So You’ve Launched Your New Website…

NOW WHAT?

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WHAT USERS SEE

Users see only what you’ve prepared for presentation on the Web. Only a small portion of the effort is visible and even understood by the user.
It takes a village to create a world-class web presence. The level of effort far outpaces the simplicity necessary to convert users.

Making usable sites usually means higher complexity in the back-end of your website only to continually look for increased optimization.

Driving traffic is equally important and requires more of your time to develop compelling content or create desirable campaigns.
TRANSITION TO CLIENT SERVICES
AE’s ON-GOING SUPPORT

The Client Services Department

“The Continuation of Your Journey”

Account Management – your AE primary point-of-contact
Do you need a dedicated Account Manager? A dedicated technical resource?
Your Liaison with all AE departments – from A to Z
  General guidance & analysis
  Maintenance
  Estimates
  Day-to-day site updates
  New functionality
  Mobile phone compatibility
  Third party integrations
  Graphic “refreshes”
Email Marketing  Branding Message
Omni Channel Presence  Social Media Marketing
Customer Journey  Goals  KPI’s
Campaign Development  Process Flows
High Value Pages  Target Audiences
Conversion Measurement
Content Marketing  SEO
Incremental Upgrades
Data Flow & Integration
What does a successful visit look like?
SO... WHAT’S IMPORTANT?
MEASURE, MANAGE & ENGAGE

PHASE ONE
Foundation Strategy

PHASE TWO
Conversion Optimization & Business Outcomes

PHASE THREE
Traffic Generation
Your online presence is a hub for Marketing & Sales. If you have not determined your success metrics, it’s not too late. These metrics need to be reviewed regularly for incremental improvement.

### Objectives
- Increase Traffic
- Increase Revenue
- Grow Email Marketing Program
- Improve Customer Satisfaction

### Goals
- Increase Unique Visitors
- Increase Transactions
- Increase Subscribers to Email Program
- Improve Task Completion

### KPI’s
- 50k Visitors/Month
- 5000 Transactions/Month
- $250k/Month attributed to Email
- 80% Task Completion Rate
AUDIENCE FIRST!

Build for your users and not how you are structured & create value proposition

Understand:
• Demographics
• Why they came to the site today
• How they found the site
• What they want / need
• What actions / outcomes we want
• Obstacles / frustrations / challenges
• How you can help them

Politico Paul

User Goal: in-depth or behind-the-scenes reporting

Profile Characteristics:
• Politico Paul wants to read the “real” news, not just what the mass media has deemed for public consumption.
• He values transparency in government
• He’s not overly optimistic about the future of government, but understands that the system requires him to “pick the lesser of the two evils” when voting on an issue or choosing a political candidate.
• Paul may be cynical, but he’s a truth seeker.

Engagement Points:
• BGA can encourage users like Paul to be a part of the Watchdog Program, making them feel like an involved contributor and informed citizen.
• Twitter updates can be posed in a more engaging way, to encourage more conversations with the audience.

Also reads: New York Times, CNN, Wall Street Journal
START MEASURING

• **NEW SERVICE:** Customize Your Analytics Setup

• Uncover Actionable Insight for Improvement

• Understand Traffic Patterns and Trends

• Discover Exit Points of Failure

• Measure Most & Least Engaging Content

Create a Plan for Regular Reviews
With the foundation in place, and the analytics telling a story of what’s happening on the site…

Look for Areas of Improvement
02 CONVERSION OPTIMIZATION

Research
What brings the largest ROI

Test
To streamline results

Implement
The most effective changes
In order to create an experience for a website or landing page, the users’ goal must match your goal. Separate chance events and effective strategy by narrowing the gap. These tactics are commonly used.

**Usability Testing**
- Traditional Testing
- Online Testing
- Heatmap Tools
- A/B Testing

**Voice of the Customer**
- Exit Surveys
- Surveys
- Focus Groups

**Content Marketing**
- Articles
- Blogs
- White Papers
- Descriptions
- Videos
- Personalization

Regular Analytics Reviews Help Guide the Process
Marketing Channels are vast and each company is different so some channels may perform differently depending on content, interaction, assets, and more.

Develop a marketing plan that:

1. You are able to execute
2. Exclude little-used user channels
3. Concentrate on Link Building
   - Natural (Great Content)
   - Manual
   - Self-Created
4. Cross channel campaigns
There are many tactics that can be listed here. The most effective channels are listed below.

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<tr>
<th>Link Building</th>
<th>Email Marketing</th>
<th>Social Marketing</th>
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<td>• Acquire Relevant Subscribers</td>
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<td></td>
<td>• Email Management</td>
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INTEGRATED MARKETING STRATEGY

- Generates high conversion rates
- Expand reach and effectiveness
- Leverage the power and limit weakness of each channel
- Maximize ROMI
- Drives prospects to online forums

It would be great if online marketing—websites, pay-per-click, email, etc.—were all you needed to get the most out of your business's marketing plan, but that just isn't the case. Could you make it work? Sure. But you'd be leaving money on the table—money that could be brought in, say, with a strategic direct mail campaign.

INTEGRATE OFFLINE & ONLINE

- Targeting
- Privacy in Marketing
- Gauge Effectiveness
- Personal Contact
- Highly Informative
- Tangible
- Ease of Response
- Resonate Messaging

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FAQ’s
WHAT ARE THE TOP PERFORMING WEBSITE ENHANCEMENTS?

A:

- Live Chat
- Advanced Search
- Form Builder
- Responsive Design
- Landing Pages

- Graphic Refresh
- Email Marketing Templates
- Automated Email
- Blog
- Personalization
WHAT SHOULD WE EXPECT IN THE FIRST 30 DAYS FROM LAUNCH?

A: Immediately from the day of launch until the 30 day point, your Project Manager will continue to work with you on any details regarding the actual project.

On day 30, your PM will facilitate a transition over to the Client Services Department. This transition is conducted via a formal transition call.
IS A RETAINER IMPORTANT RIGHT AFTER LAUNCH?

YES!

It is within the initial few months that you will learn the most about your new site. You will want to have the ability to make the changes that need to be made. Any retained maintenance hours, if not used, will continue to accrue and roll over.
WHAT DATA SHOULD WE BE LOOKING AT?

This depends on a number of factors, and keep in mind that Google Analytics has a more than you need.

The numbers you need relate to how you want to measure success – Macro & Micro Conversions

- **Macro conversions are easy to identify**
  - Purchase a product
  - Become a member
  - Request a quote

- **Micro conversions are a little different and need to support sites that have a longer sales process**
  - Watch a video
  - Download a PDF
  - Register for an account
  - Take a tour
  - View a portfolio
MY SITE IS NOT E-COMMERCE, WHAT SHOULD I CONCENTRATE ON?

A: We advise to measure your site like an ecommerce site even if you are not actually selling product online. Using the Macro & Micro conversion method, you can see your conversion rates for each event you want to track.
DOES AE PROVIDE STRATEGIC SUPPORT?

YES!

There are many ways the Strategy team can support you.

• Monthly or Quarterly Analytics Reviews
• Ongoing Conversion Optimization - Reports and Recommendations
• Email Marketing Management
• Search Tool Management
• Social Media Planning and Management
• A/B Testing
• Back Linking
• And MUCH More…
What are your questions?