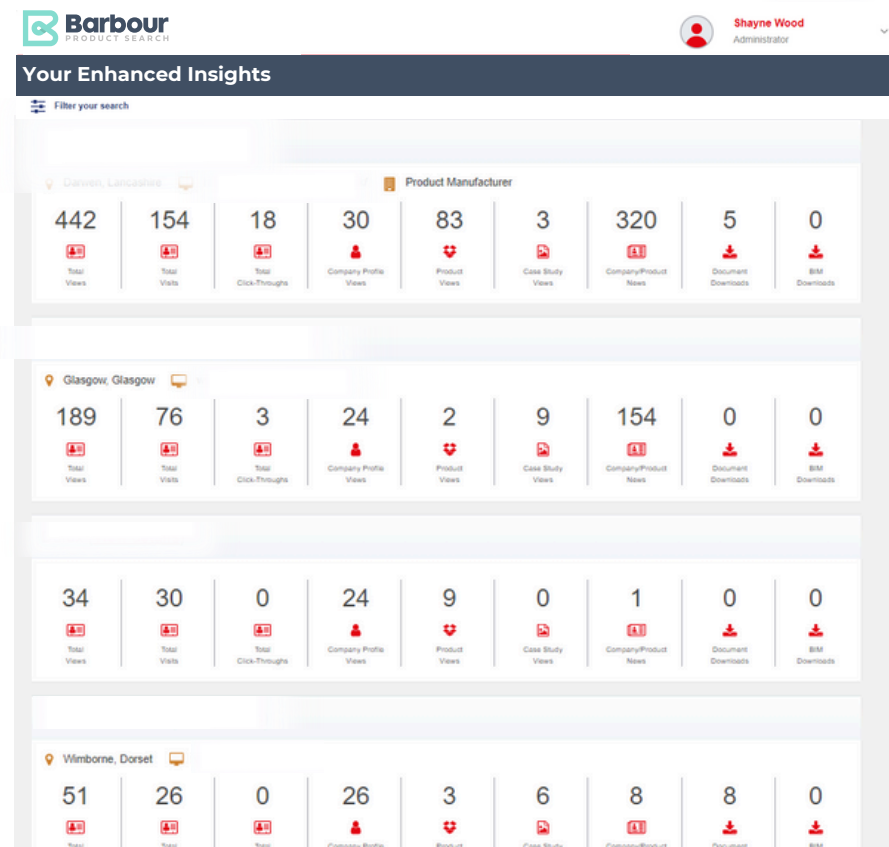
Gain insights

# Analyse

Marketer's budgets are being stretched more than ever. We understand that. With Barbour Product Search you can be confident that you can measure your return on investment.

With Enhanced Insights you can monitor which specifiers are engaging with your company and products – what are they looking at? And, often more importantly, what aren't they looking at? Watch how they interact with your content so you can do more of what's working.

You can also analyse visitor numbers by impressions, views and downloads, and track the enquiries that you receive.

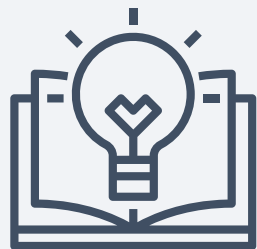


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# Contact us

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