



An Accredited Institution of the University of Westminster (UK)

Digital Marketing Strategy

Lecture 8

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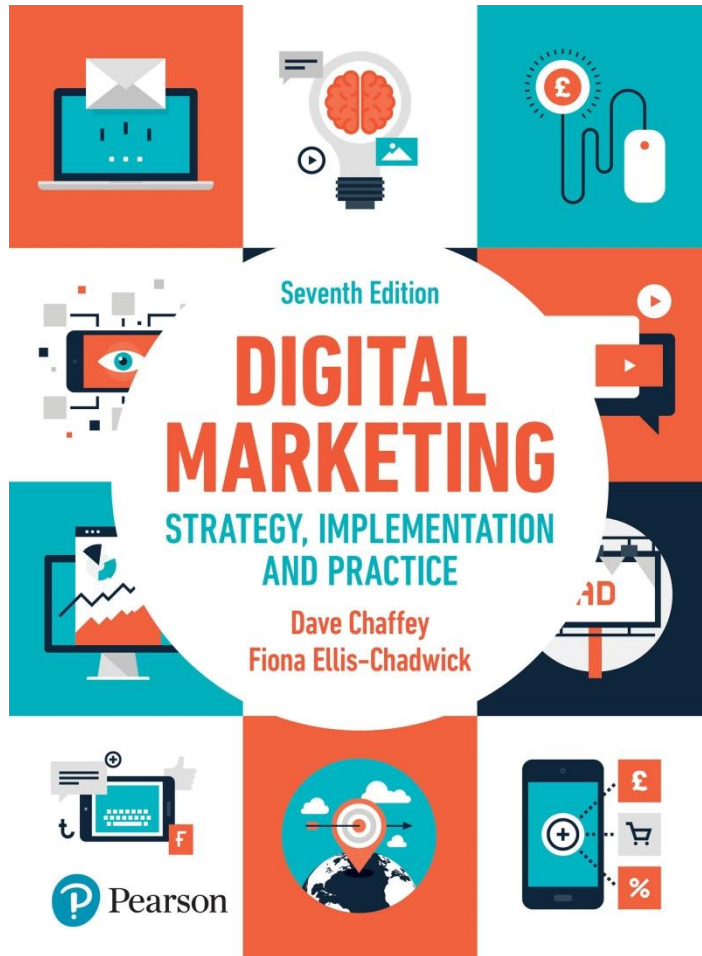
What we plan to do:



DIGITAL MARKETING

STRATEGY, IMPLEMENTATION AND PRACTICE

Seventh Edition



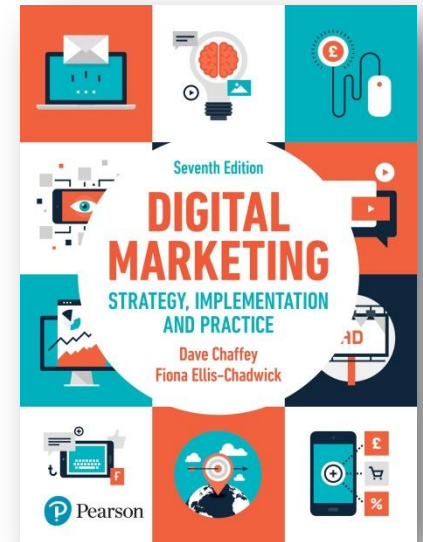
Digital marketing: implementation and practice

Delivering the digital customer experience

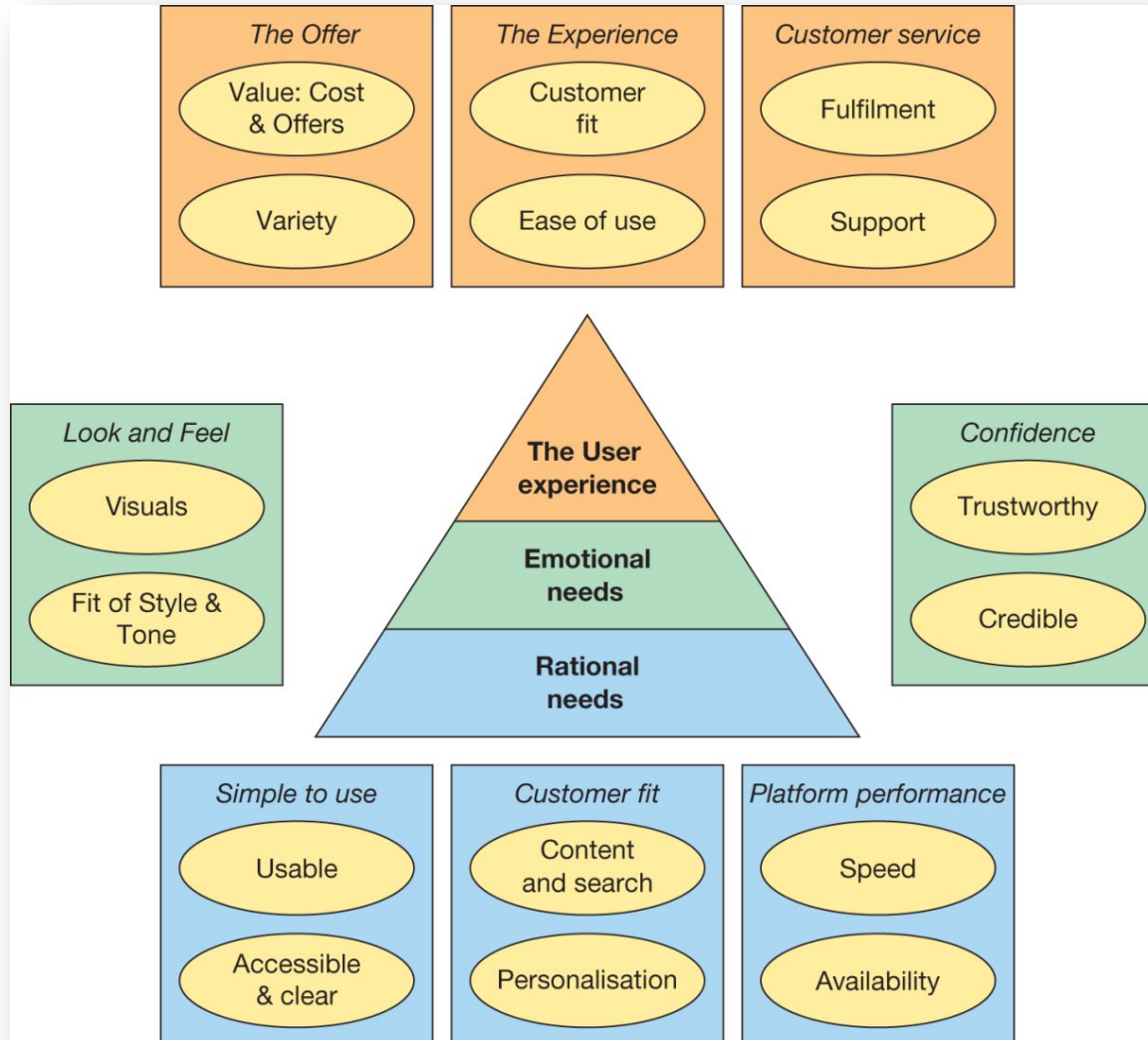
Delivering the digital customer experience

