



PORTFOLIO

NuTec Design Associates, Inc.

After having a web site that was more or less just a company ad for almost four years, 84-person A/E firm NuTec Design Associates, Inc. (York, PA) finally revamped its Internet presence. Now the site acts as a comprehensive marketing tool for the firm, which has also employed successful marketing techniques to get visitors to the new site.

"We originally launched with an online brochure back in 1997, and we would update it occasionally," says Scott Butcher, marketing director for NuTec. "It looked great originally, but then it started to look a little hokey. There were a lot of icons and some cartoonish clip art. But three or four years ago, that's what everyone was doing." The old site had basic company information such as services offered, background information, and office locations.

"We wanted the new site to look more corporate, and we wanted it to load quicker," he says. "We had also relaunched our brand this year and wanted to change our perception in the marketplace." Though the corporate logo remained the same, NuTec wanted the site to reflect its new tagline, "Comprehensive leading-edge solutions."

"We wanted to be known as someone who solves problems and provides solutions," Butcher says. To accomplish that on the web site, NuTec added what it calls its Knowledge Base, an area of the site where visitors can read articles and white papers on current issues and subjects affecting NuTec and its clients. The Knowledge Base is helping to establish NuTec's identity as the go-to firm for those who need answers, as well as turning the company web site, www.ntda.com, into a reference tool.

NuTec has also taken 24 of the Knowledge Base articles and compiled them into an e-book for visitors to download to their computers so they may have the information at their fingertips even when they're not online. Butcher, who has published two of his own e-books on marketing and architectural photography, came up with the idea of making a NuTec e-book available on the site. "I realized we could use this as a way of viral marketing," he says, as word of NuTec's e-book could spread through e-mail messages passed on from colleague to colleague.

Offline, NuTec's e-book is being distributed on CD-ROM to potential clients, and some hard-copy versions of the book are also distributed to select potential clients.



The Knowledge Base at NuTec's web site, www.ntda.com, has proven to be one of the most popular destinations for those visiting the Internet page.

To download the e-book, visitors must first send an e-mail to NuTec to receive download instructions. While download instructions could just as easily be included on the site itself, by making visitors take that extra step, the firm is building a database of e-mail addresses of those interested in areas that it serves. Then the firm is able to follow-up with visitors about the e-book via e-mail.

NuTec also tracks the number of times individual articles are viewed. The data help the firm determine which issues are most important to NuTec's audience, and the firm adjusts its marketing strategies accordingly. →

"For three months in a row, one of the most popular articles has been on high-intensity discharge lighting

systems,” says Butcher. “I never would have guessed that.

“Ergonomics is also a popular subject. Some of the topics are seasonally related— there are more hits on the article about humidity in the summer and on snow loading in the winter,” he says.

To market the new site, NuTec sent out postcards to about 1,000 “A-list” prospects in its database. Announcements also appeared in the firm’s newsletters and in other collateral marketing pieces. The initial wave of publicity also included a press release announcing the availability of the free e-book. It was sent to about 110 publications, both online and print. “So far we’ve gotten a couple of hits,” Butcher says of the success of the press release, which was sent just weeks ago.

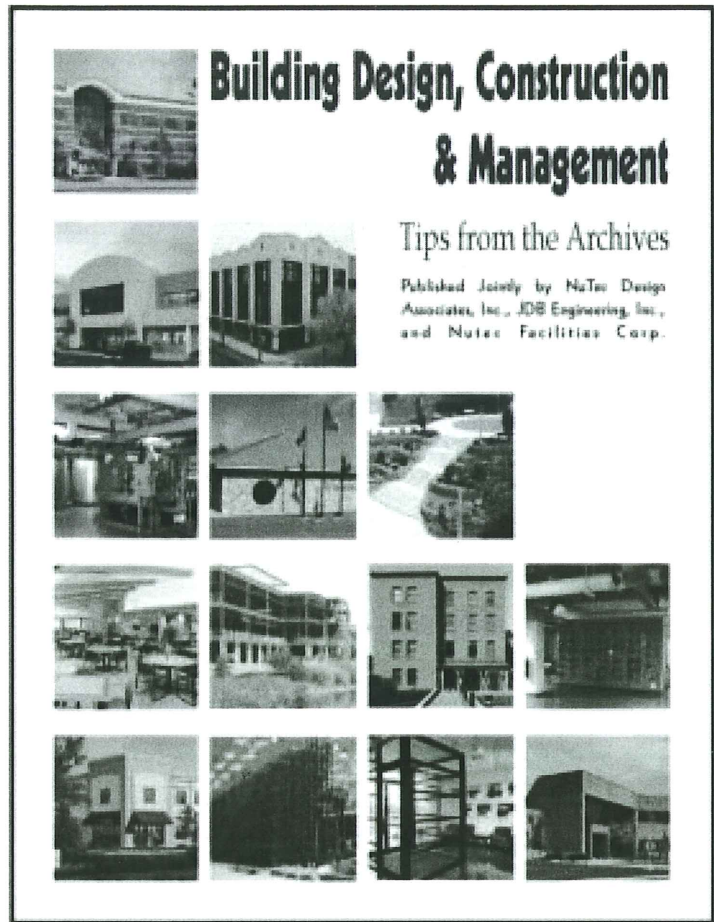
Word of the new site has apparently spread. After it was officially launched in July, the number of unique visitors jumped 10% in July and again in August. Traffic in September was up 17%, Butcher reports.

As evidence of visitors’ desire to use the web site as an information resource, Butcher says the NuTec Knowledge Base is the most popular section of the site. “It’s really helping to drive our traffic.”

Ironically, visits to NuTec’s general home page have decreased, but Butcher says that is by design. In marketing materials sent to prospects, instead of directing visitors to the main page, NuTec is including the URL for the pages that highlight specific services like food processing solutions or printing solutions. “When you’re trying to position your firm as the leader in a specific market, when you send them (to a general home page) you make yourself look more like a generalist,” Butcher says. “We’ve been making sub-sites so visitors will see the information that’s important to them. From there, they can still link to other pages.”

Visitors are also linking to some of the Knowledge Base articles directly from search engine queries. “People are entering (the site) from pages pretty deep into the site,” he says.

The web site is directly generating business as well. “The response has been very positive,” Butcher says. “I got a report on a lead that came from a national firm. Its executive



NuTec receives e-mail requests for information on how to download its free e-book and uses those addresses to enhance its database.

saw the information we provided on our site, and our image as a solution provider was the reason he came here.” Being able to track the number of unique visitors, which pages they are visiting, and being able to gather e-mail address have all been key, Butcher says. That has allowed the company to build a database and detect trends from usage patterns. “With all of the effort that went into this web site, I wanted to be able to chart its success and be able to justify to the company that this was worth doing,” he says. “It has already proven to be worth it.”— **MARK J. GRADY** (mgrady@zweigwhite.com) ●