

Online Branding Strategies


Build Site


Promote Site

DEFINE PROCESS

Analyze the business to lay foundation for the brand online

- 1. Knowledge Transfer**
Focus: Understand the strategic goals and objectives of the business
- 2. Digital Benchmarking**
Focus: Understand your position relative to selected competitive sites by identified audiences
- 3. Understand & Validate Convictions**
Focus: Analyze your offline brand to identify current & proposed convictions
- 4. Online Branding Strategy**
Focus: Create / adapt brand to online marketplace
- 5. Brand Delivery Strategy**
Focus: Identify content and tools that will create a unique user experience
- 6. Measurement Strategy**
Focus: Identify site & business metrics to indicate site goals & objectives are met
- 7. Develop Estimate**

 **TOOLS:**
Content gathering, benchmarks, survey/focus groups, methodology

 **DELIVERABLES:**
Competitive analyses, online brand statement, usability measures, Statement of Work

DESIGN PROCESS

Explore design solutions to meet defined business strategies.

- 1. Content Analysis and Organization**
Focus: Review content and place into content categories
- 2. Site Architecture**
Focus: Document applications and infrastructure requirements
- 3. Navigational Prototype/Wire Frames**
Focus: Build out selected site path, showing content and navigation flow
- 4. Search Engine Optimization Strategy**
Focus: Evaluate designs and content for SEO
- 5. Presentation Designs**
Focus: Site look and feel
- 6. Usability Testing**
Focus: Conduct testing on selected target audience
- 7. Template Foundation Build**
Focus: Build interface infrastructure based on approved design concept
- 8. Site Specifications**
Focus: Document rules and standards

 **TOOLS:**
Content inventory, web design & development software, wire frames


 **DELIVERABLES:**
Site maps, SEO standards, design concepts, interface templates, production guide

DEVELOP PROCESS

Implement the most viable design concept.

- 1. Database/Application/Business Transaction Build**
Focus: Build databases, applications, content management, business transactions and other functional pieces of the site as specified in the functional and development specifications
- 2. Content Development**
Focus: All copy will be written and design work completed
- 3. Build Beta Model**
Focus: Coordinate all copy and artwork, populate templates, and layout pages. Test and integrate functional pieces into the site and modify existing applications as necessary to comply with the approved presentation design.
- 4. Beta Testing**
Focus: Assure technical integrity
- 5. Beta Model Optimization**
Focus: Revise Beta Model based on test data and client feedback

 **TOOLS:**
Data models, design templates, web development software, technical measurement tools

 **DELIVERABLES:**
Data model, final copy and design work, beta model, technical report, completed site

DEPLOY PROCESS

Assure careful integration of all design and technical elements.

- 1. Soft Launch**
Focus: Migration to client's staging server
- 2. Solutions Training**
Focus: Train client staff to perform maintenance and content management
- 3. Live Operation**
Focus: Upload and register site
- 4. Style Guide**
Focus: Document content, design, application and infrastructure requirements necessary to guide and maintain site structure going forward based on client needs and wants


 **TOOLS:**
Training programs, specification guidelines


 **DELIVERABLES:**
Client staff training, live site, style guide

DRIVE TRAFFIC

Implement sustainable brand strategy to meet targeted metrics.

- 1. Search Engine Optimization**
Focus: Track site performance
- 2. Pay-Per-Click**
Focus: Establish PPC strategy & budgets
- 3. E-mail Marketing**
Focus: Build opt-ins
- 4. Banner Advertising**
- 5. Online Promotions**
Focus: Develop interactive opportunities to build opt-ins and traffic
- 6. Guerrilla Marketing**
Focus: Search opportunities to promote site through existing properties
- 7. Affiliate Marketing**
Focus: Search AM opportunities
- 8. Offline Marketing**
Focus: Integrate with advertising, PR, and other off-line marketing

 **TOOLS:**
E-mail engine, affiliate programs, PPC campaigns

 **DELIVERABLES:**
SEO & PPC reports, media plans, back-links, coordination with off-line agencies