TTS eGuide: How Product Microsites help launch new Products & Services

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Introduction

When launching a new Product or Service, it is usual to add relevant pages to the company's website. The problem then is providing sufficient exposure within the website to generate sufficient SEO within the online search engines. Without a sufficiently high SEO, it is difficult to attract online traffic to visit your Product or Service.

Your website has to cover many roles e.g. general introduction to the company, the promotion of your other products and services, contacts, sales, company history, blogs etc. etc. Therefore, a specific topic – the launch of a new product or service – can easily get lost.

One solution to this problem is to have a microsite dedicated to your new product or service.

What is a Product\Service Microsite?

A Product\Service Microsite contains a condensed profile of the key elements and features of your product or service. It is therefore rich in keywords and phrases relevant to that Product or Service. These are scanned and indexed by the online search engines making it easier for potential clients looking for these products or services to find them.

It also provides all the links to:

> ➢ Relevant catalogues.
> ➢ List prices.
> ➢ Product & sales personnel.
> ➢ Promotional posts on social media.

Why Not Just Add an Extra Page to the Home Website?

You can of course – and perhaps should – add extra elements to your Home Site. However, in fully launching your new Product or Service, the extra information you want to publish may "unbalance" the rest of your website. A dedicated microsite allows to focus on promoting and creating content that will help drive awareness and boost customer engagement.

Multilingual Product\Service Microsite

If you have an international audience in mind, then you may consider having a Multilingual Product\Service Microsite.

If this is something you are considering, then a low-cost solution would be to subscribe to ExpoWorld's Multilingual Microsite service. From January, 2024 this will offer the option of including Multilingual Product\Service Modules. This service allows you to promote your Product or Service in 35 languages – and provides you with a user-friendly interface which you can easily update at any time. For more information see ExpoWorld.cloud

Conclusions

Product\Service Microsites provide a dedicate resource where you can focus on promoting your Product or Service; which may be difficult within the confines of a company's Home Site.

Multilingual Product\Service Microsites provide an additional resource in reaching out to international markets.