

## *Integrating a Web Site and a Marketing Plan*

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## *What's in it for ...*

### **Customers**

- Find new suppliers across the globe
- 24x7 availability of product information
- On-line purchasing - anywhere, any time

### **Suppliers**

- Faster, better service to you at lower cost

### **You**

- New marketing channel
- New sales channel
- Reduce internal costs
- Competitive advantage

## *Marketing issues*

### **Promoting your business**

- Awareness
  - The right domain name
  - Ensuring your customers can find your site
    - Listings on Search Engines and Directories
- Investor relations

### **Promoting your product**

- Catalogue & Specifications
- Online sales
- Dynamic site, responds to customer behaviour
  - "Selling-up"

### **Offering customer a feedback channel**

- Email / forms / regular visitor benefits
- Site traffic measurements

## *Implementation factors*

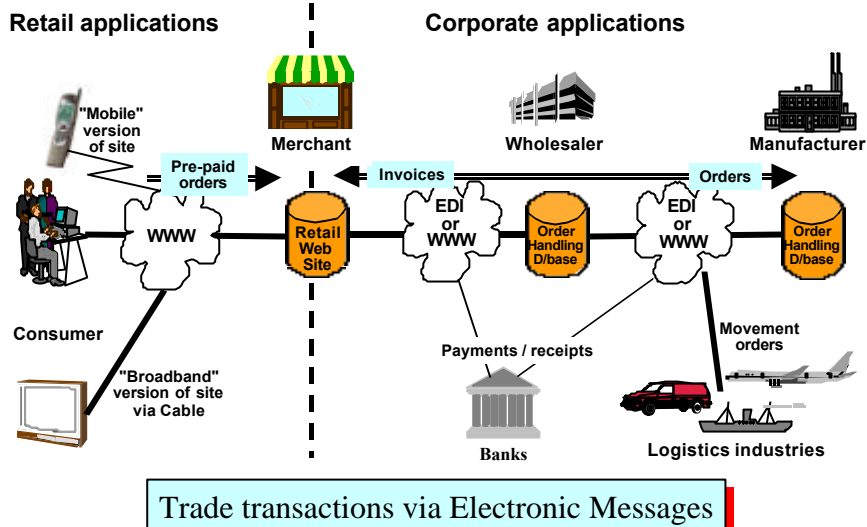
### **Who you trade with will determine the approach!**

- Consumers
  - Online purchases with Credit card payment
  - Special prices for account customers
- Business customers
  - Higher value transactions, monthly terms, BACS payments
- Suppliers
  - Tightly linked internal IT systems
  - Vendor-managed inventory

### **... and not forgetting**

- Government
  - Electronic submission of statistics and payment of taxes

## Where do you sit in the value chain?



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## Business process issues

### Selling to consumers (B2C)

- Marketing-led catalogue
- Distance selling, online contracts & credit cards
- **Fulfilment**
- Integrated CRM
  - Can telesales access web orders?

### Selling to businesses (B2B)

- Catalogue, product information and specifications
- Offline contracts (usually!)
- Credit management
  - Order authorisation processes
- Supply chain management
  - Linked IT systems

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## Web site evolution

### Development stages

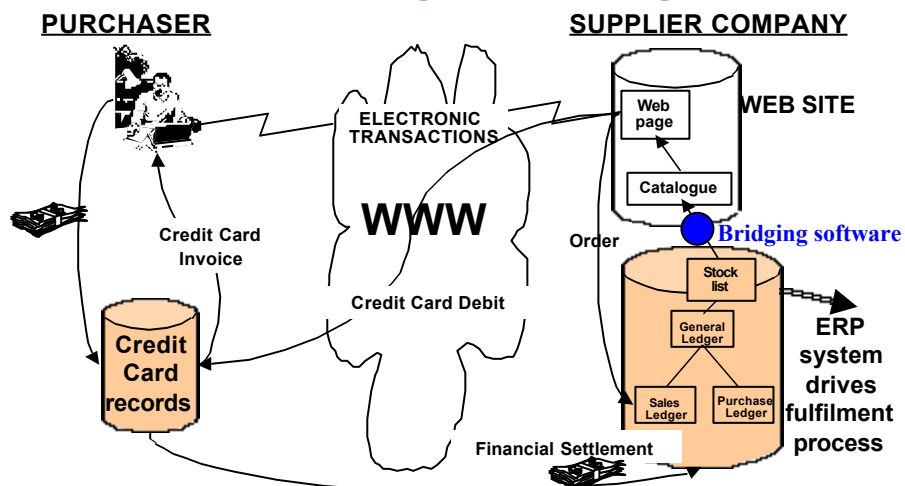
- "We're here" (*aka* "vanity web site")
- Static catalogue of products & services - may be enough?
- Dynamic pages (searchable catalogue)
- Selling with shopping cart & credit card processor
- Tight back-end integration (online stock lists)
- Links to suppliers - forecasting and auto-replenishment

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## B2C trading ("e-tailing")



Linking stock list to web catalogue avoids fulfilment woes

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## *Trading with businesses (B2B)*

### **Most B2B trade is with established partners**

- Can build tightly linked systems
- Contract in place
- Competitive factors
  - Improved & faster processes
  - Lower overall costs

### **Some B2B trade results from web searches**

- Must design for "open" trading
  - Authentication via Digital Certificates
  - Credit checking
  - Use of invoices
  - Terms and conditions on site

