

Digital Marketing

Session 3 – Website Marketing



MIT-MBA in Data Science Tech Management



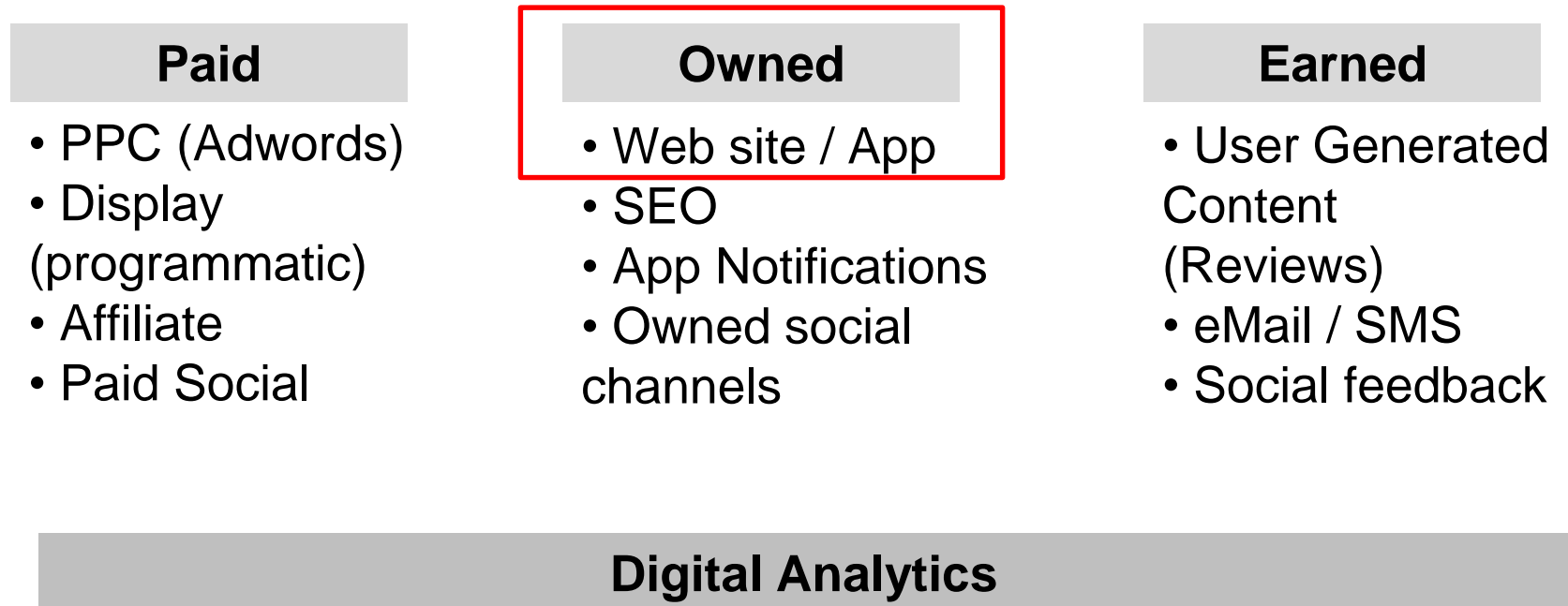
Learning Objectives

- Role of Website
- Elements of Website Design
- Value Proposition
- Customer Orientation
- Usability
- Page Design – Wireframes
- Shopping Cart
- A / B testing
- Personalisation



Role of Website

Website is the most important element in Digital Marketing. Discuss



Website Design

What is the purpose of a website?

“your web site exists for one reason and one reason only – to help customers. The big question is ‘how can my web site help my customers?’”



Website Design & the '5S' Model

What is the purpose of a website?

Sell	Serve	Speak	Save	Sizzle
Help customers buy something they need. By effectively communicating a crystal clear online value proposition and through making e-commerce and lead generation easier.	Help customers find information through designing easy-to-use interactive services.	Help customers to talk to the organisation by providing interactive features to create dialogues.	Help customers to save money and time by delivering content and services that may have been previously achieved by offline transactions.	Help customers enjoy a better web experience and reinforce the brand values.



Elements of Website Design

Website Design = Function + Content + Form + Organization + Interaction



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Content

Factors that encourage users to return to a website:

1. High quality content
2. Ease of use
3. Quick to download
4. Updated frequently



Content

“Content is King”



“Context is King”

- Right information
- Right place
- Right time
- Right format



Content – Customer Orientation

Define your target users:

- a) What are their needs?
- b) How can you satisfy those needs?
- c) How can you go above and beyond customer satisfaction to customer delight?



