

## ☰ CEN October 2016 Palm Springs

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Carus Group

- Consider conducting a tree jacking experiment to simplify the text version of your site structure.
- Consider adding online chat to increase sales and customer service support responsiveness.
- Add business contact information with links to the footer so they are accessible from every webpage.

<http://www.caruscorporation.com/>

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Harmac Medical Products, Inc.

- Consider adding lead generation tactics to website to capture email addresses in exchange for special reports, research, or consumer videos.
- Consider adding video testimonials to demonstrate customer successes in their language that your future best customers can relate.
- Consider adding case studies to demonstrate the economic impact your medical products and services have on customer KPIs.

OEM contract manufacturer serving the medical, automotive, and aerospace industries. Hidden partner of leading Fortune 500 medical companies. Headquartered in Buffalo, NY USA, with manufacturing capacity in Ireland and Mexico.

<http://www.harmac.com/>

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Inn Foods | Inn Foods... the frozen food industry leader

- Consider using a mobile responsive slide deck/carousel/Slideshare to show off the product catalog. The individual PDFs are ok but involve too much clicking for overview.
- Consider changing website to a one page mobile responsive parallax Wordpress template with product portfolio as categories and posts to be your company news to post to social media.
- Add customer testimonials from your best customers who also represent the position inside of the company who is your ideal decision-maker.

<http://vpsco.com/>

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Home - Custom Packaging Folding Cartons

- Make your website more sexy with a one page Wordpress parallax template, especially since you are in the packaging business. Website must compliment the brand.
- Consider adding stronger call to actions to get potential prospects to pick up the phone and call you, fill out form on website, or supply email address. This is done with lead magnets, stronger copy, and better design.
- Consider conducting User Testing [www.usertesting.com](http://www.usertesting.com) 3rd party feedback to show your leadership how much improvement your website needs.

Custom Packaging Folding Cartons - Rigid Setup Boxes - Litho Lam  
Cartons

<http://www.upbslc.com/>

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Prime Equipment Group, Inc.

- Consider an Amazon like shopping cart with product videos.
- Consider updating the meta-tags for better SEO optimization.
- Consider adding frequently-used links to the footer with privacy policy, terms of condition, and address linked to Google map.

<http://www.primeequipmentgroup.com/en/>

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- MasterLube | Locally owned & operated in Billings & Laurel MT**
    - Consider adding online chat like [www.livechatinc.com](http://www.livechatinc.com) to act as location support and customer support.
    - Consider adding a SMS strategy that integrates with mobile apps to make customer announcements, deliver coupons, etc.
    - Integrate zoom.us for virtual training to deliver to mobile phones for employees who need help with business planning, operations support, etc.

Welcome to MasterLube. A good way to take care of your car! Oil change | Fluids | Filters | Belts | Coolant Flush | Wiper Blades | AC | Car Wash and more!  
<http://www.masterlube.com/>

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- Contract Sewing Companies | RF Sealing & Welding | Industrial & Custom Sewing Contractors**
    - Consider using better language then request information to increase the conversion rate on setting customer appointments.
    - Design an info graphic to describe the average economic impact from customer customer benefits.
    - Add a subscribe by email call to action button on blog articles.

<http://www.polocustomproducts.com/>  
Polo Custom Products specializes in custom industrial sewing, RF welding, and thermoforming for several OEM markets including medical, fire & safety, industrial and government & defense. For more details call (888) 827-2476 or Email: [polo@polocustomproducts.com](mailto:polo@polocustomproducts.com).

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- Exline, Inc. - Salina, KS**
    - Integrate Linkedin profile application form integration into career page in order to save applicant time.
    - Consider adding image thumbnails for resources, reports, and PDF downloads to improve user experience.
    - Consider adding iCal/Google Calendar download to events into calendar with instructions on how to engage with company at the event. Example <https://www.addevent.com/>

<http://www.exline-inc.com/>

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- AVAIL | E-Liquids, Vaping Supplies, Electronic Cigarettes**
    - Adding online chat like [www.livechatinc.com](http://www.livechatinc.com) can increase shopping chart conversion as much as 10-33%.
    - Phone number? There might be a reason why this is hidden. For e-commerce it can boost sales.
    - Consider adding a Vaping 101 course to [www.udemy.com](http://www.udemy.com) to be used for branding, customer education, lead generation, and cross-selling products/services/franchises.

AVAIL Vapor is the world's leading e-liquid manufacturer and electronic cigarette device retailer. We develop and produce our e-liquids in a state-of-the-art ISO certified class 7 clean room!  
<https://www.availvapor.com/>

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**Fi-Foil Company | Radiant Barriers & Reflective Insulation**

- Consider adding interactive elements to the website such as 360 video, virtual maps, or 3D modeling of products online.
- Create a raving video testimonial for each of the I AM A customers who talk about ease of use, cost savings, and what their customers say about the product.
- Develop a customer project management app to assist them in creating their own project using your products along with your strategic partners.

Fi-Foil Company is the industry leading manufacturer of high performance radiant barriers and reflective insulation for residential and commercial applications  
<http://www.fifoil.com/>

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**Rothbury Farms**

- Create online videos that show customers how to make existing recipes.
- Host video livestream cooking show using Facebook live.
- Create aggressive outbound/inbound prospecting campaign to restaurants who can buy product in bulk and video conference in training to their cooks to use your products in delicious ways.

<http://rothburyfarms.com/>

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**wyoben.com**

- Add to footer FAQ links, Google Map link to address, contact phone number.
- Add video conference click to call so potential prospects can show their environment to make more on-site calls without showing up.
- Add online marketing tactics to increase lead generation with notification bar, pop ups after 20 seconds on site, email capture, etc.

<http://www.wyoben.com/>

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