### **Business Exchanges serve communities**

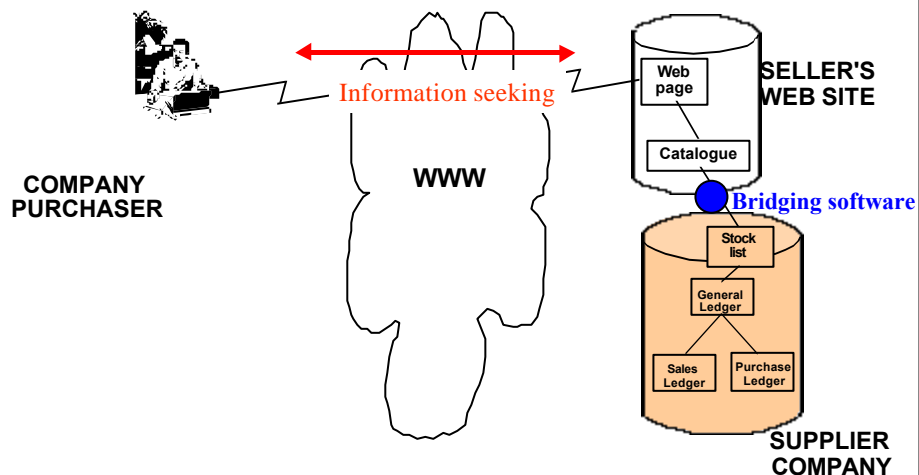
- Industry or locality

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## *Spontaneous B2B trading (step 1)*



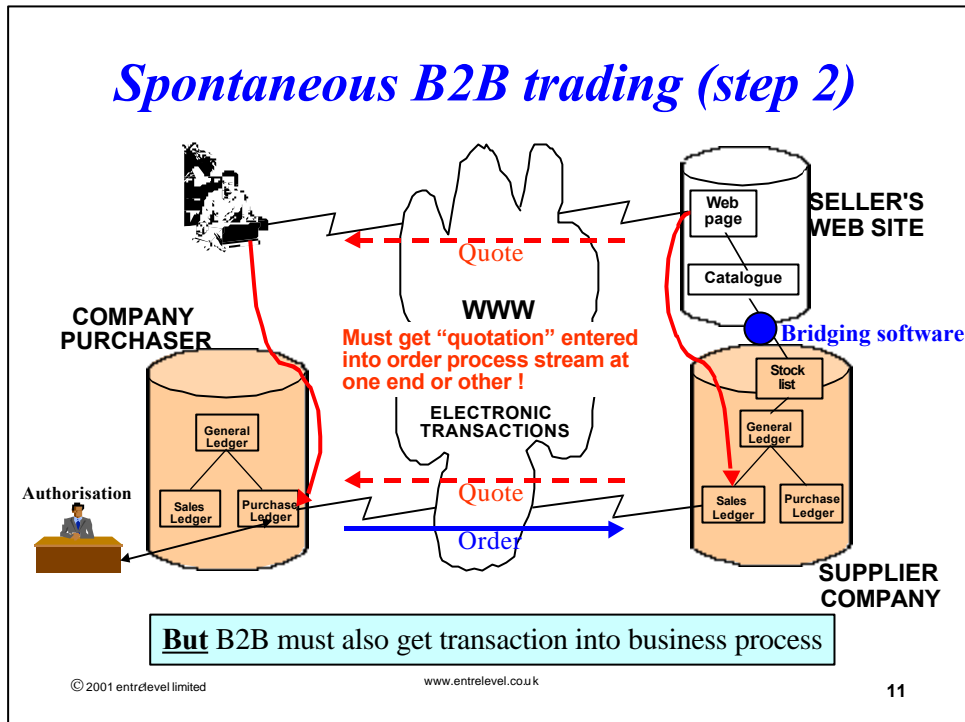
As B2C, stock list feeds Web Catalogue

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## Spontaneous B2B trading (step 2)



## Other issues

### Web site design

- Contracts
  - Including support!
  - Ownership of design?
- Usability

### Security

- BS.7799
  - Now mandatory for supplies to large firms
- Digital signatures
  - Since October 2000, increasingly required

### Consult your lawyer!

- Distance selling
- Online contracts

## *Web site usability - often forgotten!*

### **Navigation**

- Obvious how it works
- Easy to find what customer wants

### **Speed**

- Fast, else users click away to competitor
- Responsive, else multiple clicks = multiple orders
- Test the site at "modem" speed
  - No big graphic files
  - "Fat pipe" to centre of Internet for faster downloadsHosting decision

### **Always available**

- Service level guarantees

## *Be ready for the future!*

### **Interactive TV (iTV)**

- Some shopping options via "Malls"
- Difficult access to open Internet

### **Mobile**

- Try WAP now
  - WAP-specific version of site
- Learn for 3G in 2004
  - moving colour images?

### **Un-metered, Broadband Internet**

- Users expected to stay online longer
- "Broadband" versions of site

## *Management Checklist*

### **See handout for more details**

- Objectives, requirements & responsibilities
- Legal check on wording
- Who maintains & supports?
- Capacity & resilience
- Making your site visible to casual customers
- Business process & system links
- Payments
- Security & authentication - BS.7799
- Customer enquiries (CRM)
- Plans for the future

### **Have a go for your own business!**

## *Contact details*

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