



We Share Our Knowledge

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Marketing Self-Service Websites

By: Eitan Horowitz, Synergy Consultant

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1. Background

Many organizations have already realized that a Self-Service website is an important tool for maximizing commercial performance and when used effectively, it can also generate substantial revenues.

Nonetheless, many organizations feel they are not fully utilizing their Self-Service website, for various reasons. While designing a Self-Service website, organizations tend to focus on processes, actions, and technological website support.

The website planning phase is crucial technologically speaking, but a marketing plan is also vital. Therefore, the website marketing process should be incorporated into the website during the planning and design stages.

2. Why Invest in a Marketing Plan?

Organizations invest large sums of money into constructing Self-Service websites specifically designed to cater to customers' needs in accordance with the processes that will be incorporated into the website, in the hopes that the website will be user-friendly and easy to browse. But the idea that it's the technology that will attract customers to browse the website is quite naive.

A strong marketing plan will attract the customers to the visit website and eventually will also cause them to browse and perform activities in it.

Ultimately, a marketing plan will increase awareness of the website and make the customers feel secure enough to perform actions in it.

3. At What Stage of the Project Should the Marketing Plan be Created?

First of all, it is never too late to create a proper marketing plan. We recommend you create it at the beginning of the project and include the marketing staff in all the stages of process formation and characterization.

This article will demonstrate how to create a marketing plan that maximizes the benefits of the Self-Service website and converts website activities into commercial results.

4. The Commercial Requirement

The marketing plan is aimed to fulfill the need of creating traffic in the company's website, thus generating better commercial results.

A marketing plan should be constructed to comply with the organization and its intended Self-Service website. Generally speaking, in order to create marketing plan one should consider two key aspects:

- The time aspect
- The activities aspect.

Synergy Technology In Business LTD.

ISRAEL

1 Ben Gurion st. Bney-Brak, 2 Besser
Towers, Israel. Tel. +972(0)3-5788861
Fax. +972-(0)3-5788862

POLAND

Representative Office Poland:
66/68 Wilcza str., 00-6790 Warsaw, Poland.
Tel. +48(0)22 622 3221 Fax.+48(0)22 625 3688

UK

Sams Barn, The Greenway, West Hendred,
Wantage, Oxon OX12 8RD, UK
Tel. +44(0)1235 821 353 Fax.+44(0)1235 861 678

5. The Time Aspect

The organization should set the website launch marketing campaign according to the website construction and pilot-run deadlines. Consequently, the marketing plan should be based on the following scheme:

- Marketing activities during the website pre-launch period – the purpose of these activities is to prepare the organization to the launch. It includes: Scripting service calls for the call centers, writing briefs for advertising agencies, setting up call centers and organizational support.
- Post-launch marketing activities– this activity is aimed at retaining customers who are already using the website and continues to raise awareness of the website.

The additional aspect is the marketing activities aspect, which defines what actions should be taken at each of those above-mentioned periods.

6. The Activities Aspect

- Advertising and above-the-line activity – establishing activities aimed to create initial website traffic, i.e., attract customers to log in, browse, enjoy and come back.

This aspect includes several activity types:

- Organically and commercially promoting the website in search engines
- An internet launching campaign
- A TV campaign.
- Marketing support in additional channels – advertising the website in existing marketing channels such as the monthly invoice, IVR's, direct mail, strategic affiliations and unique self-service products.
- Customer based activities – using individualized marketing channels, e.g., commercial SMS's, commercial IVR's, commercial mail, links in content websites, and marketing support for customers who encountered difficulties while browsing the Self-Service website.
- Internal marketing activities – an internal launch of the website directed at organization employees is just as important as the general launch. The employees are the representatives of the organization as far as the customer is concerned. Calls to sales/service reps are crucial to website promotion. The launch should be incorporated into the service call scripts, and a launch symposium should be held. Enlisting the employees to promote the website is crucial to its success.

It is important to note that in order to execute the marketing plan, the company should prepare marketing materials, sign cooperation agreements and prepare itself accordingly. All preparations should be completed according to the predetermined schedule.

In conclusion, establishing a marketing plan is just as important as constructing the actual Self-Service website.

We believe that a proper marketing plan will help generate traffic to the Self-Service website, thus contributing to better commercial results.

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About Synergy

Synergy is an international consulting company, specializing in Analytical CRM solutions.

Synergy offers marketing oriented business ventures, formed by a team of leading local and international industry experts.

Synergy aims to provide its customers with the ability of acquiring commercial advantages by informative analysis of their customers' shopping data.

Synergy has vast experience in working with leading commercial organizations, both locally and internationally, and its clientele includes foremost industry leaders in the communications, financial and retail fields.

For more information, visit our website at: www.il-synergy.com, or email us at: info@il-synergy.com.

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