



Info Pages

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## Company Profile Pricing

Edited by [mhd](#) on 5. Dec. 2022

The costs for a company profile in the eDirectory on bulk-online.com are calculated according to the selected profile and the additionally booked add-ons. In the following you will find information about the different types of company profiles, the corresponding services and costs, as well as the available add-ons and the respective services and costs. The customer can determine how much he wants to pay at any one time (minimum EUR 420.00/USD 493.15) and the company profile is active until the paid amount is "used up". The company profile as well as the selected add-ons can be changed at any time. However, a "pause" is not possible.

(Pricing in USD is calculated based on a conversion rate of 1.174177 USD/EUR)

### Company profiles

#### Base Profile

- Costs: EUR 0.00 (USD 0.00) for 30 days
- Services:
  - Postal company address
  - Phone & Fax Number
  - Listing of news/articles added by the editorial team

- Listing of former and current employees (if they have provided corresponding information in their personal profile)
- Listing of posts on the forum by current and former employees of the company.

### **Standard Profile**

- Costs: EUR 70.00 (USD 82.19) for 30 days
- Services:
  - Display of the company logo.
  - Contact form in the company profile, forwarding of contact requests to contact persons stored in the company profile, storage of contact requests in the dashboard of the company profile.
  - Summary text introducing the company (without references to the company's own website and images).
  - Link to the company's website.
  - Display the classification of the company by type of business, products and services, and industry sectors.
  - Listing of contact persons and locations.
  - Display of trade fair participations with stand number.

### **Extended Profile**

- Costs: EUR 100.00 (USD 117.42) for 30 days
- Benefits (in addition to the benefits of the standard profile):
  - Individual background image in the header of the company profile.
  - Display of the company slogan.
  - Extended profile text with freely addable links to the company's own website and images.
  - Display of articles, news and videos added by the customer in the company profile.
  - Display of contributions added by the customer himself about products and services offered.

### **Full Profile**

- Costs: EUR 130.00 (USD 152.64) for 30 days
- Benefits (in addition to the benefits of the Extended Profile):

- Display of links on social media pages of the company (LinkedIn, Youtube, Facebook, Twitter, Instagram and Xing).
- Integration of any video (from Youtube) in the company profile, e.g. company presentation, product video, etc.).
- Display of company documents (as PDF files) in the company profile, e.g. brochures, product catalogues, data sheets, etc. for download.

## **Add-ons**

### **Leader**

- Costs: EUR 130.00 (USD 152.64) for 30 days
- Services
  - the logos of bulk-online leaders are marked as such with an appropriate label wherever the logo appears, e.g. in the company profile, in the eDirectory or also in editorial contributions.
  - The logo of the bulk-online Leaders appears on every single page of bulk-online in a ticker below the main menu with a reference to the company profile.

### **Lead Generation**

- Costs: EUR 70.00 (USD 82.19) for 30 days
- Services
  - In the case of contributions by the customer to which PDF files have been attached for download (this could be articles, including white papers, news, product contributions or pure downloads), the file download is only possible if the visitor has left his contact information (i.e. first name, last name, email address, position, company name and department). This data is automatically forwarded by email to the contact persons defined in the company profile and is also accessible in the dashboard of the company profile. The collection of the visitor's contact data is carried out in compliance with the law and only after the visitor has actively consented to the forwarding of the data.
  - There is no limit to the number of posts; leads are generated for all suitable posts as long as the "Lead Generation" add-on is selected and the firmen profile is active.

### **Advertorials**

- Costs: EUR 70.00 (USD 82.19) for 30 days
- Services
  - Contributions (articles, news and videos) posted by the customer will not only appear in the company profile but - together with all other contributions - also in the editorial areas of bulk-online, but will be marked as "advertorial".
  - There is no restriction on the number of articles; all articles of the company are visible as "advertorials" in the editorial areas as long as the add-on "advertorial" is selected and the company profile is active. The articles are sorted according to the date of publication.

## **Social Posts**

- Costs: EUR 70.00 (USD 82.19) for 30 days
- Services
  - As long as the "Social Posts" add-on is selected and the company profile is active, one of the contributions made by the customer is automatically published on our LinkedIn channels once a week. The system rotates through all articles that have been approved for publication on social media.
  - The articles are published on our company page on LinkedIn, in the LinkedIn group "bulk solids handling" as well as in the personal profile of the editor (in total ~ 20,000 followers).

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