Main topics:

- Planning web sites
- Initiating digital experience project
- Defining site or app requirements
- Designing the user experience
- Managing and testing the concept
- Online retail merchandising
- Site promotion and traffic building
- The impact of service quality on e-loyalty



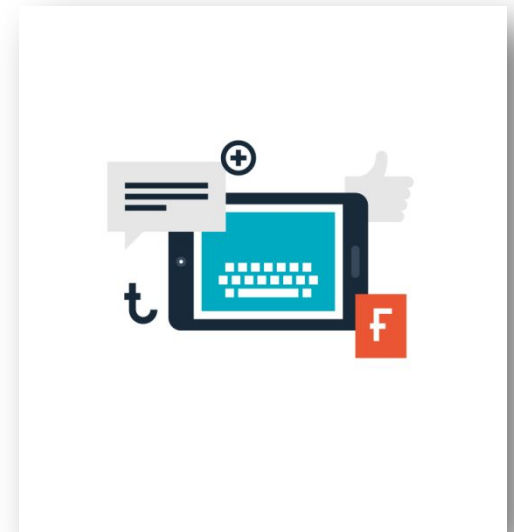
Delivering the digital customer experience



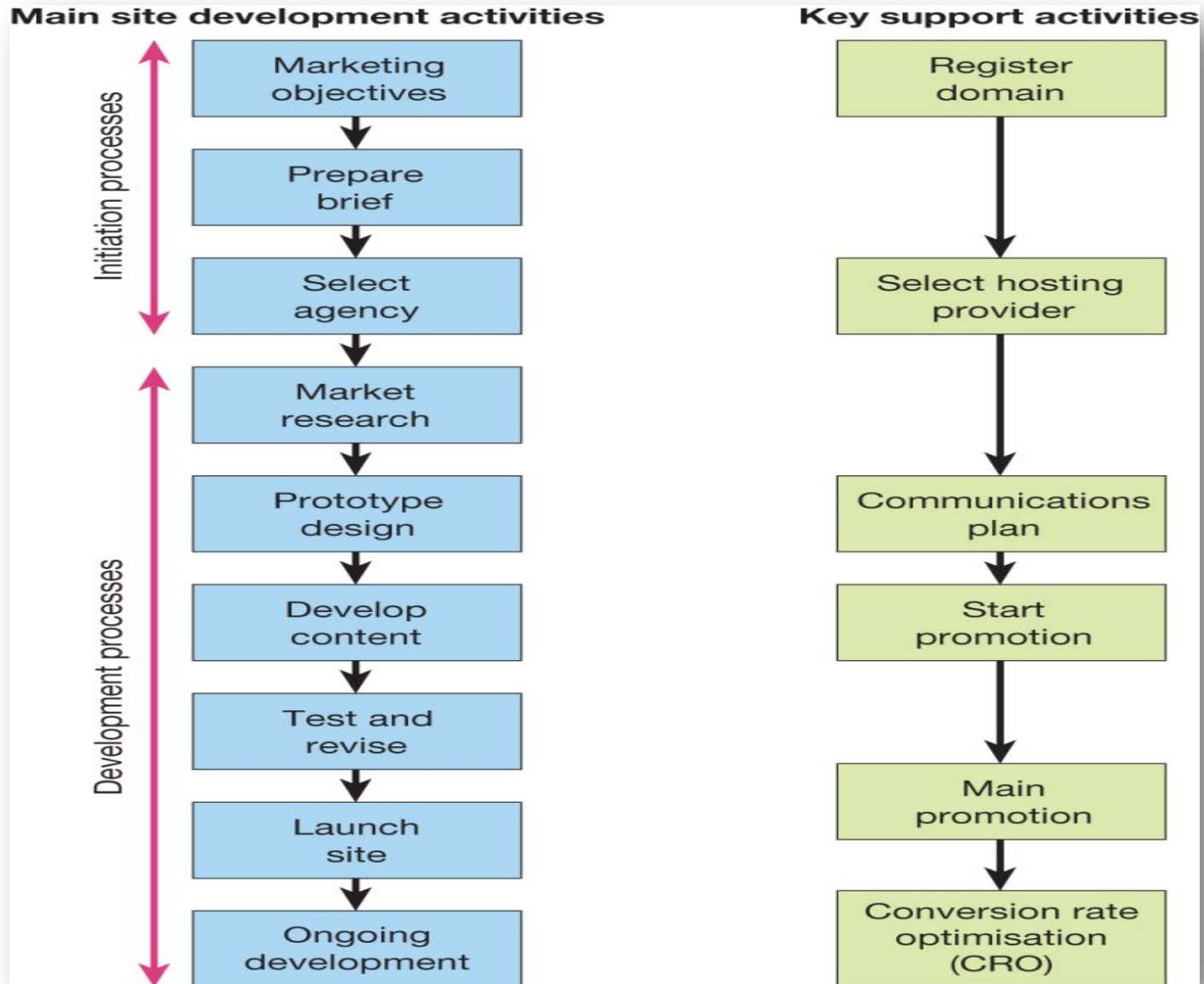
Planning web sites, app design and redesign projects