Steps to Achieve Customer Orientation

1. Identify different audiences
2. Rank importance of each to business
3. List the three most important needs of audience
4. Ask representatives of each audience type to develop their own wish lists.



Questions to Ask - Customer Orientation

1. Who are the important users?
2. What is their purpose for accessing the site?
3. How frequently will they visit the site?
4. What experience and expertise do they have?
5. What type of information are they looking for? In what format?
6. What type of browsers will they use (and at which screen resolutions)?
7. How fast will their communication links be?



Value Proposition

A value proposition tells prospects why they should do business with you rather than your competitors, and makes the benefits of your products or services crystal clear from the outset.

Ideally, a proposition should be:

- Different from competitors
- Makes a difference to your customer's lives – delivers a clear benefit, addresses a specific pain point



Value Proposition - Review

1. Collect the taglines from your own site and your three strongest competitors.
2. Print them in a bulleted list without identifying the company names.
3. Ask yourself whether you can tell which company does what.
4. More important, ask a handful of people outside your company the same question.



Value Proposition Exercise

1. Find your ideal hotel and compare prices from different websites
2. #1 site for Booking Flights, Hotels, Packages, Trains & Local Activities
3. Read Reviews, Compare prices & book
4. #1 Travel Website – 50% OFF on Hotels, Flights & Holidays
5. The best hotels & accommodation



Value Proposition Discussion

- <https://www.myntra.com/>
- <https://www.jabong.com/>
- <https://www.voonik.com/>
- <https://www.ajio.com/>
- <https://www.limeroad.com/>



Use of Value Proposition

- State the Value Proposition clearly on your web site across key pages.
 - Use of tag lines
- Leverage the proposition in traffic building
- Deliver on the value proposition across all consumer touch points



Content Considerations

- Don't assume your visitors have full knowledge of your company, its products and services.
- Don't use internal jargon about products, services or departments and avoid indecipherable acronyms!

CRABS

Chunking, Relevance, Accuracy, Brevity and Scannability.



Content Writing - CRABS

Chunking, Relevance, Accuracy, Brevity and Scannability.

- Chunking, Brevity and Scannability go together. Many visitors briefly **scan** pages looking for headlines, followed by **brief, chunky** paragraphs of five or six lines maximum which can be hyperlinked to further detail for those that want to 'drill down ' for more information.
- In addition to chunky, brief and scannable, the copy must be **relevant** and useful to the target audience.
- Copy must be **accurate** to win credibility and loyalty in the long term. Don 't promise what you cannot deliver.



Content Formatting – Best Practices

- Never use underline in body text as a reader will think it's a hyperlink.
- Avoid extensive use of italics as it is difficult to read on screen, but they can add variety.
- Agree a standard for capitalization of headlines and link text. Generally, sentence case: 'Amazing new product released' is best since it is most scannable.
- Ensure font size is not too large so that slightly longer headlines do not flow into the next line.
- Check that the design does not break if users enlarge the font size on their browsers slightly.



Form - Usability

Usability is a concept applied to the design of a range of products which describes how easy they are to use.

The British Standard/ISO Standard 'Human Centred design processes for interactive systems' defines usability as:

'the extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in a specified context of use' . (BSI 1999).



Form – Effectiveness and Efficiency

- **Effectiveness** – the rate of completion of a specific goal.
for example, 3 in 10 were able to find the FAQ section.
- **Efficiency** – the time (or clicks) required to complete a task



