



Your multi channel solution



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



## Insight

Learn about your audience



## Showcase

Be found by the right audience



## Engage

Meet the right audience



## Communicate

Reach the right audience



Get in contact

# Showcase

## Find the right audience

You know who you are and what your company manufactures, but does the specification audience? Tell us everything there is to know and we can start building your profile straight away.

Give us a full description about your company and products, your logo, images, case studies, product news – whatever content you've got, we can feature it on Barbour Product Search.

Then it's over to our audience to find you. We encourage them to engage with and share your content via a host of interactive features such as social sharing, endorsing products, adding product information to project boards and liking content.

The screenshot displays the Barbour Product Search website interface. At the top, there's a navigation bar with 'Client Login', social media icons, and links for 'Case Studies', 'News', 'Blog', and 'Newsletter'. Below this is a search bar and a 'Browse Categories' dropdown. The main content area features a product page for 'Evolve Rainwater Systems'. It includes a large image of the gutter system, a 'Send Enquiry' button, and a 'Share product' section with social media icons. A 'Properties' table lists details like 'Recycled content (%)', 'Material', 'Finishes', 'Colours', 'NBS clauses', 'BIM', 'CAD', 'Installation Guides', 'Life Expectancy', and 'Reusable'. At the bottom, there's a 'Product News' section with a grid of featured projects, each with a thumbnail image, title, and date.

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## Reach the right audience

We all know that specification has changed. Back in the day, pretty much all you needed to do was advertise in the Big Red book and every architect knew about you.

Now clients, consultants and contractors are playing a far greater role in procurement – how do you know if you are reaching the full chain?

That's where we come in – we have a unique route into this market through our own Barbour Product Search audience as well as our high profile partnership with sister brands such as Building, BD and Barbour ABI.

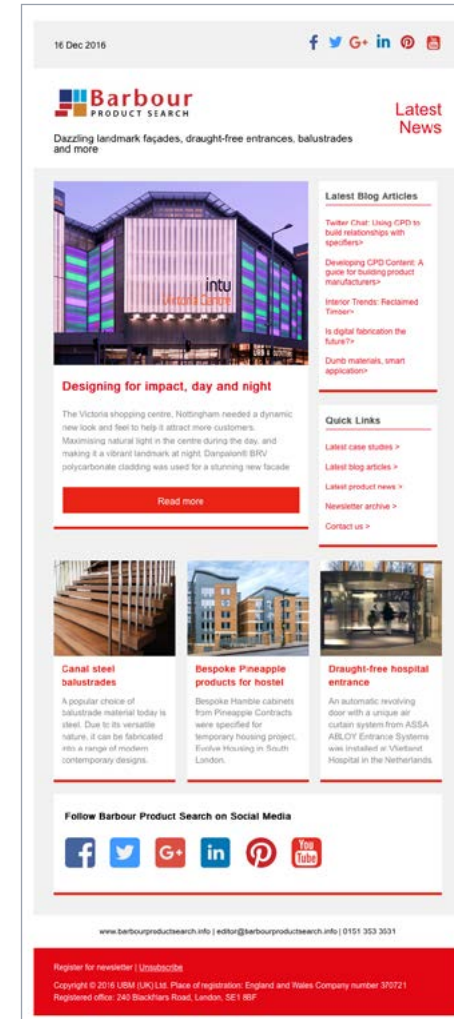
Through newsletters, blogs, linking with live projects, social media, third party email broadcasts and content syndication, we can promote your company and products to the widest audience available.

**Barbour ABI**

**Building**

**bd**

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



43,000

Unique users on Barbour Product Search each month

349,000

Unique users across Building and BD each month

166,000

Page views on Barbour Product Search each month

58,500

Newsletter subscribers across the brands

28,500

Barbour Product Search newsletter subscribers

18,000

Ever increasing number of social media followers

**Barbour**  
PRODUCT SEARCH



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Building your brand profile is all well and good. But sometimes, having a face to face conversation with someone who could specify your products in the future creates a level of mutual understanding and connection that you can't achieve elsewhere.

Our network of events have been designed to inspire and inform specifiers and give a platform to manufacturers to present real-life examples of their product use stories to drive innovation and collaboration, and, ultimately build relationships that deliver ongoing ROI.

Since we've featured on Barbour Product Search we've had plenty of enquiries and I've been very happy with the quality of the leads received. The editorial team are extremely supportive and proactively drive specifiers to our company and products through newsletters and social media promotion, helping to increase our brand awareness. Thanks for the great work!

**James Westaway, Polyroof Products Ltd**



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**Barbour**  
PRODUCT SEARCH





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Marketer's budgets are being stretched more than ever. We understand that. At least you can be confident that you can measure your return on investment with us.

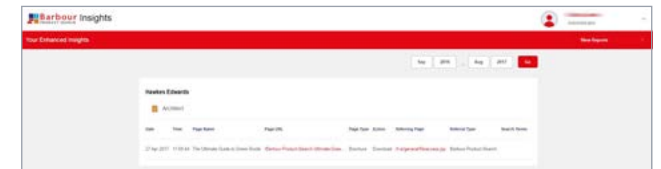
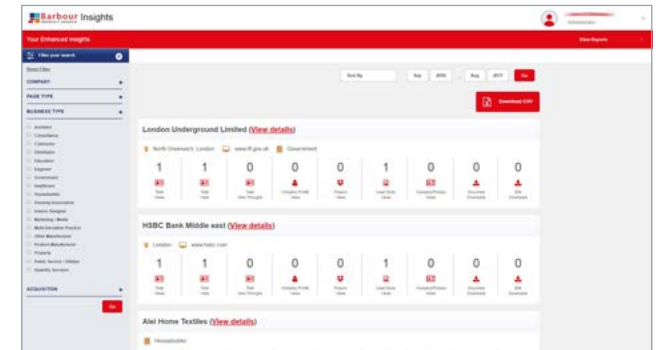
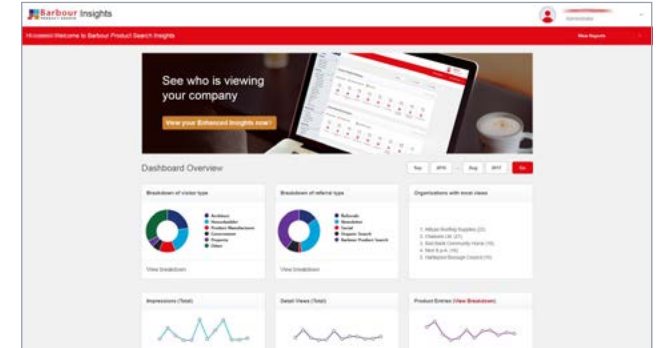
You can monitor which specifiers are engaging with your company and products – what are they looking at? And, sometimes, more importantly, what aren't they looking at? Watch how they interact with your content so you can do more of what is working.

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

We also offer insight into the broader construction marketplace through access to our suite of reports, including the monthly Economic & Construction Market Review, written by Michael Dall, lead economist at sister company Barbour ABI.



**Michael Dall**  
Lead Economist



Barbour Product Search's new Insights tool provides a detailed and manageable system of analytics that allows my work as Head of Marketing to be made quicker and easier. Detailed information about specifiers and the ability to follow up on leads has increased, and offers a higher level of intelligence than before.

**Stewart Plant, Head of Marketing**  
(CLD Fencing Systems)

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# Contact us

Find out more about Barbour Product Search

You can contact us:



0151 353 3500  
ask for Barbour Product Search



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Join the wide range of manufacturers who rely on Barbour Product Search, including:



ASSA ABLOY



HunterDouglas

Internorm



Stannah

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