Main development tasks:

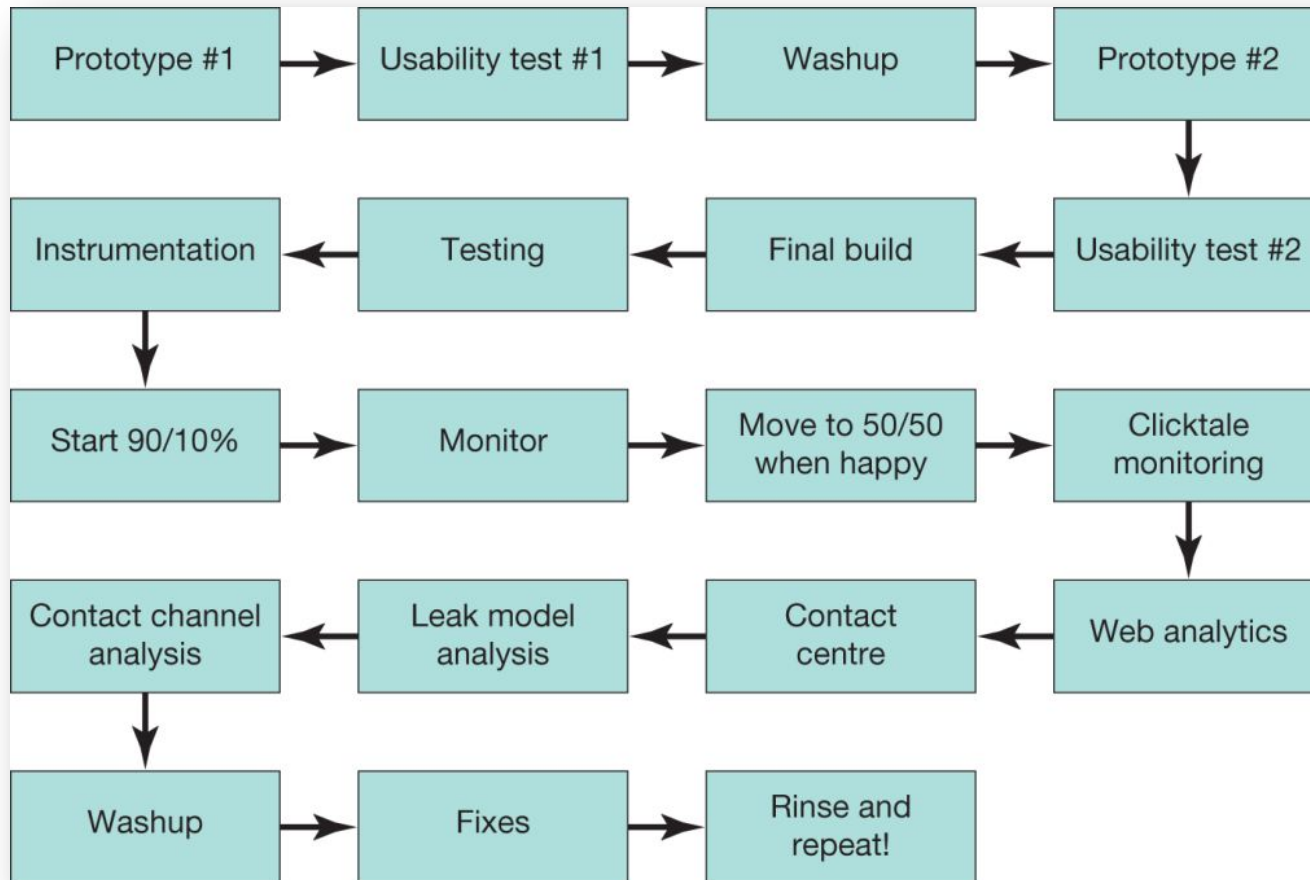
- Pre-development
- Discovery, analysis, design
- Content creation, coding development and testing
- Publishing or launching the site or improvement
- Pre-launch promotion or communications
- Ongoing promotion
- Ongoing development



Summary of the process of website development



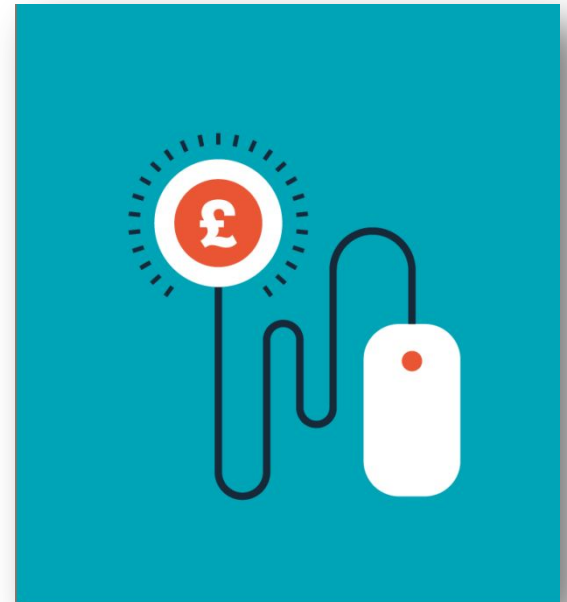
Interactive approach to improving site effectiveness