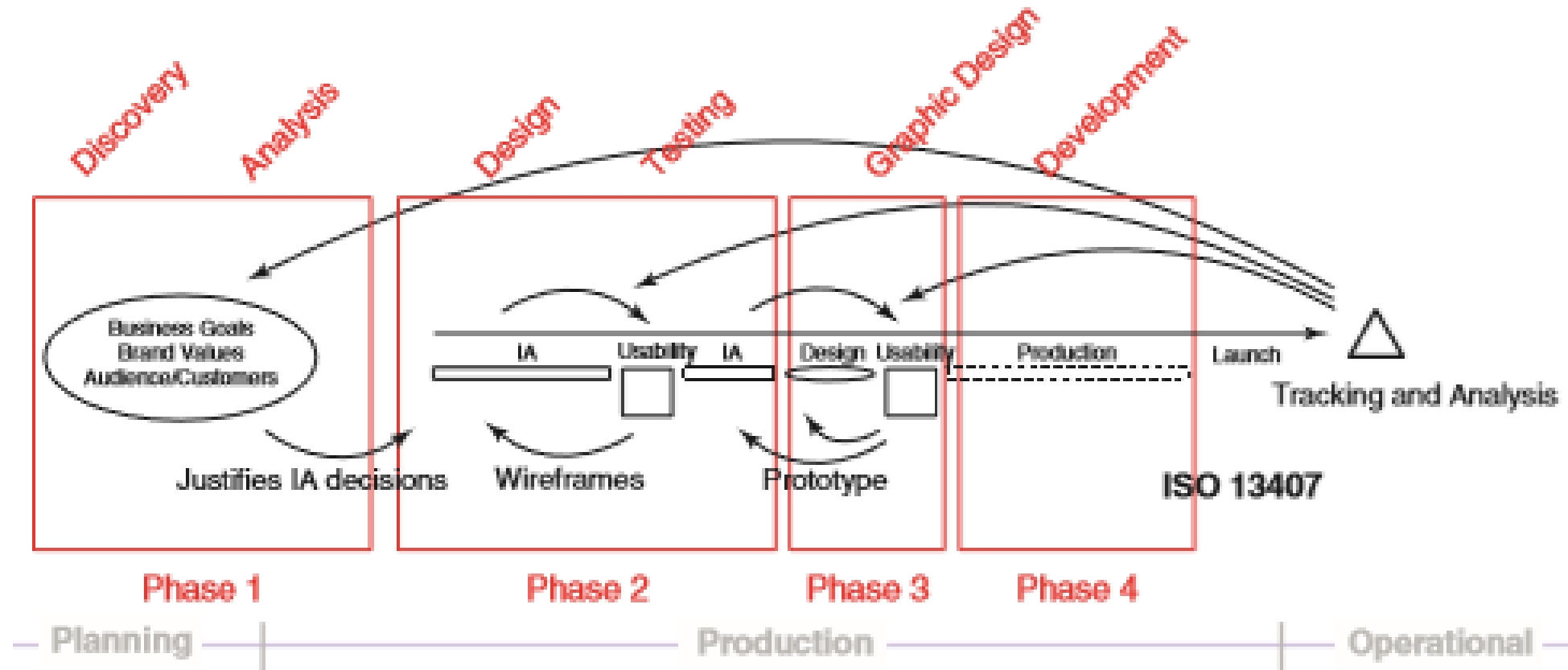
Steps in Usability Studies

1. Expert Interviews
2. Usability Testing
 - a) Identifying representative users of the site.
 - b) Asking them to perform specific tasks such as finding a product or completing an order.
 - c) Observing what they do and how they succeed.

Customer Personas



Steps in Usability Studies



Organisation – Information Architecture

What is Information Architecture (IA)?

- Information architecture is the practice of deciding how to arrange the parts of something to be understandable.
- A good IA helps people to understand their surroundings and find what they're looking for.

*If you've ever tried to use something and thought, “**where am I supposed to go next?**” or “**this doesn't make any sense,**” you are encountering an issue with an information architecture.*



Organisation – How to Achieve Ease of Use

Ease of use = Structure + Navigation + Page layout + Interaction



Organisation – Structure

Web site structure is the big picture of how content is grouped and how different pages relate to others.

Without a planned structure, a site can soon end up as a '*spaghetti site*'. This may leave visitors dazed, disorientated, confused and frustrated. If they cannot achieve flow control, they may not return.

A planned site structure with clear hierarchies will allow the user to build up a 'mental map' of the site.



