

CommTech Easy as 1-2-3 Guide



FierceMarketplace
CommTech

 **Jaz'd!**
SEO Boost

Powered by:
Jaz'd!



Table of Contents

Welcome to the Supplier Portal.....	3
Enter Your Company Information	4
Brand Your Microsite.....	7
Feature Your Products.....	8

Get Started Now! Contact Sales at (978) 474-6675 or email commtech@jazd.net

www.jazdcommunications.com/commtech/supplierportal

Updated August 2009 | 2

Powered by:





Welcome to the Supplier Portal

It takes just a few minutes.

By participating in **FierceMarkets' CommTech powered by JAZD**, you can quickly and easily get your message out to serious buyers when they are making important purchasing decisions. Build your company & product microsite for **FREE**.

Get Started Now!

We make uploading your products and services easy! We know time is your most scarce resource. Simply update your company's information, upload creative and content, manage your products specs and images, and track your results with reports. Using a powerful combination of contextual content placement and JAZD SEO with over 100,000+ keywords under active management, the Directory provides highly targeted, motivated leads.

It's as Easy as 1-2-3!

Create Your Company's Microsite:

1. Enter company info

- Enter basic info
- Add contacts & Locations
- Assign specific categories
-

2. Brand your company's microsite

- Load your display ads
- Load your whitepapers & content
- Link your RSS feeds to categories

3. Feature your products

- Load & edit your products
- Import product images & specs
- Assign categories to your products

The screenshot shows the 'Supplier Portal' interface. At the top, there's a navigation bar with 'Company', 'Ads & Content', 'Products', 'Preview', and 'Get Results'. A user is logged in as 'Shannon DiGregorio'. The main content area is titled 'Welcome to the Supplier Portal' and shows the company name 'Andover Consulting C...' with a 'Get Results' button. Below this, it indicates the current program is 'Free Listing' and lists progress: 'Basic Info entered', 'Assigned to 2 Categories', '0 Products listed', '0 pieces of Content Uploaded', '0 Creative Units Uploaded', and '0 Distributors entered'. A 'Free JAZD Microsite' section explains the promotional offer, including features like multimedia hosting, lead generation, and SEO. A 'Call Us Now!' section provides a phone number (978-474-6675) and a link to 'Learn more about Advertising in the Directory'.

Get Started Now! Contact Sales at (978) 474-6675 or email commtech@jazd.net

www.jazdcommunications.com/commtech/supplierportal

Updated August 2009 | 3

Powered by:





1. Enter Company Information

Edit your company's details

- Add your logo with link to your website
- Provide company information that buyers need
- Include a detailed company description to set you apart from your competition
- Take advantage of JAZD SEO Boost Description to drive traffic

General Information

*Company name:

Company RSS Feed:

Upload a web-resolution company logo.

Company Website:

Annual Revenue:

Number of Employees:

Industry:

*Complete Company Description - Type or paste the description here:
 The Andover Chemical Company (ACC) was founded in 2009, and is headquartered in Andover, MA with global offices in London, Shanghai and Dubai. ACC specializes in green consulting and aims to partner with leading chemical companies online.

SEO Company Description - Type or paste the description here:
 The Andover Chemical Company (ACC) was founded in 2009, and is headquartered in Andover, MA with global offices in London, Shanghai and Dubai.

Jaz'd! SEO Boost

Edit your Company Info

Upload your Company logo

Best Size: 100 x 200 pixels

Best file Types: JPEG & GIF

Add your Company description

- Leverage your current SEO keywords
- JAZD's related terms engine drives traffic
- 20-word SEO summary maximizes exposure

Get Started Now! Contact Sales at (978) 474-6675 or email commtech@jazd.net

www.jazdcommunications.com/commtech/supplierportal

Updated August 2009 | 4

Powered by:

Jaz'd!



1. Enter Company Information

Add your company's contact and locations

- Add key contacts for buyers – make it easy for them to find you
- Add your locations to assist in geographic searches

Click the ADD Contact

Select	Up	Down	First Name	Last Name	Email	Telephone	Title	Function
<input type="checkbox"/>	↑	↓	John	Smith	johnsmith@jzcd.com	123 456 7890	CEO - President	Information Technology
<input type="checkbox"/>	↑	↓	Sarah	Smith	sarahsmith@jzcd.com	123 456 7891	Manager	Marketing

Add multiple locations and set priority order

Select	Up	Down	Address (line 1)	Address (line 2)	City	State	Zip	Telephone	Fax
<input type="checkbox"/>	↑	↓	14 Business Street		Salem	New Hampshire	01224	123 456 7890	123 456 4321

Get Started Now! Contact Sales at (978) 474-6675 or email commtech@jazd.net

www.jazdcommunications.com/commtech/supplierportal

Updated August 2009 | 5

Powered by:





1. Enter Company Information

Assign specific categories to your company & products and get the JAZD SEO Boost!