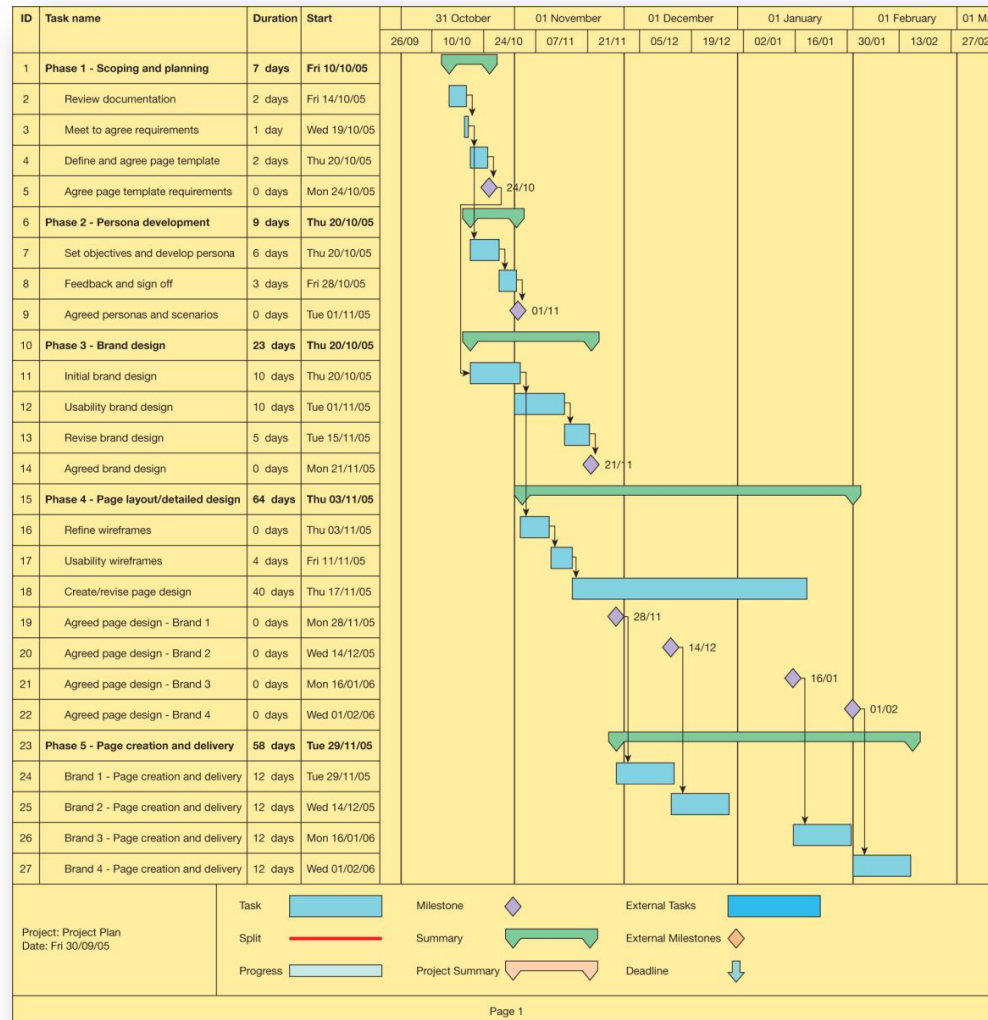
Source: Sullivan (2011)

Who should be involved in a digital experience project?

- Site sponsor
- Site owner
- Project manager
- Site designer
- Content developer
- Webmaster
- Digital experience analyst
- Stakeholder



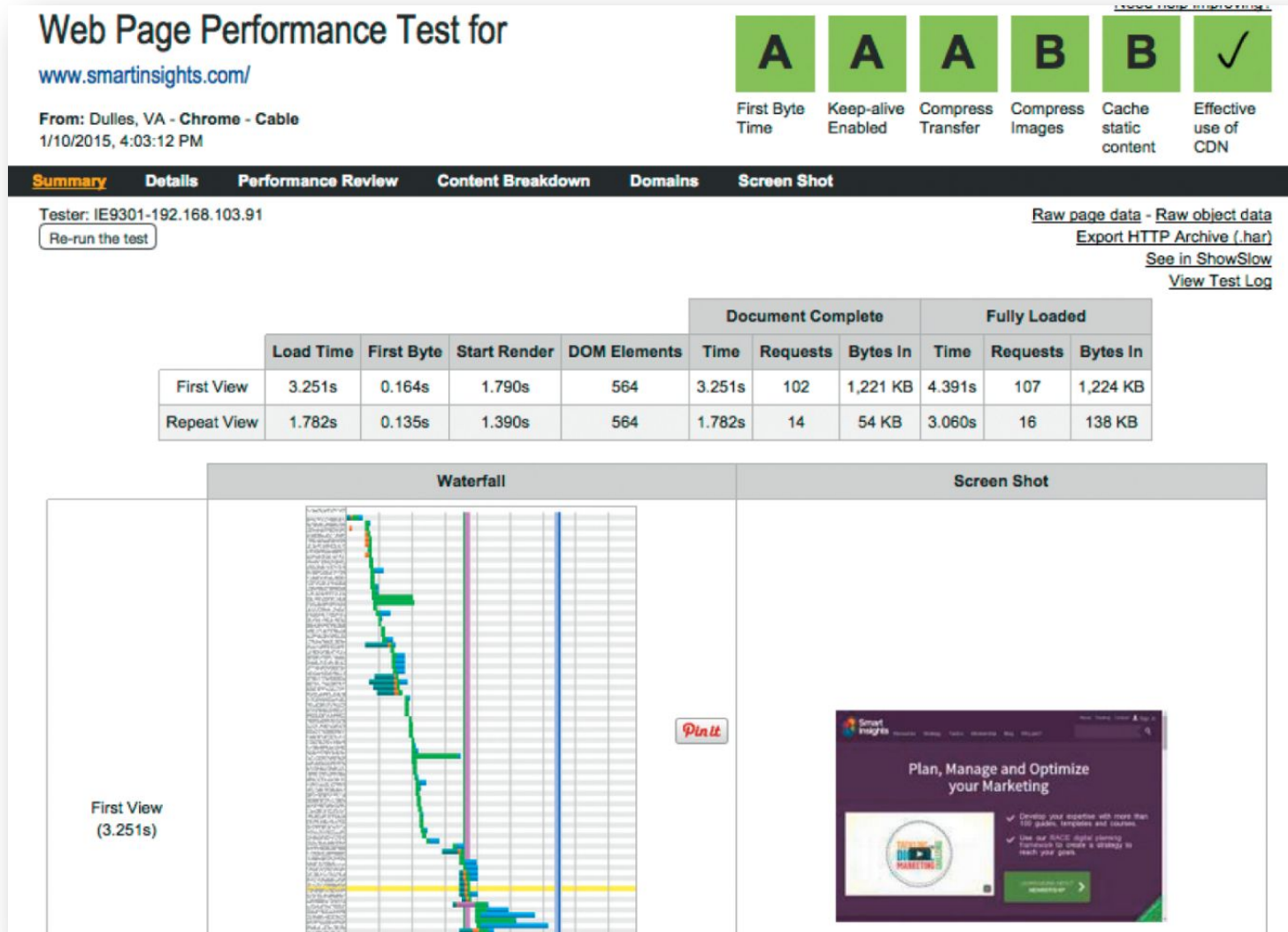
Example of a website 'Design and Build' project timeline