Structure – Depth of site

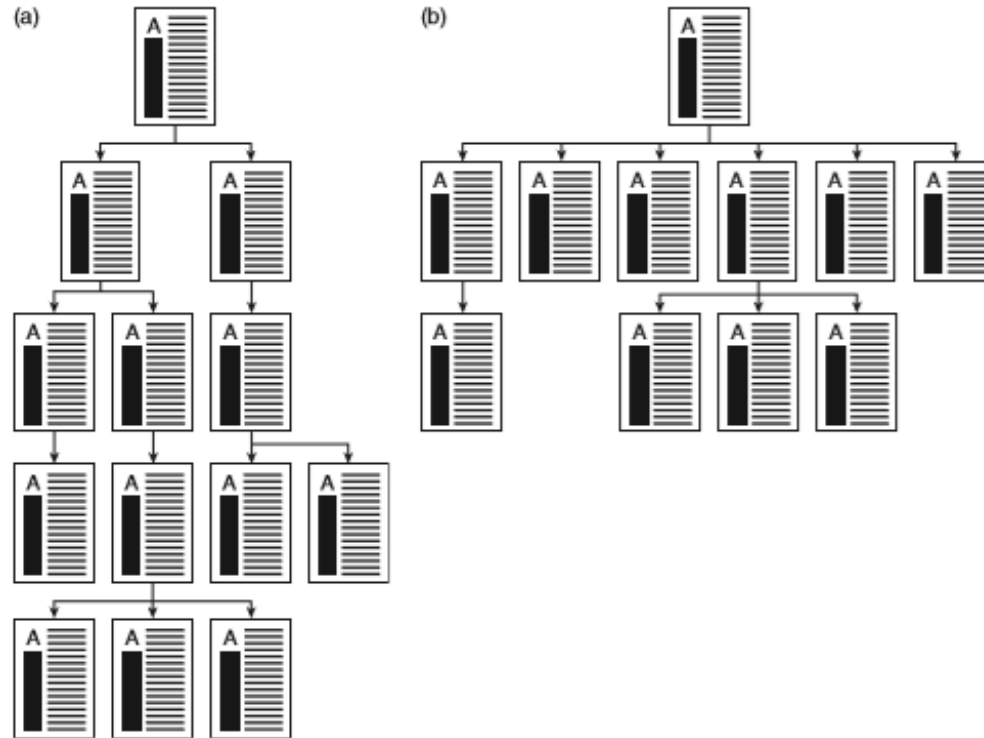


Figure 6.18 Alternative site structures: (a) deep, (b) shallow

Which is the better structure?

A good rule of thumb is that, even for a large site, three clicks should be sufficient to enable the user to find their area of interest.

Placing an order should never be more than three clicks away.



Navigation – Key Rules

1. Keep it Simple
 - Not too many buttons
2. Be Consistent
 - Avoid a user seeing different menus and page layouts as they move around the site.
3. Signposts
 - Helps tell visitors where they are within the site.



Navigation – Questions to Ask

1. Where am I?

- The user needs to know where they are on the site and this can be indicated by highlighting the current location and clear titling of pages. This is **context**. Consistency of menu locations on different pages is also required to aid cognition. Users also need to know where they are on the web. This can be indicated by a logo, which by convention is at the top left of a site.

2. Where have I been?

- This is difficult to indicate on a site, but for task-oriented activities such as purchasing a product it can show the user that they are at the nth stage of an operation such as making a purchase.

3. Where do I want to go?

- This is the main navigation system which gives options for future functions.



Organisation – Page Layout

Key components within a Page:

- Company name and logo for identity (this should link to homepage).
- Menu (and submenus) for navigation.
- Page title for content, e.g. product information.
- Relevant content to aid customer interaction.
- Clear Calls to Action.
- Footer for reference to copyright and privacy information (usually in small text).



What makes a good page design?

- An aesthetic, visually pleasing layout
- Clear emphasis of different content types
- Visual hierarchy showing relative importance of different content through size
- Prioritization of marketing messages and calls-to-action for different audiences and products for persuasion purposes
- Clear navigation options to a range of content, services and visitor engagement devices.

