
Microsite Proposal

Launch A Website That Generates Money In 30 days.



Problems To Solve

1

Money

If you currently lack the funds to invest in an entirely new website, microsites can generate the funds needed to pay off a larger project before it even starts.

2

Time

From design to dev to meetings, websites take a long time. A microsite can launch in a single sprint and can start generating revenue immediately.

3

Lead Generation

Microsites can be leveraged to gather emails, creating a smaller but more loyal user list. They can also drive traffic to any current websites.

4

UX

By running a microsite you can gather data on your users and iron out the UX on a single page. This data gives you a massive advantage on your next project.



Proposed Solution

Design, develop and analyze a microsite that acts as a product page for a single sale.

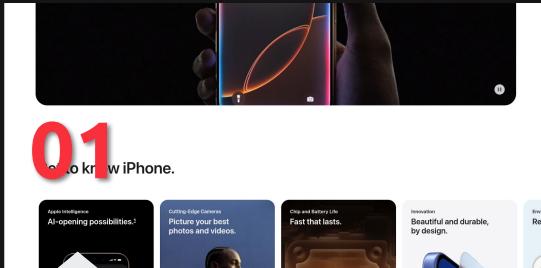
The site launches with a countdown timer to build hype. Drive traffic to the site via social media and email marketing. Add email sign up to the page to create a new marketing list of ecommerce focused users.

As the site launches we monitor all inbound traffic. Using analytics we track their journey and see which users were more likely to purchase the product or inquire further.

To showcase the product we leverage existing assets. If none are available we can leverage AI to train our own model and generate assets of all product variants. We can also create custom tools for users to fully customize their product.

With the data gathered from a single site we can craft user personas and identify optimal platforms for your marketing initiatives.

Microsite Examples

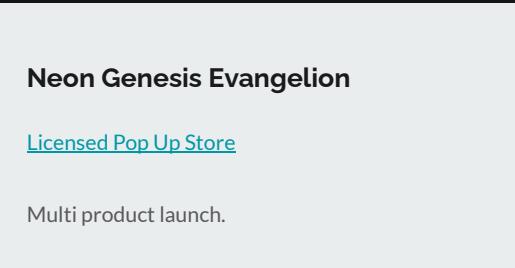


01
iPhone Product Page

A single product page.

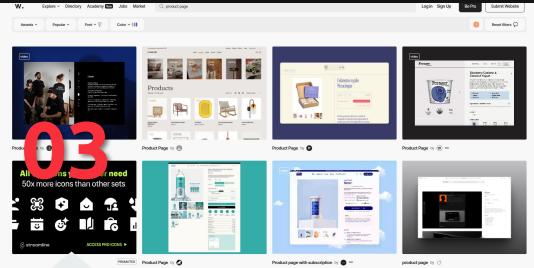
Apple iPhone

[Iphone Product Page](#)



02
Neon Genesis Evangelion
[Licensed Pop Up Store](#)

Multi product launch.



03
Awwwards
[Product Pages](#)

Collection of award winning product pages.

Timeline

Research

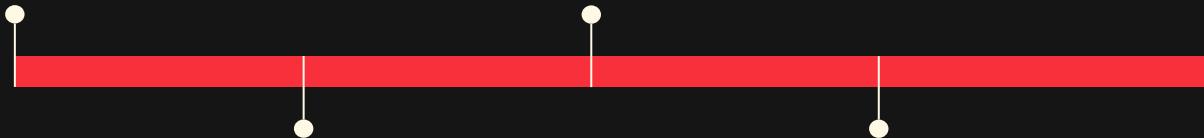
Gather project requirements from stakeholders.
Finalize feature list for an MVP. Produce additional assets.

Launch

Track all inbound traffic, user data and interest in product variants.
Launch additional marketing initiatives.

Phase 2

With the infrastructure already in place it is now significantly cheaper to repeat this process with a different item.



Pre Launch

Manufacture FOMO with a countdown timer.
Use email social media to drive traffic.
Gather emails and user data.

Post Launch

Examine sales and traffic to find the highest ROI leads.
Calculate viability by comparing profit with expenses.
Analyze user data to find UX improvements.

User Personas

User personas are imaginary users that you should tailor your marketing to. The most basic example is if you are selling water you should be marketing to people that are thirsty.

Using the data gathered on the microsite and expanded on over multiple iterations, it's possible to fine tune your user personas to maximize the ROI of your marketing initiatives.





Thank you.