- Select ALL specific categories that your company targets
- JAZD SEO Boost drives qualified traffic right to each category page

Categories
Drill down and drag categories to assign them

Your Assigned Categories ✖ Delete Category

- Select/Unselect All to Delete
- Backup and Disaster Recovery
- Computer Aided Design/Arch D
- Software/Programming Service
- Security
- Biotechnology

Jaz'd! SEO Boost

- JAZD's SEO Boost drive traffic to every product category page
- 100,000 keywords under active management ensures traffic
- JAZD optimizes your company microsite with relevant terms, title tags, description tags & cloud tags

Contact Us FAQ Powered by Jaz'd!

Get Started Now! Contact Sales at (978) 474-6675 or email commtech@jazd.net

www.jazdcommunications.com/commtech/supplierportal

Updated August 2009 | 6

Powered by:

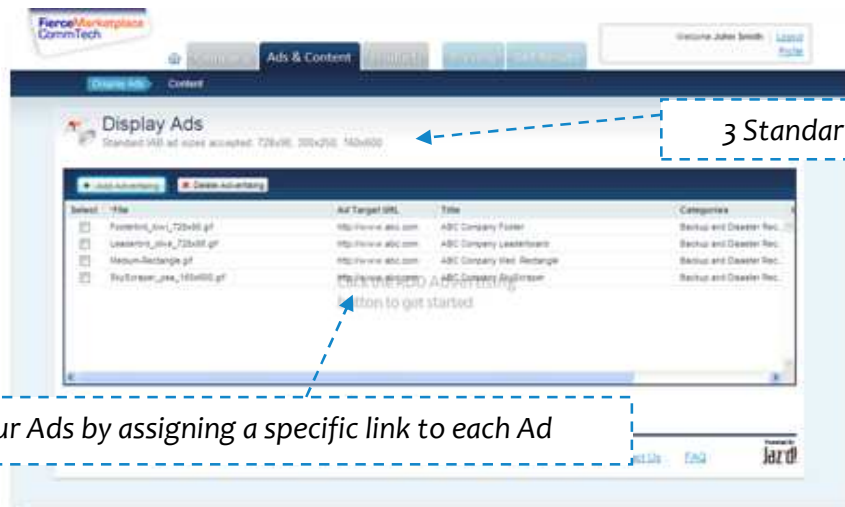




2. Brand your Microsite

Upload your display ads

- Assure that your brand message is in front of qualified buyers
- Leverage multiple formats with Leaderboard, Medium Rectangle Skyscraper and Footer ads

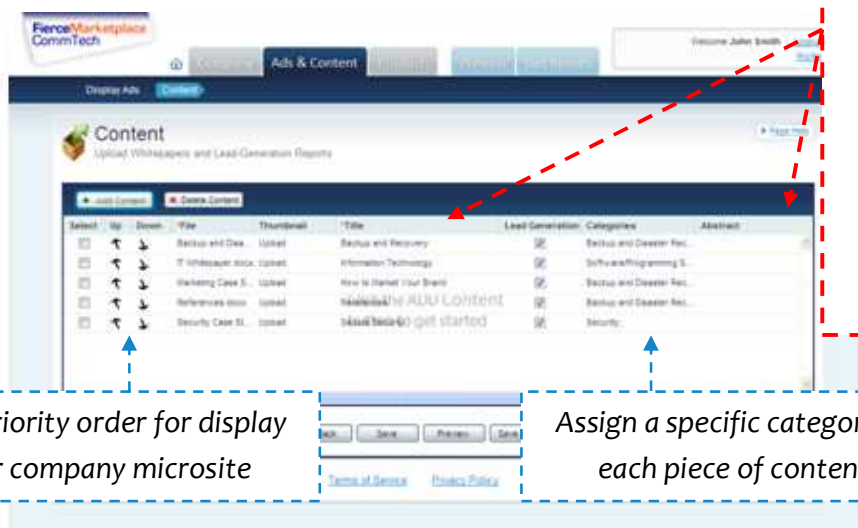


3 Standard IAB sizes are accepted

Target your Ads by assigning a specific link to each Ad

Upload your content

- Educate qualified buyers while filling your pipeline
- Opt-in registration based leads are targeted by category



- Use keywords in your title to add relevance
- Create a 20-word summary to maximize exposure & drive click-thrus
- JAZD links related terms

Select a priority order for display on your company microsite

Assign a specific category to each piece of content

Get Started Now! Contact Sales at (978) 474-6675 or email commtech@jazd.net

www.jazdcommunications.com/commtech/supplierportal

Updated August 2009 | 7

Powered by:





3. Feature your products

Load and edit your products

- Add unlimited products
- Each product is featured on its own microsite – with specs, images and descriptions

Select Categories to link to your products

Get a template to enter product info on your computer.

