

Corporate Awards on the Net?

by M. DAVID MATNEY

With all the buzz and hype about the need for a web site, store owners find themselves asking the same questions over and over again. How do I do get started?

As an awards store owner you spend every day managing, engraving, assembling awards products and just keeping your head above water to service the customers in your local area. How do you have time to expand into a marketplace that in essence places your company on a national scale?

Well, it is much simpler than you can imagine. NetSoft Studio has partnered with many top industry suppliers such as Zeit Company, RB Fabrication, Tropar, JDS Industries, R.S. Owens, TopMost, Crystal-D, PDU, Timecraft, Ribbons Galore, and others to bring the first awards and recognition online shopping cart web site whereby your customers can purchase products directly online, from your company, and gain new revenue streams even during the current rough economy.

Niels Norby observed in his July 2010 Recognition Review article titled "To Web or Not to Web" brick and mortar businesses without a web presence are doomed as technology has changed

the way people buy products from your awards store with online buying.

So what about Corporate Awards? Can we really make a profit on the internet with them?

The answer is simple... Absolutely...If done right.

Over the past 15 years of marketing online businesses and the last 10 years working directly with awards stores all over the country. We estimate over 500 million dollars worth of corporate awards are sold on the internet each year.

The number of corporate award sales continues to climb as more of the younger generation move into corporate buying capacities.

So how does your store benefit from the buying trends of today's new generation of corporate awards buyers? By

placing your products in their hands using media they choose to use; a BizWizard ShopKart web site with high search engines rankings.

NetSoft Studio has created BizWizard ShopKart™ specifically for the awards and recogni-



B-Hive Awards (<http://www.bhiveawards.com>) has a BizWizard ShopKart™ Web Site. The owner, Joe Pisani informs us "Just wanted to send you a quick thank you note, we just had a major hotel chain place an order for over \$6000 of corporate awards.

These were all expensive corporate awards that were pre-loaded into my ShopKart web site. I am positive that we got the order because of the way that ShopKart is search engine friendly. These awards were ordered from a new customer located in New England and as I am Florida they never would have found me if it were not for ShopKart web site and its built-in Search Engine Optimization.

<http://ARA.NetSoftStudio.com>

tion industry to enable the small business owner with large corporate competing power at a small business price and has pre-loaded into each shopping cart corporate awards ready to sell literally within 24 hours of ordering your BizWizard ShopKart™ web site.

Let's examine some of the pre-loaded products. We will focus on two very well thought out product lines from Zeit Company and RB Fabrication.



RB Fabrication, Corporate Acrylic Awards with Acraprint technology creates a stunning award presentation. All RB Fabrication Acrylic Awards are pre-loaded into BizWizard ShopKart™.



Its truly amazing to see the new product lines RB Fabrication comes up with each year. The creativity, and craftsmanship in their new award designs are simply amazing and unsurpassed in quality.

Randy, at RB Fabrication has continued to be a leading edge innovator in acrylic award design with new ideas, techniques and processes that have become the envy of other acrylic award suppliers. His latest equipment also provides him with ability to handle large volumes of orders as well as custom shapes and designs at a price point competitive with standard stock acrylic award pricing models.

Companies like RB Fabrication and Zeit Company are on the cutting edge of technology in production of Made in the USA corporate acrylic awards, and coupled with BizWizard ShopKart™ also developed, and supported in the USA, your retail store will be on the cutting edge of technology, corporate awards and will generate new revenue from new sources around the country.

I love the on-hold music at Zeit Company. Specifically they have a message while your on hold that says something to the effect of "just put a few of our awards in your showroom, and they will fly right off your shelves and into your customers hand"

I was talking with one of our Biz-Wizard ShopKart™ customers that had never sold any Zeit Product before and as a result, they in-activated the entire Zeit Company product line. When I heard they did this, I asked them why? Their response was "Because we don't have an account with them and have never sold their products before" My response was "What if you left the Zeit product line on your web site and if you get an order then call Zeit and setup an account" - So the customer re-activated all Zeit Products and within 3 weeks, they received a \$3200 order of Zeit products.



All Zeit Acrylic Awards Are pre-loaded into BizWizard ShopKart™



In the last 12 months, this same BizWizard ShopKart™ Customer reports to us over \$15,000 worth of Zeit Product Sales.

Zeit products not only fly off the shelf, but fly off your BizWizard ShopKart™ site right into your customers hands.

Keep in mind, not all shopping cart web sites are created equal!

Anyone can obtain a \$60/mo shopping cart web site, but if it ranks on page 75 of search engines, then how will your store benefit? Online shoppers rarely will go past page 3-5 of search result listing. The goal is to gain search engine rankings within the first 3-5 pages of the search results. BizWizard ShopKart™ is designed specifically with these types of rankings in mind.

Today while I was writing this article, a very nice woman called us who had a competitor shopping cart web site, but was frustrated because all of our BizWizard ShopKart™ customers were ranking higher than her web site in the search engines. Unfortunately, she wasn't gaining the new clients due to lack of search engine optimization provided by her current shopping cart.

Corporate Awards and the Net? Can a retail store owner benefit from online sales? With the right shopping cart solution, and right corporate award offerings, not only will you benefit, but you will see new revenue streams. Learn more about BizWizard ShopKart™ at <http://ara.netsoftstudio.com> ▲



M. David Matney is the owner of NetSoft Studio and has over 15 years experience in Internet marketing and 10 years dedicated to the awards and recognition industry.



BizWizard ShopKart™

**Awards and Trophy Shopping Cart Web Site
Software with Built-In Trophy Builder
Search Engine Optimization and Social Media**





Better Ideas in Acrylic®



Includes unlimited web/company stores
Includes Unlimited E-Mail Addresses
Includes trophy builder technology
Enjoy top rankings with built-in Search Engine Optimization
PCI (Payment Card Industry) compliant
ADA (Americans with Disabilities) compliant
Unlimited e-mail, anti-virus and anti-spam scanning
Private server technology in multiple data centers
Pre-loaded with over 4200 award products from top suppliers
Compatible with promotional products web sites
Serving the awards and recognition industry since 1999

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