



*Improve your*

# Website ROI

*Leverage your online investment with*

*1) Operators*

*2) Brokers and*

*3) DSRs*

**A**n effective website is an essential component for gaining the interest and loyalty of new and current customers—operators, brokers and/or distributor sales representatives. But websites are expensive to build and maintain. Too often, significant resources are invested in tweaking and rebuilding sites without any metrics to support the investment or produce a true “bang for the buck.”

If not designed and executed to meet the needs and preferences of those who buy and sell your products, the true cost may include missed business opportunities and negative impressions of your sales and support capabilities. So what constitutes a *good* supplier website? How do the various audiences you want to attract use websites and what do they most want and expect from yours?

To help suppliers prioritize their efforts to develop or enhance their site—and ensure that their budgets are spent most effectively—Technomic conducted this unique program that provides business-building perspectives on trade website usage among your key customers.

## Target User Groups

Supplier websites (including internal sales/broker portals) can and should be critical links between you and the broker and DSR communities...*but are they really?* Since so little is known about whether or how each audience uses manufacturer sites, three key groups were studied:

- **Operators**—representatives from all key functional areas:
  - chain purchasing executives
  - R&D/menu development staff
  - chain operations and marketing executives
  - independent operators with purchasing authority or influence
- **Brokers**
- **Distributor Sales Representatives**

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## Key Issues

A small sampling of the key issues studied appears below.

1. **Which trade websites are used on a regular basis and why?** Why are some visited more than others?
2. **How long is a typical visit?** Which pages/sections are viewed? What is considered the most valuable content? “Favorite” tools, websites, resources? Which sites are considered “best” and/or most useful?
3. **How much value is placed on different types of content?** Trend information, recipe/culinary information, downloadable merchandising aids, client-dedicated pages, loyalty program data, streaming audio/video, training and education content including webinars and podcasts, etc.?
4. **What drives use/non-use?** What type of content would be perceived as a differentiator? How often should website content be refreshed?
5. **What is the preferred media for product and training materials?** Downloadable content, CDs/DVDs, direct mail, etc.?
6. **What are the most frequently-used search terms?** Which organizations/association sites are visited? Do they pay attention to ads placed on other sites?
7. **What are the differences in usage and preferences** by age/job function/overall Internet usage?

## Methodology

To execute this study, we used a multi-step methodology that yielded actionable insights for each sponsor.

Steps included:

1. **Secondary Data Review**—comprehensive review of all relevant background materials, including government reports, NRA studies and our own extensive proprietary sources.
2. **Online Focus Groups**—using online bulletin board discussions over a multiple-day period, input was collected from each user group about overall information sourcing as well as Internet and website usage. Bulletin board participants were directed to select websites and portals and asked to provide feedback.
3. **Usage Tracking Diary**—representatives from each group recorded their search/sourcing and website usage over the course of a two-week period. This diary was used to record day and time of information need, Internet usage, search terms used, sites visited, amount of time spent during each visit, pages visited, Google AdWord and banner ad awareness, content accessed and more.

- 4. In-Depth Telephone Interviews**—interviews with representatives from each group probe information sourcing behaviors and preferred methods of receiving information from suppliers. During these interviews, respondents viewed various websites and provided site-specific feedback. Feedback was also solicited regarding best practices from the perspective of the respondent.
- 5. Analysis and Reporting**—after collecting and evaluating all inputs, Technomic issued a preliminary report detailing key findings, implications and recommendations.
- 6. Presentation of Findings and Recommendations**—all study conclusions are reported independently to each sponsor via webinar. On-site, custom presentations are available on an optional basis.

## Credentials

Technomic is the leading foodservice industry research and consulting firm. With over 40 years of dedicated industry experience and a full-time staff of over 30 professionals, we specialize in benchmarking programs, business intelligence, consumer insights, health and nutrition, new products and services and trend monitoring. Our work covers all industry channels. Ms. Melissa Wilson, Principal, directed this study with active participation from other senior Technomic consultants.

## Next Steps

For a complete study proposal or to learn more about how this study can make a measurable impact on your organization's performance, please contact:

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