Initiation of a digital project

- Domain name selection and registration
- Uniform resource locators
- Selecting a hosting provider
- Web site performance optimisation

Web Page performance test service results (www.webpagetest.org)



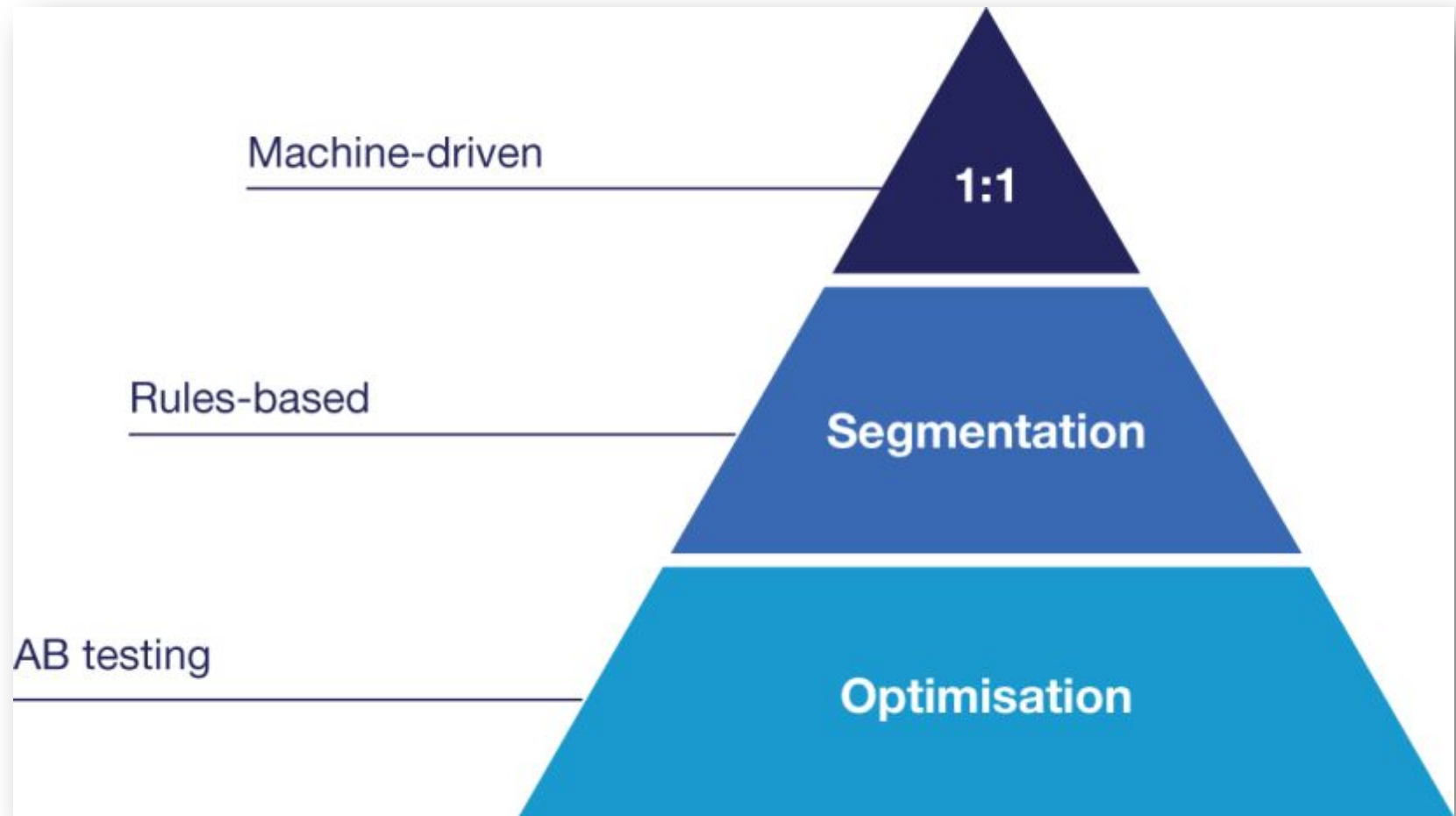
Defining site or app requirements

The discovery or analysis phase involves using marketing research techniques to find out the needs of the business and audience.

Key considerations:

