

SHOTS MEDIA'S NEW B2B WEBSITE BOASTS MANY NEW FEATURES

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"A new website was an important step to roll out our strategy."

EXCLUSIVE With the means of communication available today, it is possible to supply clients with information on novelties, special offers, stocks, delivery times, and product descriptions in a heartbeat. These modern technologies offer lots of opportunities, therefore it is not really a surprise that a company as famous for having its finger on the pulse of time as Shots Media brought its b2b website up to date. Oscar Heijnen told EAN about the reasons and the execution of this overhaul and also about the new features.



"I prefer personal contact, above everything, but who in the world does not invest in a proper webpage?" Oscar Heijnen

Before we focus on the individual features of your new b2b website, let's cover some general points. How long did it take before the redesigning process of your b2b website was completed?

Oscar: 8 months. That includes research, preparation, installation and selecting new hard and software, adapting our logistic systems, staff training, design and functionality checkups.

What did you want to emphasize with the new b2b site?

Oscar: Improve Shots Media's online business to business market share. Moving and automate information between us and our customer.

Did your customers use the old web site a lot, and if so, to what purpose?

Oscar: Yes, besides passing us orders, the customer stayed informed about new products and activities.

How important are b2b web pages in your overall strategy, i.e. compared to personal customer contact, sales events, trade fairs, etc.?

Oscar: I prefer personal contact, above everything, but who in the world does not invest in a proper webpage? I think it's one of the most important things for any business in any industry. I think this new technology will help Shots Media grow, and spread important information faster. Because of our own in-house design and engineering, our products are unique, in most of the cases even are upfront in the market. Manufacturing products like this is one step, spreading the information is another very important step. A new website was an important step to roll out our strategy.

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So, what can you tell us about the new features in the order section of your site (the real time stock levels, the auto inform system, the lead time indication of the products while they are en route)?

Oscar: Real time stock levels tell our customers, 24 hours a day, what they can order and what is out of stock. If our stock levels are low they can check how many pieces are on the way to us and what lead-time they have. Based on that information, the customer can decide if the delivery date works for them. Within a couple of clicks our customers have all the information they need.

The auto inform system gives customers an automatic e-mail when the articles arrive in the warehouse and they can decide to do the sales or not. The only thing they have to do is leave their e-mail address when they see a product is not in stock.

All these jobs were done by hand in the past. Customers had to wait until we answered the e-mails and my team spend too much time in looking up and informing the customer. And also now, none of the articles can be sold double, first come is first served. The system is 100% bullet proof.

What is the b2b Top 5?

Oscar: Best selling items in the last 4 weeks.

You have the main catalogue available for download on your site – that's a given. But does the b2b site also offer additional information about the products, for instance image banks, promo films etc.?

Oscar: Yes, customers can find them on our image bank. They can find as many pictures from one product as possible. Pictures of all our articles, with and without our box and

detail pictures, all downloadable in different formats for different usage: Original file (printing quality), Low resolution print, Screen (internet quality) or a preview. We have brand logos and layered advertisements that people can download and use for any marketing purpose. My customers can change it and replace our logos for the customer's logo. Shots Media is very strong in marketing, we stick a lot of energy in our advertisements to promote our products to our retailers. Now all these advertisements are downloadable in one database and can be used for e-mail campaigns or any other marketing purpose.

Content buyers now also have the opportunity to inform themselves on the international licenses you offer. Which data and information are available via this feature?

Oscar: A very good overview of the licenses we own, pricing is something that still is available only through our sales team. The website does not offer a fixed price for this because a broadcast channel or a website can be compared with each other. We offer flat fee and revenue share models.

The two new features that improve the communication with the customers – chat with sales people and control the screen of customer's computer – seem to be particularly interesting. What can you tell us about them?

Oscar: The chat function is very easy function made for everybody around the world that wants to ask a quick question. Customers can chat with a Shots sales manager right away, it improves our approaching abilities and this helps us and the customer.

Controlling the customers screen is made for my sales team. They do not have to explain to the customer where they have to click.

We just take over the screen of the customer and with that the customers navigation through our website. The only thing we can't do is buy the products, this is still up to the customer to do this. But explanation and navigation between us and the customer is improved very well with this feature. And as far as I know we are in front of the market with this.

Since Shots Media is an international company: The b2b site offers different language versions, right?

Oscar: Yes, that means we are going to cover all important international languages, if your browser comes from the Netherlands, Germany, France, Italy, Poland or Spain the website will display your language. All other countries will be English for the moment, but later this year we will cover also Russia for example.

Who can your customers turn to when they have questions about or suggestions for your b2b site?

Oscar: Any suggestions are much appreciated and more than welcome. Just mail to info@shotsmedia.com

Can we expect any other new features on your b2b site in the immediate future?

Oscar: Yes, the most important one, the cheapest wholesale offers and the best new concepts out of our own design studio and more wholesales products. After Nexus, Rocks Off and the total Pipedream assortment we have seen that in combination with our own products we can grow even faster in the toy market. Customer can expect a bigger assortment in the upcoming year. Besides this the current website is ready for white labeling and our real time XML feeds have had an upgrade. 