

## Farm equipment manufacturers embrace online to market products

With the GFC and drought pulling at the purse strings of many companies, suppliers are looking for new cost effective ways to market their products; and time poor farmers are looking for a targeted space to find information about products specific to their needs.

Business-to-business buyers and sellers can become part of online communities, sharing their wealth of knowledge, and becoming invaluable information providers for those seeking answers to their farming dilemmas.

Forrester Research, a technology and market research company that provides advice to global leaders in business and technology, conducted extensive research of business buyers as early as 2007, and found that 90% of all business purchasing decisions begin online. This means that in most cases, before a potential buyer has made any contact with a company, they are already well aware of the services that company provides, and how that company positions itself as a business.

Companies such as Ashmore Engineering have adopted an online approach as part of their marketing mix by using IndustrySearch.com.au to complement some of the more traditional advertising. This has generated considerable interest and across their range of products such as the Feedmax feedout trailer, straw mulcher, grain auger and Ashmore quick attach forks.

Andre Smith, Business Development Manager, Ashmore Engineering makes these observations: "Online anything really is just accessible to people in their own time. It's not intrusive, they don't have to ring us, they can just go in and get enough information



### *Ashmore Engineering straw mulcher*

to work out if they are interested before they come to us with any further questions...when you go with IndustrySearch you are kind of partnering with the industry, you are partnering all your information with everyone who is out there."

Farm machinery and equipment is a fast growing category on industrySearch.com.au with more people discovering how it can help businesses make informed decisions by delivering trusted content, up-to-date industry news and comprehensive information on participating suppliers.