



This brochure is addressed to international software vendors who would like to be registered in the SoftGuide software guide for Germany, Austria, and Switzerland.

Dear Sir or Madam:

We thank you for your interest in registering your software in the most-visited online market overview for commercial software solutions in the German-speaking market, the [SoftGuide software guide](#).

Since 1996 SoftGuide has provided information about software solutions in the fields of industrial sector software, operational range of applications, and commercial off-the-shelf software. Currently there are almost 7,600 program descriptions in the SoftGuide database, as well as the business profiles of over 5,000 vendors, manufacturers, and service providers. SoftGuide arranges hundreds of potential customer connections for affiliated vendors daily via download requests, customer inquiries, and direct contacts.

With your entry in the SoftGuide software guide you will automatically be represented in approximately 50 other software guides belonging to our [media partners](#) (e.g. Computerwoche, Silicon, WIWO).

In this brochure we would like to help you obtain a brief overview of the structure of an entry as well as the optional marketing opportunities.

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1. "Full entry" vs. "Pay per lead"

Before we begin discussing helpful hints for your entries, we would first like to address the differences as well as the advantages and disadvantages of both types of entries.

	Full entry	Pay per lead
Online vendor description	The vendor's contact data are already visible in the column overview (an alternative to the use of a contact form) and there is a link to the business profile in the program description--it takes only a few mouse clicks to arrive at the business homepage from the business profile.	In this type of entry the vendor is anonymous; the prospective client must initiate contact through the use of the contact form. When a download is requested or contact initiated, SoftGuide will give the vendor's complete information to the prospective client.
Length of the program description	Unlimited	Unlimited
Fixed monthly fee	€31 per program entry	€5 listing fee per program entry Inquiry guarantee: In case no billable inquiry is completed in the quarter, then a credit for the listing fee will be awarded for the respective quarter.
Charge for each SoftGuide-arranged inquiry	All inquiries are included in the price of the full entry.	€5.50 for products costing €500 or more; €2.75 for less expensive products
Minimum term of the entry	3 months	no minimum term
Cancellation period	14 days before the end of the month	Can be canceled at any time without penalty--this means the entry can be upgraded to a full entry or be canceled without penalty If an entry is canceled in the middle of a quarter, the listing fee paid in advance will be forfeited, where applicable, until the end of the quarter
Advantages of this type of entry	Clearly calculable, limited costs; publication of the business profile and the vendor contact details on the Web ("Branding") According to current statistics, full entries receive approximately twice as many hits and observable contacts (leads) as entries with pay per lead.	Fees are based only on the success of the entry; a high level of transparency means that the vendor receives full contact information for each inquiry and can complete the transaction directly. Unsuitable inquiries can be returned.



<p>Disadvantages of this type of entry</p>	<p>Because the vendor's contact details are available in the published company profile, effective performance control is less feasible as many users go directly to the vendor's website.</p> <p>After considering all the advantages and disadvantages, SoftGuide recommends the full entry to all vendors.</p>	<p>The cancellation rate for the contact form is higher for anonymous entries than for full entries. Furthermore, there is the danger that many prospective clients may lose interest because of the ever-increasing reluctance to use contact forms (alternatively, with the full entry the potential client can follow a link to the vendor's website or initiate contact directly).</p>
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*Please see our regulations for calculating inquiries at the following link:
<http://www.softguide.de/richtlinien-anfragenberechnung>

1. Structure of your program description

We recommend that you make the program description of your entry **short and concise**. Our experience has shown that potential clients often do not read long texts.

In your program description you should be careful that **the most important keywords** (those that best characterize your product) are prominent - feel free to use several of them (but only in a limited context). This is of utmost importance for the internal SoftGuide search as well as for your entry's listing in search engines.

Instead of a long continuous text it is recommended that you itemize the functional capability of the software in a bulleted list.

It is also recommended that you end with a strong closing sentence such as "Request our demo version now" or "Download our demo version now" or "Get in touch with us now by clicking on the link below."

A word about updating:

Important: Update your entry regularly; four times a year is best. Because your entry is published not only by SoftGuide but also in over 50 partner publications, an entry with outdated information makes a negative impression (even if the only outdated information is an old version number).

SoftGuide does not accept any entries that are older than one year and which have not been updated within that period. Such entries are at risk of being deleted from the system. Therefore please be careful to adhere to a "minimum update schedule" of 10-12 months.



2. Utilize the maximum number of categories for your entry

Next, a definition of the term "category" - we at SoftGuide use it to mean, for example, B2.05 Merchandise Management, or C3.03 Electrician Trade, or A8.03 Backup, Data Protection.

Altogether there are about 200 different categories in SoftGuide in the areas of commercial off-the-shelf software ("A"), operational range of applications ("B"), and industry solutions ("C"). Full entries as well as entries with "pay per lead" can be entered into up to 5 categories in the SoftGuide software guide.

Additional categories (over five) can be added at any time. Each additional category costs €5 + tax per month.

To achieve optimum visibility in SoftGuide and in our 50+ partner publications you should definitely use all five of your categories - this practice usually has very good results in external Internet search engines.

Please keep in mind that your SoftGuide entry will appear in partner publications such as Computerwoche.de, Wirtschaftswoche.de, and silicon.de in exactly the same categories as it does within SoftGuide.

If, up till now, you have listed your entry in only one category and now expand it to five, you will be greatly increasing your range of influence in SoftGuide and the partner system in a single step.



3. Activate download links for your entry

On average, program entries with a download link receive many more customer inquiries compared to conventional entries in which only "further information" or a demo version (offline) can be requested.

