

Jennifer Stine, President, Fortune Web Marketing

When you consider the UX of a site, you have to take off the B2B buyer persona hat. Think of the consumer retail sites you would buy from. I'm talking about design, imagery, ease of use, navigation, merchandise, check out – everything that is important to you in your own shopping experience.

Make a list and then go back to see if your B2B website does the same. More than likely, it does not. The question is: can you change it; will your service provider's platform allow it? The business supplies industry has long been stuck in this box of: "This is how we have always designed e-commerce websites and created a B2B UX model for it." It's definitely not how we should be thinking anymore.

A huge part of UX is marketing your site correctly. First, tell your story and make sure you have a solid brand voice behind it – both go a long way towards speaking to customers and prospects.

“ Products don't sell on social media in this industry – stories and people do ”

Second, at all times, keep incorporating human-to-human aspects into your marketing, especially on social media. Products don't sell on social media in the business supplies industry – stories and people do.

Third, do not disregard social advertising, particularly on LinkedIn. Start with InMail campaigns and be certain your Meta Business and Ads Manager are configured properly. If you use Sales Navigator on LinkedIn, incorporate it into your LinkedIn advertising strategy.

Fourth, be careful with AI in a marketing context. It can be amazing but there are some pitfalls too, notably in terms of imagery.

Finally, make sure your SEO strategy is tightened up. It's a long-term game, but one that will reap huge benefits over time.

Google's AI Overview (see *Spotlight, page 44*) is the logical next step in deeper, richer and more interactive search results – it underscores the need for valuable SEO and for content to answer questions based around the Google Experience, Expertise, Authoritativeness and Trustworthiness (E-E-A-T) framework.

We follow the E-E-A-T practice not just in content we create for a website but for all content – from social posts to emails and videos. It all adds up to a better UX.



PRODUCT DIVERSIFICATION

Alexander Nicolaides, President, Logicblock

Product diversification is a significant aspect of our platform, particularly as dealers seek to offer a wider range of products beyond the traditional scope of the wholesalers. Logicblock supports extensive catalogue management features which allow dealers to add and manage a diverse array of products easily. This flexibility helps them meet the varying demands of their customers.

Steve McLaughlin, CEO, Prima Software

Many dealers are expanding into related markets and are trading with other distributors and manufacturers – they can no longer rely solely on products from the main wholesaler ranges. Prima Marketplace makes this simple by providing a wide range of vendor products and EDI services, such as electronic ordering, auto-acknowledging, stock checking, cost updates and lead times.

These enable dealers to move into areas such as education, packaging, workwear, extended breakroom and furniture – crucial for business growth and profit building.

Joshua Chan, Business Development Manager, Thalerus

The future of the business supplies industry is a marketplace and dealers can only thrive in this competitive space if they become the one-stop shop for their customers. Our webstore technology has been developed to support multiproduct lines.

Some of our dealers today focus heavily on furniture, jan/san and industrial supplies. As long as wholesalers are providing good content, Thalerus is able to incorporate other product lines into our dealers' websites and offer variety in terms of product assortments to end users.



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