Save time & upload your own file!

Upload Product Images

Click the ADD Product button to get started

Select	Name	Categories	Description	Short Description	Manufacturer	Image	Product Spec	Product URL
<input type="checkbox"/>	Recovery Database	Backup and Disaster Rec...	This product c...	Recovers lost data	ABC Company	Upload	Upload	
<input type="checkbox"/>	Fingerprint Security	Security:	Use a scan of ...	Fingerprint will allow/deny	ABC Company	Upload	Upload	

Powered By: **Jaz'd!** SEO Boost

- Use keywords in your title and description to drive traffic
- Create a 20-word summary to maximize exposure
- 100,000 keywords under active management
- Targeted category-based traffic generation ensures qualified leads

Get Started Now! Contact Sales at (978) 474-6675 or email commtech@jazd.net

www.jazdcommunications.com/commtech/supplierportal

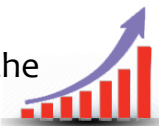
Updated August 2009 | 8

Powered by:





Review your completed Microsite!

Powered by the  **Jaz'd!**
SEO Boost

FierceMarketplace
CommTech

Where else can you compare products and services from leading vendors...

...in one time-saving, easy-to-use Directory? (Hint: click 'Go') Go

[Home](#) | [Fierce](#) | [Ratings & Reviews](#) | [Buyer Discussions](#)

[LOGIN](#) | [REGISTRATION](#)

Categories

Market Research
Six Sigma Consulting
Strategic & Project Planning
Training/Learning
Management Systems

RECENT RESULTS


[Strategic & Project Planning](#)
[Consulting Services](#)
[Services](#)
[Home](#)

Save time.
Save clicks.
Save money.

where
trusted vendors
meet
qualified buyers

Go

Andover Consulting Company



3 Dundee Park
Andover
Massachusetts United
States 02141
978-474-6611

Andover Consulting Company (ACC) provides innovative and economically sound consulting advice in the healthcare, pharmaceutical and chemicals industries. Founded in 2008 in Andover, MA, ACC employees over 50 world-class professionals.

Marketing - General
Shannon DiGregorio
sdigregorio@jazd.net
978-474-6611

[Company Website](#)

Research Library

- [Continuum of Care](#)
- [DocuSys National Patient Safety Initiatives](#)
- [Successful Risk Management for the Entire Messaging Infrastructure](#)
As a mission critical sys...
- [Management of the Patient with Chronic Complaints of Dizziness](#)
- [A Site of Service Strategy That Delivers](#)

Fierce Features

Researchers use: Bill Gates may have been kidding when he decided to release...

Nanoparticles used: Brain cancer is one of the most difficult-to-treat cancers; imaging is...

Mice, human skin: Harvard Medical School researchers have succeeded in converting mouse and...

Study, Origin of: U.S. researchers searching for clues to help develop a better malaria vaccine...

Novartis explores: Two years ago the FDA rejected Novartis' Cox-2 Inhibitor Prexige on...

Lack of volunteers: There are more cancer treatments hitting market than ever before. But...

Partners News

A Potential Widely: The Problem of Resolving Enantiomers of Chiral Basic Compounds does not have a...

Understanding: One of the non-obvious outcomes of structural identification using spectroscopy...

Hangzhou Sage: Hangzhou Sage Chemical Co., Ltd., is a new, well-established and continuously...

Market Discussions

[Ratings and Reviews](#) (More)

[Discussions](#) (More)

Multimedia Center

Teledicine - ...

FLUID install ...


Single Database ...

Featured Research

Case Study: MedAssist Reaches Out to the Uninsured: MedAssist's Medicaid eligibility services solution ...

Case Study - Hospital Relies On Avaya For Critical Patient Care: Boca Raton Community Hospital deployed an enterpris ...


Dictating for Productivity and Efficiency: Talk to anyone related to the healthcare industry ...



Pick up the phone!

Companies are waiting to help you find what you need

Go




Spend more time doing what you enjoy...
...and less time searching for products!

Companies are ready to help you

Go

Subscriptions | [List Your Company](#) | [Advertise](#) | [About Us](#) | [Terms of Service](#) | [Privacy Policy](#) | [Contact Us](#)

Powered By



Get Started Now! Contact Sales at (978) 474-6675 or email commtech@jazd.net

www.jazdcommunications.com/commtech/supplierportal

Updated August 2009 | 9

Powered by: