

**Our Mission ...**

Womack Contractor Marketing Solutions was created to offer unique 21st century e-marketing sales & service solutions to our contractor partners; working with them to achieve positive bottom-line results for their companies, via increased sales, and profits.

**Our Focus ...**

- Supply chain integrity (Vendor - Product - Distributor - Contractor - Consumer)
- Product features & functionality marketing approach for profit maximization
- Promote unique and innovative product to marketplace strategies
- Educate to build profit – focus on solution selling to fill marketplace needs
- Reinforce brand building methodology & awareness for small business

**Our Solutions Provide...**

- Website Template Design, Hosting & Updating
- Sales & Service Marketing Strategies
- Product Training & e-Training
- Industry News & Product Feeds
- Branding Awareness & Competitive Diversification



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21<sup>st</sup> Century  
Sales & Marketing  
Strategies for Today's  
Electrical Contractor



## Technology at work for you

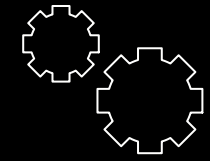
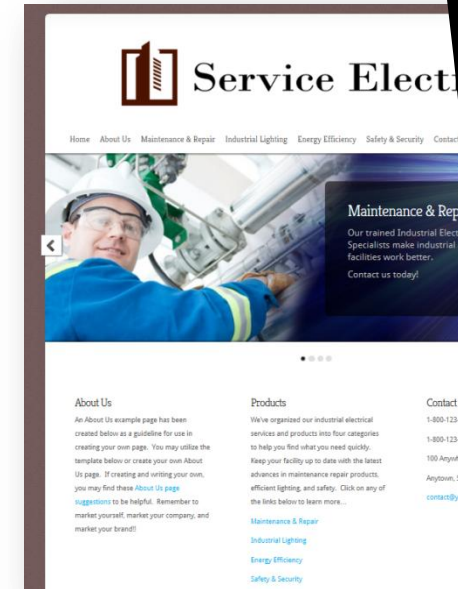
### CONNECTING YOUR BUSINESS TO THE TECHNOLOGY RESOURCES YOU NEED

Since the establishment of Womack Electric Supply in 1938, there have been two constants in the electrical supply industry – CHANGE, and OUR COMMITMENT TO ADAPT TO CHANGE to better serve our customers. Markets change, economies change, business models change. Technological advancements are revolutionizing every industry today, and the electrical industry is no different.

customers find information and the way they shop for professional service providers. With countless local searches being done each day – **is your business getting noticed?**

Womack Contractor Marketing Solutions works with you, utilizing online marketing techniques and strategies, to market you, your company, your products, services and your brand.

The internet has changed the way your



### CUSTOM SOLUTIONS

As your business card to the world, your website is a reflection of you and your company. Womack Contractor Marketing Solutions works with you to create custom content. Our solutions promote your company's brand, products and services via a la carte product selection, business, organizational and social media linking.

### MULTI-MARKET SOLUTIONS

Realizing that your business may work with clients in more than one marketplace, Womack Contractor Marketing Solutions offers the flexibility to custom blend your website to fit your marketing strategy and target markets. Websites can be designed for single markets, combination markets, or all inclusive. This design flexibility affords your customers a one stop shop opportunity for all their electrical needs, personal or professional.

Maximize your profit – begin your online marketing strategy today!

## flexible solutions for your business needs

### MULTIPLE MARKETPLACE STRATEGIES PROVIDE A TOTAL END TO END SOLUTION.



### WEB UPDATE SOLUTIONS

Things change! Unlike print advertising, an online marketing strategy allows for real time updates to your marketing plan. With monthly product updates, and new links and downloads; your websites content remains fresh and applicable to market conditions. Project portfolio pictures, and "about us" information updates are as simple as sending an email.

### RESIDENTIAL SOLUTIONS



A home is the biggest investment most of your customers ever make. Shouldn't it change as they change? As their electrical professional, it is your responsibility to inform homeowners of electrical options for better living, not only offering comprehensive solutions for all their residential electrical needs; but also providing them with the information and resources they need to make educated decisions about which solutions are best for them, their family and their home. Utilize your website to instruct your customers on improving and beautifying their home, protecting their family, and saving on energy costs!

### COMMERCIAL SOLUTIONS



Running a business is time consuming. Day to day operations leave very little time for business owners to research and inquire regarding business up-fit, code compliance, etc. Advancements in electrical technology products and changes in electrical and energy codes present major challenges to business owners. Your website can

inform business owners of how they can keep their business up to date with the latest advances in construction, lighting, efficiency, safety and modern convenience.



### INDUSTRIAL SOLUTIONS



Industrial managers are faced daily with providing for facility services without compromising critical areas of concern such as production performance, operational capacity, and safety. Having an electrical professional to consult with is extremely beneficial to industry management.

Your website organizes your industrial products and services into categories to assist industrial facility managers with finding solutions they need quickly, in categories such as; maintenance and repair, industrial lighting, energy efficiency, and safety & security.



### INTERACTIVE SOLUTIONS

Having designed these interactive eBusiness solutions programs we are proud to say they are "Built by the electrical industry, for the electrical industry." We are confident that these solutions will be a definite asset to your sales and marketing strategy.

