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Create a unified brand presence backed by
technology that works.

eCommerce & Digital Marketing Offerings for B2B Manufacturers

Your Areas of Opportunity

Your team is busy running manufacturing operations, and it seems impossible to find time for other tasks. Your brand's quality is evident in person and its reputation is strong among your current customers.

But when your sales reps are out in the field, it's difficult to digitally showcase your brand. And growing a business relies on a robust and cohesive digital presence. That's where Xtern Software comes in.

Our Approach

We understand the ways B2B differs from B2C in terms of:

- **eCommerce Functionality** – your customers are placing repeat, large-scale orders and expect you to retain key pieces of information
- **Website User Experience** – your primary users are other businesses and sales reps, requiring customer portals with specific levels of access
- **Digital Marketing** – typical promotional language for casual, one-time purchases is not applicable

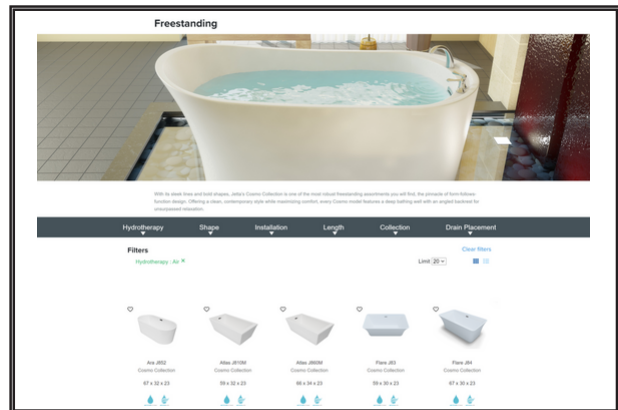
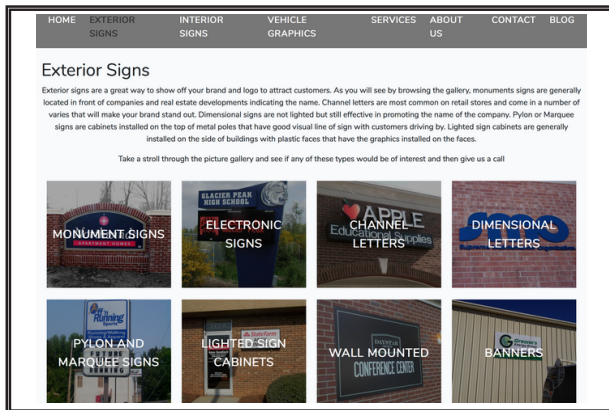
Our B2B eCommerce & B2B Digital Marketing services:

- Leverage our decades of specific expertise with B2B
- Occur within the same software development & project management environment

Outsourcing to multiple vendors results in a disjointed customer and employee experience. With Xtern, the customer experience is cohesive, and your employee time-spend is productive and efficient.

B2B eCommerce Offerings:

HarmonyB2B is a Content Management System (CMS) specifically designed for B2B companies. It is backed by CruxDB, which securely web-enables data from your ERP, including Fourth Shift ERP. HarmonyB2B and CruxDB are integrated from the ground up, eliminating additional plug-ins or programs. You can create a customer-facing website with eCommerce capabilities, product configurator, retailer portal, and more!



B2B Digital Marketing Offerings:

Electronic communication creation

- Website copy
- Email newsletters
- Blogs
- FAQs
- Product releases
- Case studies

Social Media channel creation & content creation

- LinkedIn
- Facebook
- Instagram
- Twitter

Review website & ongoing maintenance

Monthly Metrics Report creation

- SEO analysis (Google Analytics and Google Search Console)
- Social channel engagement
- Electronic communication engagement

Strategy, style guide consultation, print collateral creation, vendor referral, and more!