



Web Design & E-Marketing

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Presentation Overview

- Web site vs. Internet presence
- Components of a good web site
- Planning your web site
- Putting your site together
- Maintaining your web site
- Marketing your web site
- Final thoughts

What is a web site?

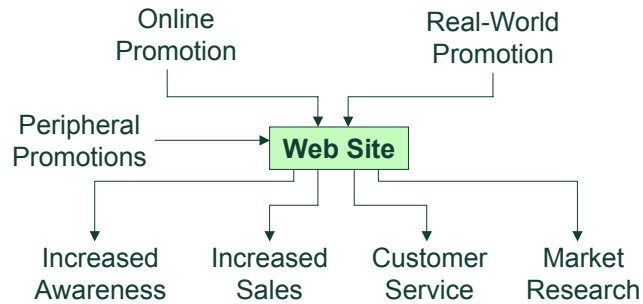
- A series of linked “pages” that are made available to the public through the World Wide Web
- Basic web sites have text and images
- Web sites have advanced to become more interactive (between user and the site itself)
- New media like Macromedia Shockwave and Macromedia Flash
- Applications such as online databases, shopping carts and e-commerce

What is an Internet presence?

- A combination of:
 - A well designed web site
 - The constant promotion of the site
 - Frequent interaction between the audience and yourself using the web site and the Internet as a communications medium
 - The utilization of the applications on the web site
 - The utilization of other web tools such as e-mail

Aim for an Internet presence

A Typical Internet Presence



3 Components of a Web Site

1. **Domain Name**
www.yourcompany.com
Annual fee (approx. \$35.00 per year)
Register through a "Registrar"
2. **Design of Web Site Itself**
More details provided further on
3. **Hosting of Web Site**
Storage of files that make up your web site on a server so that the public can access your site
Costs range from \$10.00 to \$55.00 per month

What Makes A Good Site

- Targeted to the correct audience (lookwise, language?)
- Aesthetically appealing
- Appropriate download time
- Ease of navigation
- Ease of use (functionality)
- Compatible with various browsers
- Compatible with various screen resolutions (e.g., 800x600, 1024x768)

What Makes A Good Site (2003)

- Interactive
- Collects user data
- Secure
- Includes a privacy policy
- Credible
- Monitors traffic (ethics)
- Multilingual

Internet Presence Opportunities

- Use your web site to handle certain aspects of your business (marketing, administration, customer service)
- Provide greater operational efficiencies and savings
- Provide a new channel of communication between you and your customer
- More effectively portray your corporate image

**A web site is a means to an end,
not a end itself**

**Only conduct activities on the Internet
that benefit your business**

Planning Your Web Site

- Establish your goals and objectives
- Determine available technologies
- Structure your web site

How to Establish Goals

- Every web presence has a *raison d'être*
- First define target market (gender, income, geography, Internet access, language)
- Secondly define how you communicate with currently (e.g., message, image)
- Define elements of your business that can be made easier and more efficient through the Internet
- List goals from there
- Are they feasible?

How To Establish Goals

- What aspects of your business can realistically be translated to the web:
 - Product promotion
 - After-sale support
 - Sales promotion announcement
 - Product update
 - Accounting
 - Inventory tracking
 - Market research
 - Communications

Determine Available Technologies

- Anything is possible!
- But \$\$\$ and return on investment is key
- Examples
 - Newsletter
 - Surveys
 - Online tools
 - Shopping cart

Structuring Your Web Site

- Next step is to map out structure of your site
- Structure determines
 - Flow of information
 - Ease of navigation
 - Prominence of certain components
- Sample layout enclosed

Putting Your Web Site Together

1. Build It Yourself
 - Using software such as Microsoft Front Page
 - Complete control
 - Do it yourself (Is the expertise and ability there?)
2. Use a Templated Solution
 - (e.g., www.blackseatech.com)
 - Better look
 - Limited control (applications, moving around)
3. Hire a Professional
 - Most expensive, least stress, best product

What to Look for in a Professional

- Experience (job complexity)
- Portfolio (quality check)
- Reputation (reference check)
- Understanding of your goals and objectives
- Service commitment
- Long-term association
- Ownership of product
- Pricing methods
- Meet the designer

Rough Cost Estimates

- Domain name: \$35.00 per year
- Web site design: \$2500.00
- Set-up for catalogue and shopping cart: \$1000.00
- Input of products: \$300.00
- Monthly hosting fees: \$40.00
- Monthly hosting fees for e-commerce site: \$80.00
- Site maintenance costs: \$200.00 per month