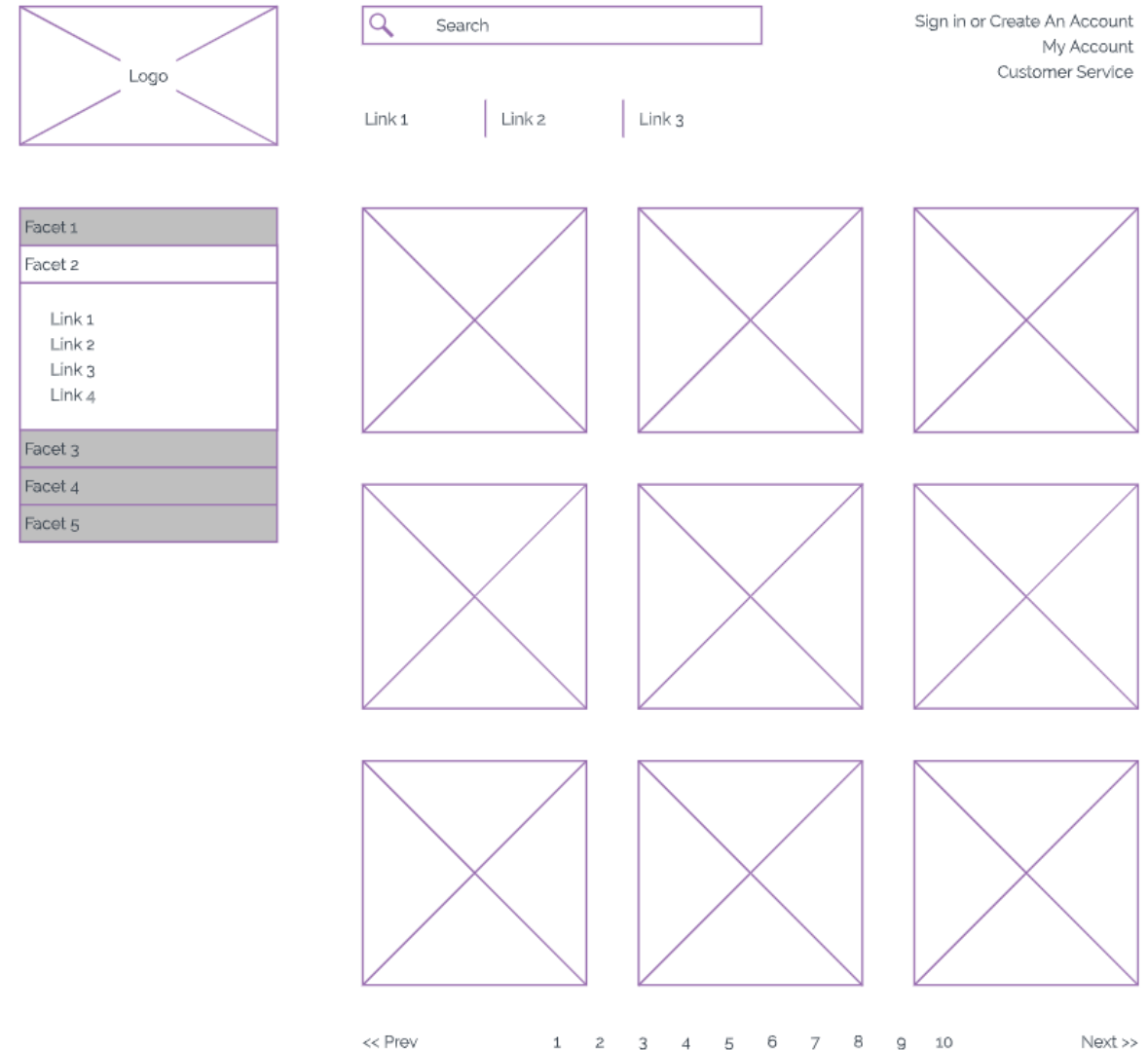


Page Design - Wireframes

- A wireframe is 'a basic outline of an individual page, drawn to indicate the elements of a page, their relationships, and their relative importance '.
- Wireframes are used by web designers to indicate the eventual layout for web page templates by showing where navigation elements and different types of content will appear on the page.
- Wireframes are essential for agencies and clients to discuss the way a web site will be laid out without getting distracted by colour, style or messaging issues.



Example of Wireframe



<https://www.lucidchart.com/pages/templates/wireframe/low-fidelity-wireframe-template>