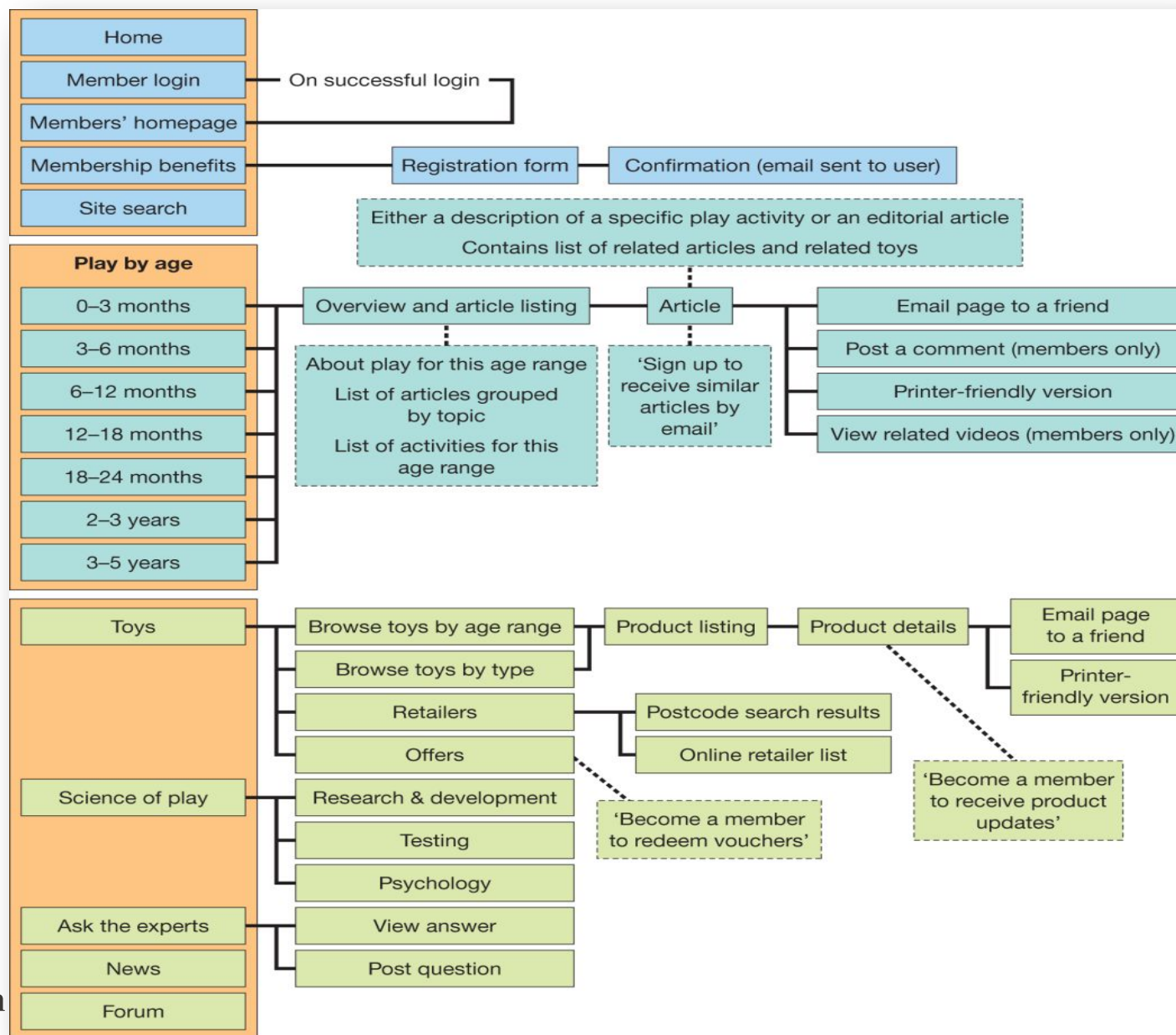
- Business requirements
- Usability requirements
- Web accessibility requirements
- Personalisation requirements
- Localisation and cultural customisation
- Reviewing competitor web sites
- Designing the information architecture
- Blueprints, wire frames and landing pages

Personalisation pyramid web site

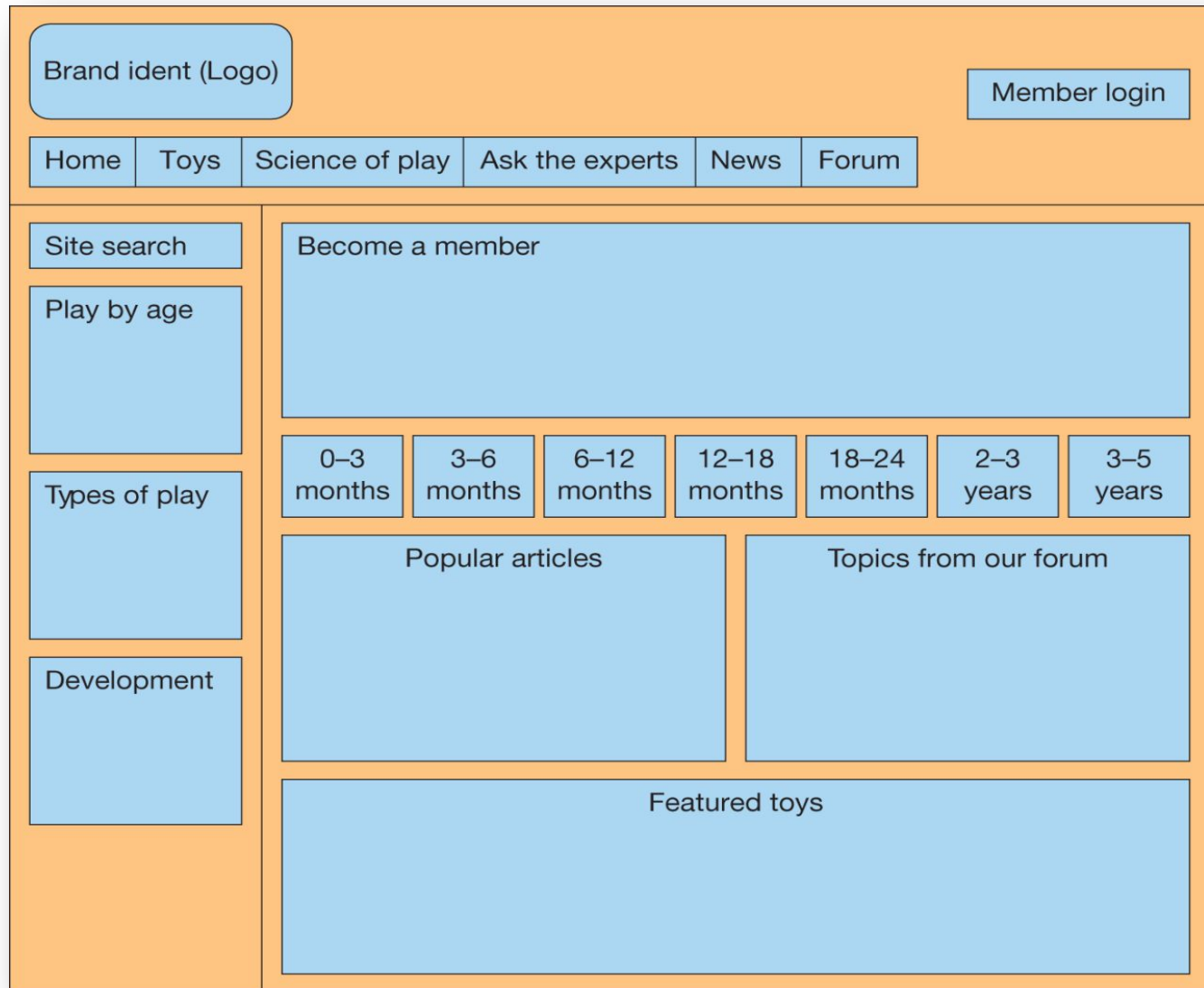


Source: Monetate, with permission.