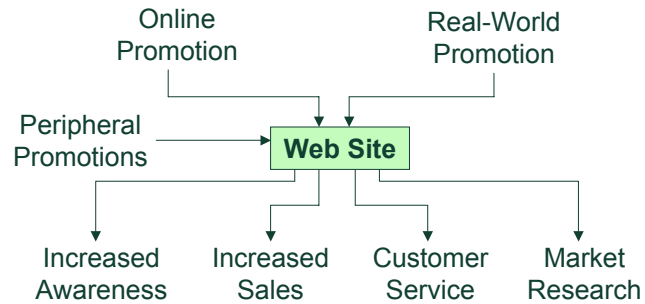
Maintaining Your Web Site

- Important part of an effective Internet presence
- Portrays that you care about your web site (reflects upon your company)
- Keeps people coming back (repeat visitors)
- Ultimately attracts new visitors (word of mouth)
- Examples of things you can update your site with:
 - Static: Newsletters, downloadable tools and information
 - Interactive: Web boards, forums, online forms

**You can have the greatest
web site in the world...**

But it means nothing if nobody sees it.

A Typical Internet Presence



Marketing Your Web site

- Three types of marketing
 - Real-world marketing (direct & indirect)
 - Online marketing (push & pull)
 - Peripheral promotion

Real-World Marketing

- Indirect promotion
 - Including web address in everything
 - Marketing: brochures, billboards, radio, television
 - Administrative: letters, invoices, statements
 - Having customized e-mail accounts
 - i.e., angus@digitaltea.com

Real-World Marketing

- Direct Promotion
 - Send letter announcing site (inexpensive)
 - Launch party (Expensive. Is it high profile enough to get media attention)
 - Media releases (Again, will it get the attention?)
 - Paper directories (Newspapers, magazines, industry directories?)

Online Marketing: Push

- Search Engines
 - 81% of Internet users conduct searches using search engines
 - Involves meta-tagging, titling of site, norobots.txt and submission to search engines
 - Three options to get on the search engines
 1. Tag and submit
 2. Tag and hire someone to submit for you
 3. Pay search engines for placement

Online Marketing: Push

- Search Engines
 - Placement is not 100% reliable unless positioning is purchased
 - You should always refine your meta-tagging
 - You should always submit your site to the search engines on a regular basis (refresh tags)
 - Do not submit too many pages at once or you will get kicked off
 - How effective search engines are to you is determined by the uniqueness of your product or service

Online Marketing: Push

- Banner Ads
 - Design fee (\$75.00 for a static banner to \$1500 for a full Flash commercial)
 - Pricing is determined either by
 - Monthly hosting fee
 - Click-through rate
 - View rate (CPM)

Online Marketing

- Mass e-mails
- Solicited - you can pay a company that has compiled a list of people who welcome these e-mails
 - Are they serious inquiries?
- Unsolicited - spam or junk mail
 - What is the purpose?
 - Will your reputation take a hit?

Online Marketing: Draws

- Online Promotions
 - Coupon that can be printed and redeemed
 - Flyers and savings online
 - Discount for online purchases
 - Attracts more users and repeat visitors
 - Be able to track effectiveness of promotion

Online Marketing: Draws

- Contests
 - Offer a prize for filling out a form
 - Attracts more visitors to site
 - Can be used for market research purposes (fill out survey to be entered)
 - Can be used to gather contact names for mailing lists

Online Marketing: Draws

- Valuable content & fun
 - Useful information is always a draw to a site (e.g., tips, advice, articles)
 - Fun components (interactive games and activities)
 - Information is fairly inexpensive, while interactive games are.

Peripheral Promotions

- Peripheral Promotions
- E-mail lists
 - Compiled through web site and contacts
- Web boards on other sites
 - Post information on the web site
- Chat rooms on other sites
 - Discuss your organization

Online Marketing: Summary

- Determine what you would like to see as a return on investment
- Determine budget based on desired return
- Spend your money and time on what gives you the most relevant value
 - Number of viewers doesn't matter (buyers are more important to viewers)
- But no matter what you do, **get an e-mail address**

Measuring Your Web Site Success

- Web traffic (in general)
- Increased sales (always know where they came from)
- Targeted usage of site
- Feedback (customer and public)

Final Thoughts

- Make sure that the Internet is being used as means to an end, not as an end itself. It cannot replace your real-world business practices
- Don't let technology overshadow your business objectives
- Plan your web site (e.g., What is going into it and why it is there)
- Keep an eye on cost-benefit analysis
- Always maintain and continuously promote your site
- Get e-mail addresses

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