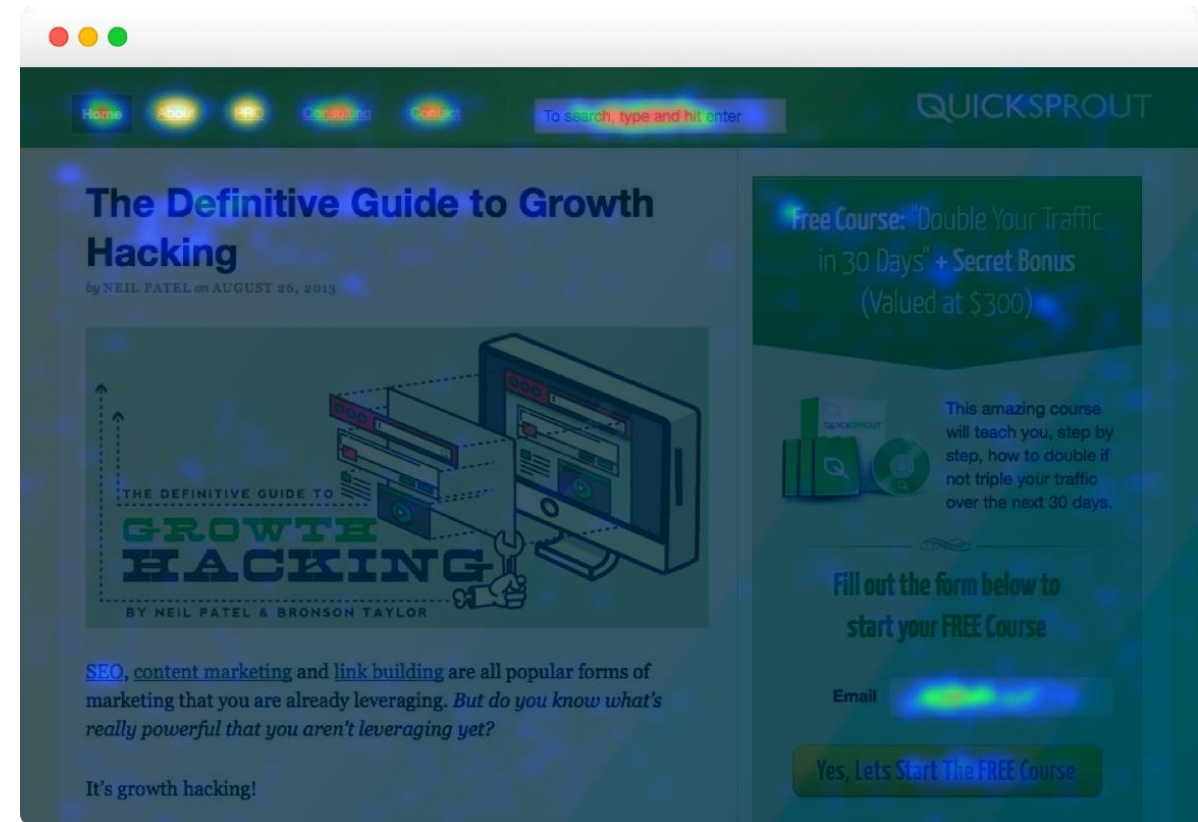
Page Design – Trade Offs

- How can I make my site memorable and different from competitors while still retaining standard features that users have come to expect for ease of use?
- How can I make it aesthetically appealing while still keeping the page light and fast to load?
- How do I balance the layout with the need to keep the key Calls to Action as prominent as possible?
- How can I show all the content while minimising user scrolls?



Page Design – Use of Click Tracking Tools

- Tools such as Crazy Egg and Clicktale provide additional and granular information on how visitors are interacting with your web pages
- These track how users are navigating through the web page, what they are clicking on, etc.
- Output is provided in the form of heat maps, session replays, etc.



Page Design – Some General Principles

1. Content most important to your visitor's goals should be in the top of the page

Distribution of viewing time:

- Above the fold: **80.3%**
- Below the fold: **19.7%**

People scroll when the layout promotes scrolling – so if you have a long page, make sure the design encourages scrolling.

2. When in a hurry, what sticks out gets chosen

Optimize the design of your website, so that your visitors could find what they are looking for (or what you want to sell the most) in an increasingly hasty world.



Page Design – Some General Principles

3. People read your content in an F-shaped pattern
 - People skim and their main attention goes to the start of the text.
 - They read the most important headlines and sub headlines, but only selectively read the larger parts of the text.
 - Use subheadings, bullet points and paragraphs to make your content more readable.
4. Don't lose money through banner blindness
 - We have subconsciously learned to ignore advertising on websites. This also means that any block of text or images that may look like advertising will be ignored.



Page Design – Some General Principles

5. Use images of people, but focus on where they are looking and emotions

- It makes sense to use people in your design – it's one of the design elements that is good for attracting attention of your visitors. But it also matters where their eyes are looking – several heatmap studies have shown that people follow the direction of the model's eyes.
- **It's also important to convey emotion**
- There have been studies that have found that a person conveying emotion can have a larger impact on conversions than a calm person looking at the call to action.
- The best option may be to combine these two approaches – use an emotion-conveying person, looking at the desired spot on the page.

6. Use contrast wisely to guide your visitors

- A study found that a non-clickable, informational element about pricing on the front page gathered the most attention because of its colour contrast with the surrounding area – Diverting away attention from the rest of the page.



Interaction Mechanisms

- Buttons
- Links
- Mouse Overs
- Drop downs
- Selections (filters)
- Sliders
- Typing (Search box)
- Sliders
- Ratings



Interaction – Shopping Cart Abandonment

What is the average Cart Abandonment Rate?

- As of 2017, the average cart abandonment rate is about 70%.



