

Brief Summary of How and Why Insulation.com

Can Increase Profits for an Insulation Manufacturer

There is a great competitive advantage to being in the right place, at the right time, ready to effectively exploit an inevitable and historic opportunity.

Your company can use Insulation.com to quickly gain a cost effective competitive advantage.

How and Why Insulation.com can efficiently enable you to gain a prompt, substantial, and long-term increase in sales are briefly summarized below.

- Sales are increased by the ability of Insulation.com to get your company to the top level on page one of Google and other search engines. The specific reasons are identified on page 3 & 4.
 - Many more searching buyers will find and review your product message.
 - Insulation.com makes great search engine placement easier and less expensive. Good content and SEO are still required.
- Current Best Practices for ready buyer lead generation provide the most direct way to achieve a substantial increase in sales. For example, ServiceMagic.com produces 500,000 contractor leads **a month** for up to \$85.00 per lead.
 - *Everybody* wants ready buyers. *Especially* when times are tough.
 - Provide free ready buyer leads to the contractors who buy from your distributors. Contractors and distributors become more loyal and sell more product. New distributors and contractors will be attracted to your company.
 - The idea is catching on. Several major manufacturers are now doing some level of lead generation for their contractors.
 - The insulation industry lead generation space is still wide open. *The reason is: No-one has yet effectively optimized the opportunity.*

- Bad news and good news combine to create a historic opportunity.
 - The bad news is: The insulation industry is generally depressed with some major companies down a third or more.
 - Everyone is hungry for ready buyers.
 - Curiously, most insulation manufacturers still resist effectively applying the new Internet marketing technologies that are now well proven to increase profits and lower costs.

- The good news is: Tidal waves of energy cost spike driven searchers (B2B & B2C) will soon be searching the Net for insulation vendors and products.
 - The American and global future is one of expensive energy.
 - That future may start sooner than most people expect.
 - It always has.

- We know insulation is the quickest and lowest cost way to save large amounts of energy with a minimal change in the life style of the American people.
 - When the energy cost spikes hit, this fact will be "discovered" by many people ranging from all levels of business decision makers to consumers.
 - Major surges in insulation sales of all types will result including the residential, commercial, and industrial sectors.

- The company that has established a strong leadership position in generating ready buyer leads, will harvest the lion's share of profits and market share increase from the tidal waves of new insulation buyers.
 - Insulation.com and lead generation best practices can give your company that compelling competitive advantage.
 - Most importantly, *Insulation.com may create the critical difference in increased sales in the near term, so that your company can survive intact until the good times come.*

So, why invest in Insulation.com when times are tough?

- The cost is trivial.
In the scale of even reduced marketing budgets the acquisition and development of Insulation.com is a small drop in a big bucket.
- The rewards are great.
They are highly predictable, virtually immediate, long-term, measurable, and cost effective. Only market proven practices are needed to dramatically increase your sales.
- Your safety.
You can prevent Insulation.com from becoming a powerful marketing tool used against you by your most able competitor.
- Somebody will get Insulation.com. It can be you, or your competitor.

Specific Reasons Why Insulation.com Will Enable You to Dominate Competitors on the Internet.

- Search Engine Ranking Benefit
 - A Major Category Definition Term can entirely dominate the rankings of all competing websites because of the Relevance Value search engines assign to the name.
 - The name enables your good content and SEO to achieve better and more predictable results at a lower cost.
 - The right domain name **saves** money. Less effective domains make you work harder, and longer, for less. Ask for examples.
- Direct Navigation Traffic Benefit
 - Direct navigation is common, increasing, and often exceeding 30%, depending on the category.
 - Direct navigation searches convert to actual transactions at almost two-hundred (200%) percent the rate of search engine traffic.

- Branding Benefits
 - Many Fortune 500 companies use generic domain names because the right one can enhance a proprietary brand name.
 - "Insulation"(.com) *is the one common term used by all classes of buyers in all American and many global markets.*
 - Instant recognition, instant recall, and enduring memory of a name are primary objectives of Branding. Insulation.com has them all.
 - Searchers are more likely to visit (and return) to a website with an easy to remember name that directly identifies what they want to find.

- Synergy of Web and Off-Web Marketing
 - Intelligent integration of Web and Off-Web marketing can create a synergy that will increase the profitability of both.
 - Brand recognition can be enhanced by putting "Insulation.com" on all ads, products, packaging, vehicles, communications, etc.
 - The broader brand recognition can drive an increase in profit producing traffic to the Insulation.com website.

- Keyword Expense Saving Benefit
 - "Insulation" is the prime keyword for the entire industry and all its products worldwide.
 - Keyword spending is expected to double in five (5) years because of increased confidence in search marketing ROI.
 - Keyword savings alone may pay for Insulation.com.

- Credibility Effect Benefit
 - Research confirms searchers assign "credibility" and "leadership" to the owner of a major Category Definition domain name.
 - Having the one and only name of the product and industry is a commanding symbol with many enduring, real world, bottom line benefits.

Note:

All statements made in this Brief Summary are verifiable.

Data resources include:

Freedonia Group Reports (World Insulation & US Insulation), Forrester Research, Jupiter research, Search Engine Land, Google, Yahoo!, insulation industry trade journals and executive level personal interviews.