Site structure diagram (blueprint) showing layout and relationships between pages



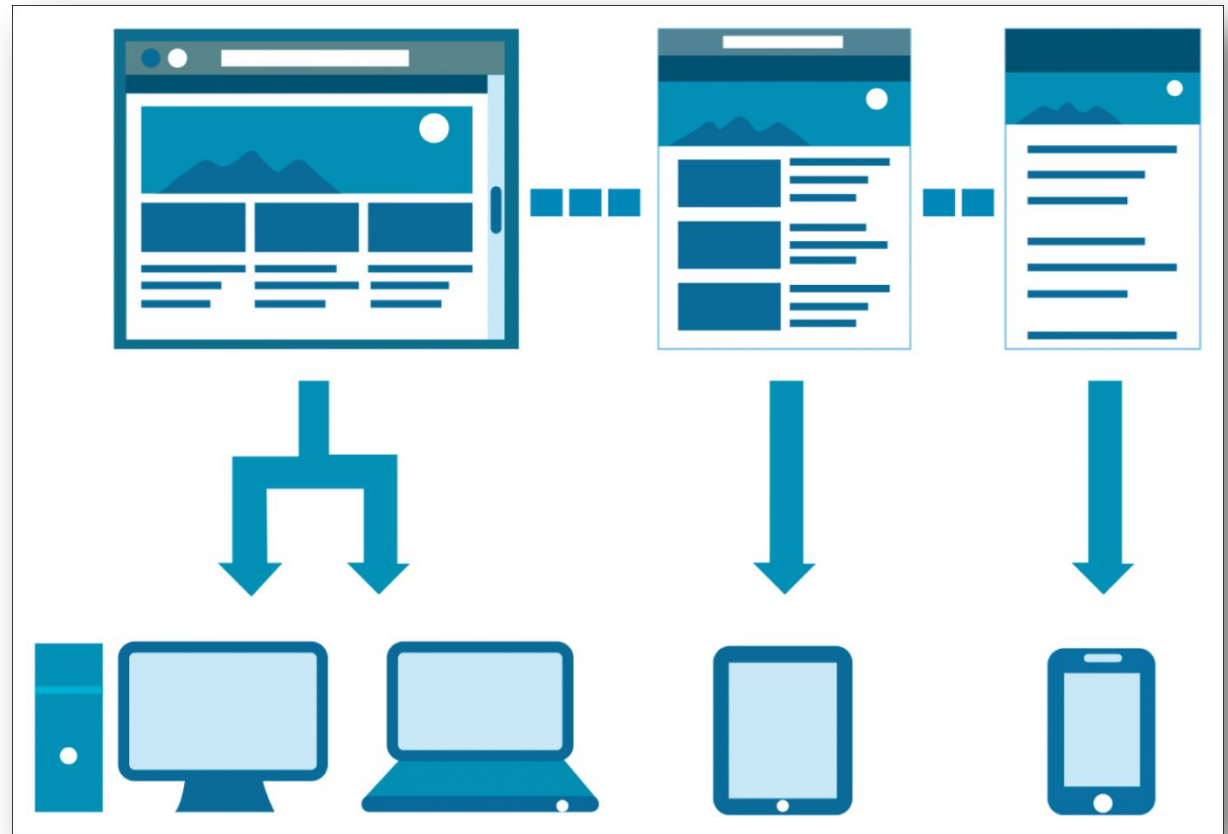
Example wireframe for a children's toy site



Designing the user experience

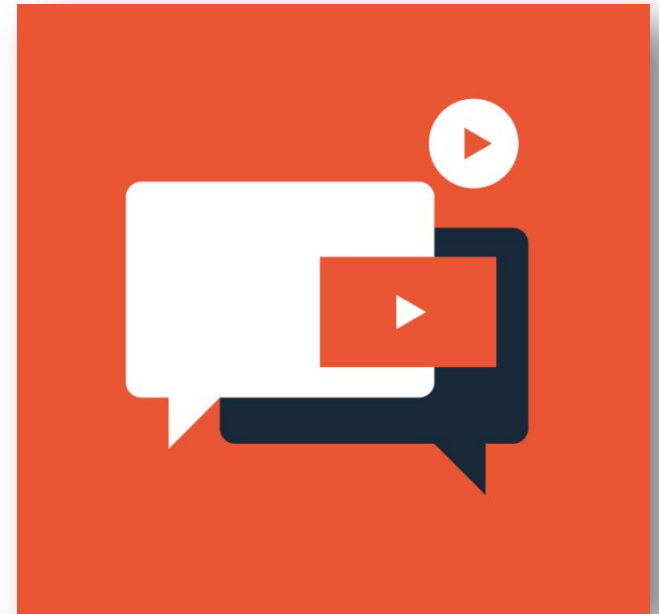
Key topics:

- Evaluating designs
- Elements of site design
- Mobile design requirements and techniques