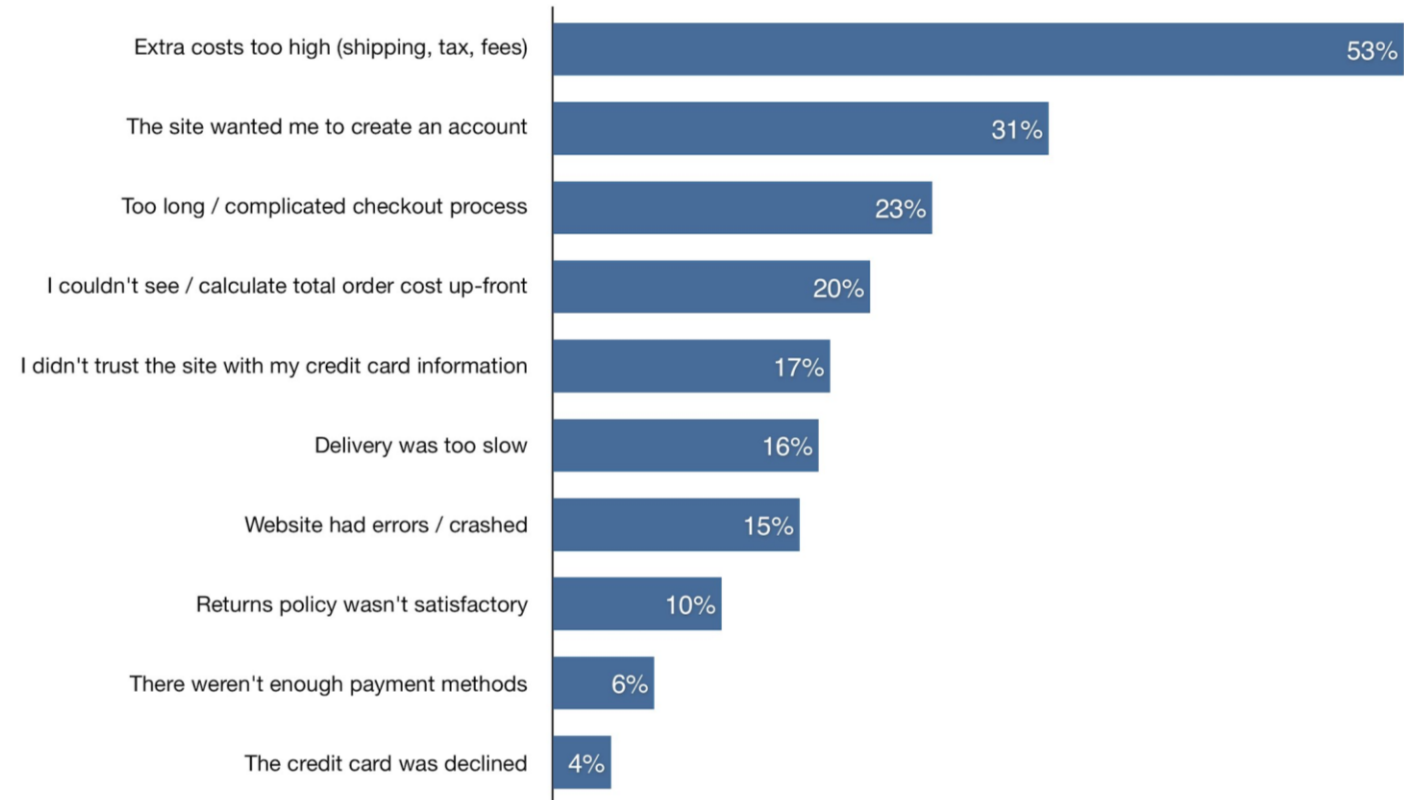
Reasons for Shopping Cart Abandonment

Reasons for Abandonments During Checkout

4,263 responses · US adults · 2019 · © baymard.com/research

"Have you abandoned any online purchases during the checkout process in the past 3 months? If so, for what reasons?"

Answers normalized without the 'I was just browsing' option




Shopping Cart Design – Clear, Simple, Fast

Provide Product Summary with clear, thumbnail image

Provide option to update quantities and even remove items from the cart

MY BAG

Items are reserved for 60 minutes



£18.00

ASOS DESIGN Slim Mid Length Smart Shorts In Pale Blue

Pale blue

W28in


Qty 1

Save for later

×


SUB-TOTAL

£18.00



PREMIER DELIVERY UK

Get next-day delivery for a whole year for only £9.95.



