Web strategy plan:

1. Goals of the website:

This web site is meant to showcase my skills as a web developer and graphic designer as well as promoting my brand, by establishing in my target’s mind a solid and powerful impression of this last and building an impressive brand identity that will elicit trust in my target at first sight of my brand.

1. Personas(Primary & secondary audiences):

* Primary audience:

My primary target audience is constituted of entrepreneurs, small and large businesses, companies and potential employers.

As an example, The Retrouvaille restraurant, it’s a newly open restaurant in observatory that makes all sorts of African food. It has a large amount of client weekly and makes a lot of money already even thought they do not have any traces online.

They have a quite important audience ( company CEOs, successful Entrepreneurs, and features with musical artists every Wednesday).

All of this aligned to the fact that this Restaurant is at a walking distance from where I currently live, makes them on top of my primary audience list.

* Secondary target

          My secondary target is compound of people that trust me already ( Family, friends ), that are not necessarily likely to purchase my services but have the power to promote me and help me getting to my primary audience.

              Mbina  Lysia is a married woman from Gabon and financially self         independent as beside having a nice job, she run her own shop alternatively.

Lysia works for a huge national firm named ASSALA Gabon 8h/day and 5days/ week, she has to drive 20minutes to get to her office in which she works from 7:30am to 3:30pm.

After the office she has 30minutes to rest before opening her shop.

She works in the shop from 4:30pm to 8:30pm.

The she provides various services and products:

* Selling clothes
* Households
* Electricity
* Airtimes
* Banking services

…

But Lysia shop is located in a quite restricted area and it's sometimes a challenge for her to get clients and also the covid-19 pandemic is not playing in her advantage so she has been thinking about promoting her business online to get to her clients easier

And that's makes her to be my hot market additionally to the fact that I personally know her as she is my holder sister and she already trust me.

                 And for more she can promote my services in the company in which she is working and help me reach my primary audiences

1. Competitor Analyses

Today, being competitive online is a must, because people are willing to purchase products just from the look of the website, the way it makes them feel influence their judgment.

So an analysis of the competition is of capitale importance in my strategy plan.

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| Competitors | Strong Points | Weak points |
| Wix | Provide platform  To personalize  Your web page  No particular charge | They do not provide copyright which compromise the uniqueness of your creation |
| Web guru | Affordable packages | Monthly  payments and once off packages expensive |
| Codesorbit | Availability | Services costs |

1. Objectifs strategy

My strategy to get to my goal which is to get more qualify leads can be resumed in 3 main points

1. Marketing

To drive traffic into my business I’ll lead a strong marketing process which mostly goes through my brand promotion by my webpage. But also engaging prospects and lead them to me using my business card.

1. Customer support

Giving better services will improve customer satisfaction and giving feedback will maintain the trust link between my customers and I.

1. Customer satisfaction

Satisfying my customer is more than primordial, and for that I’ll offer the best services for affordable prices and free maintenance for a limited period.

Satisfaction bring promotion.