



has set a standard this year for corporate websites, showing that large B2B organisations, even in the NSB (non-sexy business) category can produce exciting, innovative websites.

Here's how...





## **Innovative strategy** We've tried to reimagine the way corporates use digital

to connect with customers, taking lessons from the most successful disruptive start-ups.



Find out how to improve or

customer's perspective

**Build everything from the** 





Build trust by using digital to

of business strategy

Put digital at the centre



the website strategy.

## We've conducted extensive research into Bostik's audiences, putting customer insight at the heart of

Audience centricity

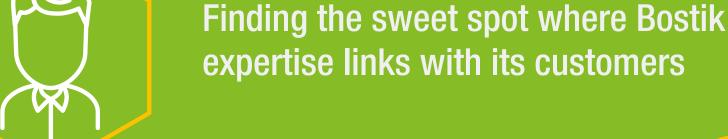
Customer workshops across Asia, USA and Europe

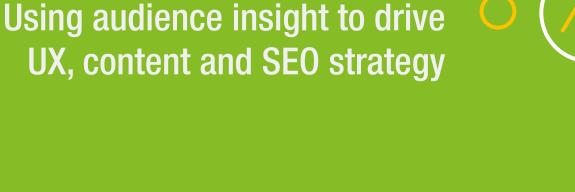




Mapping the customer lifecycle to identify 'pain points' and 'moments of truth'









## Flexible site templates allow countries

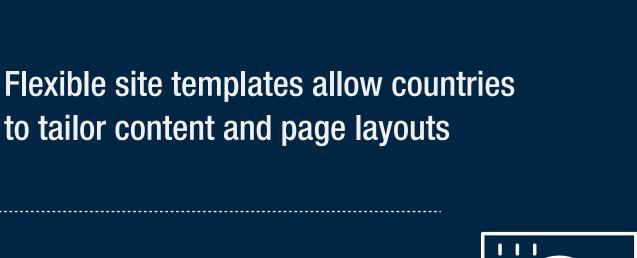
on one single platform.

**Smart technology** 

Self-optimising content blocks mean site content is constantly improving

We've used the Episerver CMS to create a smart

ecosystem of global and country websites





**COPE tools publish content across** 

The entire ecosystem is optimised

for mobile, tablet and desktop



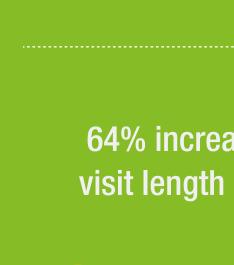
Digi Corp Comms Winner 2016 - Best B2B corporate website (Bostik.com)

**RAR Digital Awards** 

Winner 2016 -

'Content Strategy'

award



**Digi Corp Comms** 

Winner 2016 -

'Best Corporate

Website'





in position 1-10 in Google search results

New governance process, bringing together global and corporate teams to optimise site performance

Over 600 Bostik search terms ranking



## **Get** in touch

... to see how we can help you connect with your customers.