Managing and testing content

- Criteria for selecting a content management system
- Testing the experience



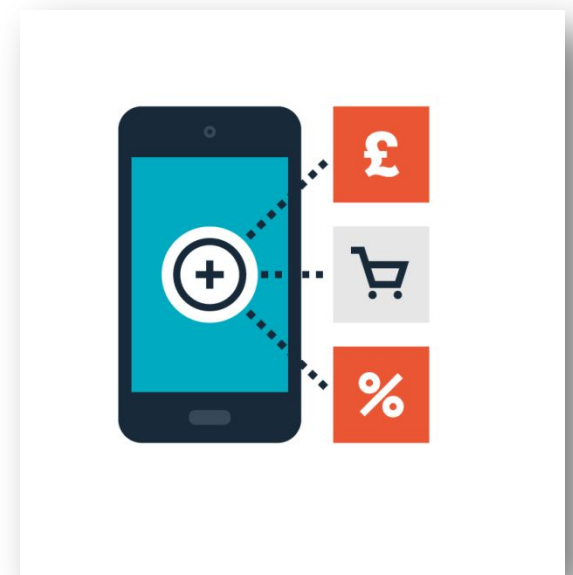
Online retail merchandising

Common approaches:

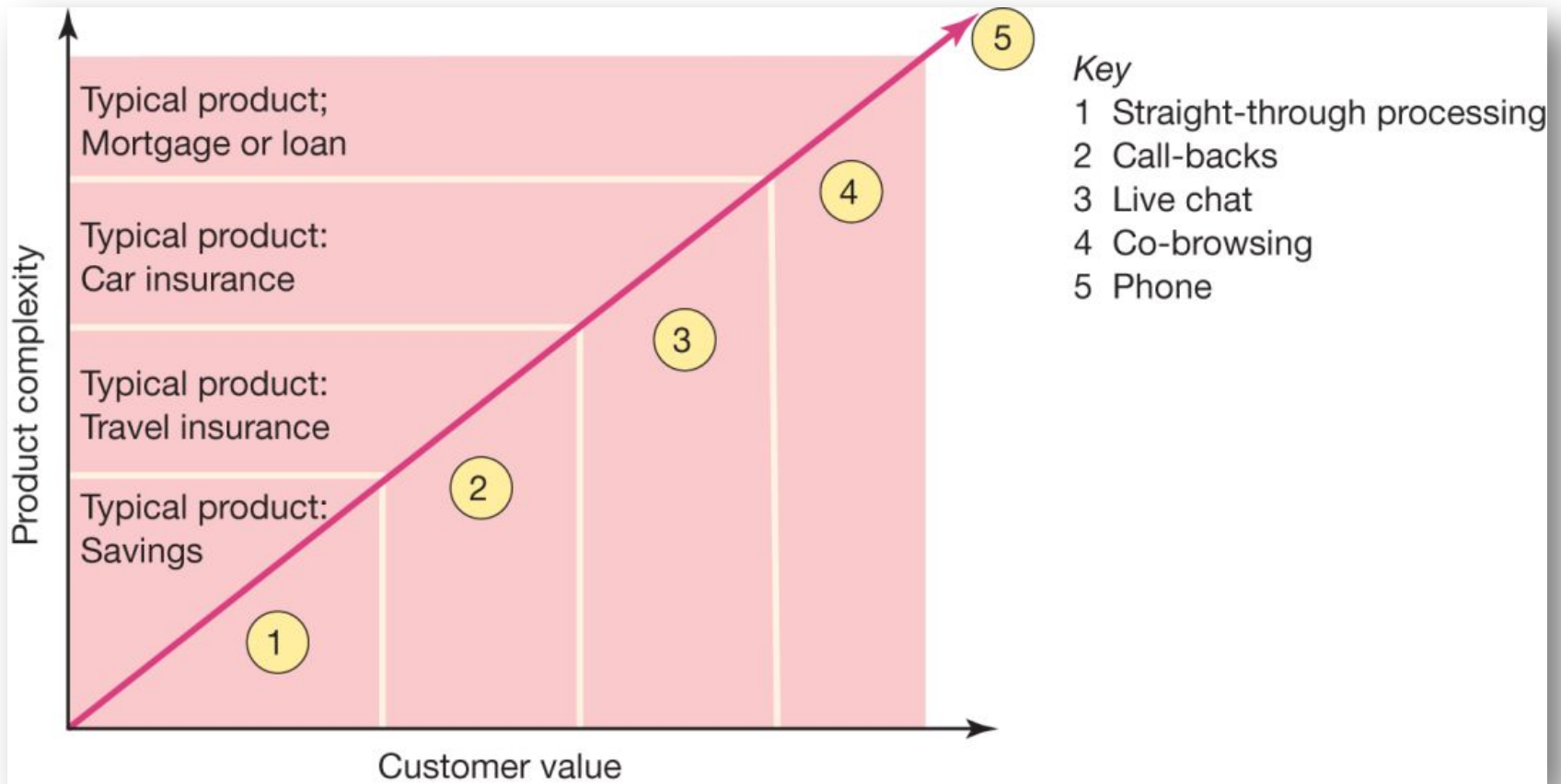
- Expanding navigation through synonyms
- Applying faceted navigation
- Featuring the best-selling products
- Use of bundling
- Use of customer ratings

The impact of service quality on e-loyalty

- Tangibles
- Reliability and responsiveness
- Assurance
- Multichannel communication preferences
- Empathy

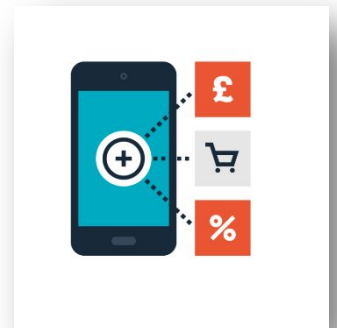


Variation between product complexity, customer value and type of online experiences used to deliver service



Online elements of service quality

Tangibles	Reliability	Responsiveness	Assurance and empathy
Ease of use	Availability	Download speed	Contact with call centre
Content quality	Reliability	Email response	Personalisation
Price	Email replies	Call-back	Privacy
		Fulfilment	Security



Case study: Refining the online customer experiences at i-to-i.com

Questions

1. Select one country that i-to-i operates in closest to the area where you live. Define a persona based on their age and product needs and then identify the main customer journeys and content requirements for this persona. Which routes through the site would this user follow?
2. Review the range of engagement techniques on the i-to-i web site to engage the audience to generate leads
3. Identify key area for improvement of i-to-i based on your use of the site.

Thank you