

Continental Steel & Tube Co.

Case Study

More Qualified Prospects. More Business.

Continental Steel & Tube Co. Expands with ThomasNet.com

Overview:

- Tracks each website visitor's activity
- Adjusts the site to make it easier for customers to use
- Relies on ThomasNet.com for its Internet marketing strategy
- Adds e-commerce capabilities

"Thomas helps us most by driving qualified prospects to us. That makes a huge difference in our day-to-day business. Our Thomas program allows us to focus on our business – serving customers."

Don Ascione, President
Continental Steel & Tube Co.

It's about converting website visitors into customers.

"The more information you can put on your website, the better off you are. People who are looking for hard-to-find items can find us quickly and see right away that we sell what they need. Having detailed and searchable information is critical to a successful website," says Don Ascione, President of Continental Steel & Tube Co.

According to Ascione, ThomasNet brings the Ft. Lauderdale, Florida-based company 80% of its leads today – and almost all of these leads are qualified. He and his associates at Continental Steel recognize that growing a business is not all about driving traffic to a website. It's about converting visitors to actual customers and making the sales.

Together, Continental Steel and ThomasNet collaborate to enhance this metal distributor's Internet marketing program, broaden the company's exposure, and expand its business.

Continental Steel launched its website **www.continentalsteel.com** in 1997 and, like most sites in the early days of the Web, it contained simple product listings, photographs, and contact information. Customers had to pick up the phone to get additional information and place orders. With the rapidly changing times, Continental Steel soon realized that this type of Internet representation simply was not enough to get more business.

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Today, the Continental Steel website offers so much more – thanks to the company's relationship with Thomas, a relationship that spans ten years.



Industrial buyers link to Continental Steel's website directly from ThomasNet.com.

By working with ThomasNet, Continental Steel now offers more detailed, searchable content on its website and has recently added e-commerce capabilities. Continental Steel also has the ability to track each visitor's activity, adjusting the site to make it easier for customers to use.

In general, the company relies on ThomasNet for its Internet marketing strategy. The result of their collaborative efforts: Continental Steel has doubled its business over the past two years.

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For more information about ThomasNet.com and Continental Steel:

- Call your local ThomasNet representative or 1-800-879-6757

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Established in 1983, Continental Steel has developed a reputation as a well respected specialty metal supplier with a great technical staff. Continental Steel states its goal on its website "to be the best metals distributor in the world as measured by associates, customers, owners, and suppliers." On ThomasNet.com, the company is featured as "Hard-to-find metals specialists, export specialists, metric sizes – abrasion resistant, aerospace, stainless, aluminum, copper, titanium, alloys. Usual & unusual metals. All types."

"Thomas helps us most by driving qualified prospects to us."

Today, Continental Steel sells its metals around the world. Purchasing agents and manufacturers in a variety of industries now find detailed, searchable content on the Continental Steel website. And this ability to easily find what they're looking for brings Continental Steel more business – thanks to ThomasNet.com.