It is the "natural" tendency of Internet users to access interactive services far more often than to simply fill out forms in order to request further information from the vendor.

A further advantage of download links is that on weekends or in the evening the user can access the information at his or her convenience or utilize the demo version of your software without you having to do anything from your end.

All entries with downloads are automatically highlighted in the category overview with the designation, "with free demo download!" or "with free info download!" or "with free user survey download!" and are thereby guaranteed a high level of attention from SoftGuide users.

Even if you are not able to provide a demo version or any type of downloadable presentation material on your web server or FTP server, it is still possible to at least insert your URL (e.g. www.yourbusiness.com) in the "Info-Download-Link" field. You should definitely take advantage of this opportunity.

For every active download link field there will be links provided at the beginning and end of the program entry which the potential client can use to submit his or her request directly. If the potential client would like to download a customer survey, he or she can click on the link "Download Customer Survey."

Now, as with any normal request, the potential client has to qualify for eligibility by submitting his or her contact information. Afterwards, he or she will AUTOMATICALLY receive the requested link forwarded from SoftGuide.

You, the vendor, will promptly receive, along with complete contact information, a notification as to whether the potential client accessed your information, the demo version, or the customer survey.

The charge for such an inquiry will follow according to your chosen type of entry. These inquiries are included in the price of the full entry; therefore you do not have to pay any additional fees for this extremely effective service.



4. Our fast track for more inquiries: Top Ranking (optional; additional fee required)

The first 10 places (10 maximum; can be less depending on the booking situation) in all categories of the software guide are reserved for the entries that have activated our "Top Ranking" service.

If you would like to be listed at the beginning of a particular category, you should activate this service. According to a survey done last year, top-ranked entries receive, on average, 200% more inquiries (in comparison to the period before they activated Top Ranking).

Unfortunately, many categories are already overbooked and cannot be reserved at present; however, there is still the opportunity to sign up, free of charge, on an online waiting list.

Important: A Top-Ranked entry will have an impact not only in SoftGuide's categories but also in the software categories of our 50+ partner publications.

You can find an overview of the Top-Ranked vendors in each category at the following link:
http://www.sgupdate.com/update/show_tr.php

Alternatively, you can go directly to your entry updating section--next to each program entry you will see a link for "Top Ranking." There you can book your Top Ranking directly or check the booking situation specific to your categories.

The cost for Top Ranking an entry is €50/month + tax for up to 2 categories.



5. Keyword Ranking – Top listing in the SoftGuide search results (optional; additional fee required)

The first five places (five maximum; can be less depending on the booking situation) in the software guide's search results (as well as in our partner publications' software guide search results) are reserved for entries that have activated our "Keyword Ranking" service for the respective keyword.

If you would like to guarantee that your entry is listed at the top of a certain keyword search (and if it doesn't already appear at the top of a standard search), you should activate this service. This can be done online in real time in your entry updating section (in every program entry you can find a link for "Keyword Ranking"). If a particular keyword(s) is missing from the menu, you can add to the list of words at any time using the update form in the "Program Keywords" area.

After the update confirmation the new keyword(s) will be visible and bookable in the Keyword Ranking menu.

Important: A Keyword-Ranked booking will have an impact not only in SoftGuide searches but also in the software guide searches of our 50+ partner publications.

The charge for Keyword Ranking is a flat rate of €5/month + tax per reserved keyword.



6. Sign up for Mail2Fax if you are having difficulty receiving emails

Because SoftGuide sends you all customer inquiries/leads via email, it is very important that our emails are not "swallowed" by your spam filter. If you are getting the feeling that not all requests are getting through to you (to find out, you can do a comparison between the inquiry emails you have received and the inquiry list provided by SoftGuide, uploaded monthly to the update area for entries with "pay per lead"), we recommend our service Fax2Mail, which will send detailed copies of all your entry's inquiries via fax.

The cost for this service is €0.30 + tax for each fax. For only a few Euros per month, Fax2Mail gives you the security of knowing that no SoftGuide inquiries will get lost due to email problems. For example, 10 requests in a month amount to an extra €3 + tax. In the rare case of a duplicate fax, you will not be charged. This service is available for all entries, whether "pay-per-lead" or "full entry," as well as full entries in the IT Service Provider Guide.

To sign up for this service, simply enter your fax number at the bottom of the update form for each program entry. We have hired [CompuTron GNetX](#) from Pforzheim, Germany, as the service provider for Mail2Fax.



7. Advertise your participation in trade fairs!

You have the opportunity to book an advertisement for free in SoftGuide for your booth at important trade fairs. Most trade fairs are already available for sign-up; your slot in SoftGuide follows after you sign up no earlier than 100 days before the beginning of the fair. If you do not see the trade fair that you are participating in, notify us and we will make it available within 1-2 business days.

You can sign up online in your update area - in each program entry you will find a link for "Trade Fair Advertisement," which will take you directly to the sign-up page.

Your spot, along with the trade fair logo and booth number, will appear with your entry in all category overviews, in the description in SoftGuide, and in our 50+ partner publications such as Computerwoche, Wirtschaftswoche, and Silicon.de.

Example of a trade fair advertisement for a full entry:

ERPframe free info download available! **SYSTEMS** Hall A1 / Booth 313
MRPS, PPS, FA, purchasing, point of sale, inventory, PDA, DMS
Manufacturer: [GSD Software mbH](#) Info: Mr. Michael Funk Tel. 09265/955-0

We would be happy to assist you for further questions or any advices.
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Kind regards,

Your SoftGuide Team

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