

ENQUIRO

b2b search: we get it

B2B marketing strategy needs **SEARCH**.

Your future clients are using search engines to research products and services without bias to proximity and preferred vendors, for solutions that meet their needs.

Enquiro understands the complexities of B2B buying processes and how to best market to multiple buyers at different points in long sales cycles. We also understand the intersection of search marketing with your demand generation, lead management, public relations, advertising, and branding.

Our in-house eye tracking usability lab and strategic research partnerships with industry leaders like Google and Business.com gives our clients a distinct advantage. This experience feeds into all of the **search engine optimization (SEO)** and sponsored **search management (PPC)** work we do, including expert analysis of past campaigns, keyword research, landing page analysis, linking strategies and competitive analysis.

Since our founding in 1999, Enquiro has grown to become **the** respected authority in understanding search and B2B search marketing.

Some of the world's top brands trust Enquiro to manage their search marketing campaigns because of our research, dedication to remarkable customer service, and focus on measurable results. Let us take your SEO and PPC strategy to the next level.

Call us today to find out how Enquiro can help you succeed in search, or visit our site to get started with our library of white papers, archived webinars and case studies.



tactics and strategy
in careful balance.

Enquiro's research shows us where users look on a Google page



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Enquiro's methodical approach to PPC advertising helped us break through a ceiling and meet our sales growth target. They really are experts in B2B online marketing and their insights have been invaluable.

Leonard Sussenbach, VP of Marketing - Vanillasoft

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B2B

www.b2bexpertseries.com

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