FREE* STANDARD DELIVERY

Faster delivery options available to most countries.
[More info](#)

TOTAL

Sub-total

£18.00

Delivery

Standard Delivery (£2.86)

CHECKOUT

WE ACCEPT:



Got a discount code? Add it in the next step.



Shopping Cart Design – Clear, Simple, Fast

Use of colour and contrast





You have 1 item in your cart!

Buying from Zappos is safe. Your order will be processed on our secure servers.

[Continue Shopping](#)

[Not your shopping cart? Remove Items and Logout](#)

[Proceed to Checkout](#)

CURRENTLY IN YOUR SHOPPING CART			
YOUR ITEM	ITEM PRICE	QUANTITY	PRICE
<div></div> <div>New Balance M990V4 ASIN: B015XJTORC COLOR: GREY/CASTLEROCK SIZE: 12 WIDTH: D - MEDIUM</div>	<div>\$164.95</div> <div>MSRP \$174.95</div> <div>6% OFF</div>	<div><input type="text" value="1"/></div> <div>Update</div> <div><div> Remove</div><div> Move to Favorites</div></div>	<div>\$164.95</div>
SUBTOTAL (1 ITEM):			\$164.95
STANDARD GROUND SHIPPING:			TBD
* ESTIMATED TAX TO BE COLLECTED:			\$--
GRAND TOTAL:			\$164.95
<div>Have a Gift Card, Gift Certificate or Coupon Code? Proceed to checkout to redeem it.</div>			
<div>Continue Shopping</div>		<div>Proceed to Checkout </div>	
<div><div>Shipping and Return Policies Privacy Policy</div><div>Have questions? The Zappos Customer Loyalty Team is happy to help!</div><div>Call 24 hours a day - 365 days a year.</div></div>			



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Shopping Cart Design – Clear, Simple, Fast

Payment Options

The screenshot displays the Adidas shopping cart interface. At the top, a navigation bar includes the Adidas logo, category links (MEN, WOMEN, KIDS, SPORTS, BRANDS, CUSTOMIZE), and utility links (TRACK YOUR ORDER, NEWSLETTER SIGNUP, LOGIN). A search bar and a shopping bag icon are also present.

The main section is titled "YOUR BAG 1 ITEM" with a "Continue Shopping" link. It features a product card for a "CUT-OUT SWEATER" with a price of \$65.00. The product details include "Gender: Women's", "Color: Raw Grey", and "Size: M In Stock". Below the product image are links for "Edit", "Delete", and "Move to Wishlist". A "CHECKOUT" button is prominently displayed.

Below the product card, a message states "Free Shipping, Free Returns".

On the right side, a "CHECKOUT" section includes a "CHECKOUT" button with a right arrow. Below it, a message states "By placing your order, you agree to the [Delivery Terms](#)".

The "ORDER SUMMARY:" section shows a table with the following items:

1 PRODUCT	
Product total	\$65.00
Delivery	FREE
Total	\$65.00

Below the order summary is a "PROMO CODE" field with a question mark icon and a dropdown arrow.

The "NEED HELP?" section includes links for "Shipping", "Returns & Exchanges", and "Contact Us".

The "ACCEPTED PAYMENT METHODS" section displays logos for VISA, Mastercard, American Express, DISCOVER, PayPal, and Apple Pay.



Shopping Cart Design – Clear, Simple, Fast

Promotion Codes


Order Summary
1 items total

Subtotal	\$48.00
ESTIMATED TOTAL*	\$48.00

* Sales tax will be calculated when you enter a shipping address in checkout.

> [Apply promo code...](#)

> [Is this a gift?](#)

 **CHECKOUT**

Order Summary
1 items total


Subtotal	\$48.00
ESTIMATED TOTAL*	\$48.00

* Sales tax will be calculated when you enter a shipping address in checkout.

✓ [Apply promo code...](#)

APPLY

> [Is this a gift?](#)

 **CHECKOUT**



Shopping Cart Design – Clear, Simple, Fast

Trust Seals




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Shopping Cart Design – Clear, Simple, Fast

Assistance


YOU'LL ALSO LOVE ✕



Tease Eau de Parfum
59,34 €



Bombshell Fragrance
Lotion
26,97 €



Merchandise Subtotal 59,34 € +


SIGN IN

CHECK OUT AS GUEST

Now accepts credit cards and **PayPal**

Bombshell Eau de Parfum
DG-258-637 | In Stock

Color Bombshell (099)
Size 1.7 fl. oz
Qty 1



59,34 €

EDIT

REMOVE

LOOKING FOR HELP?

LIVE CHAT



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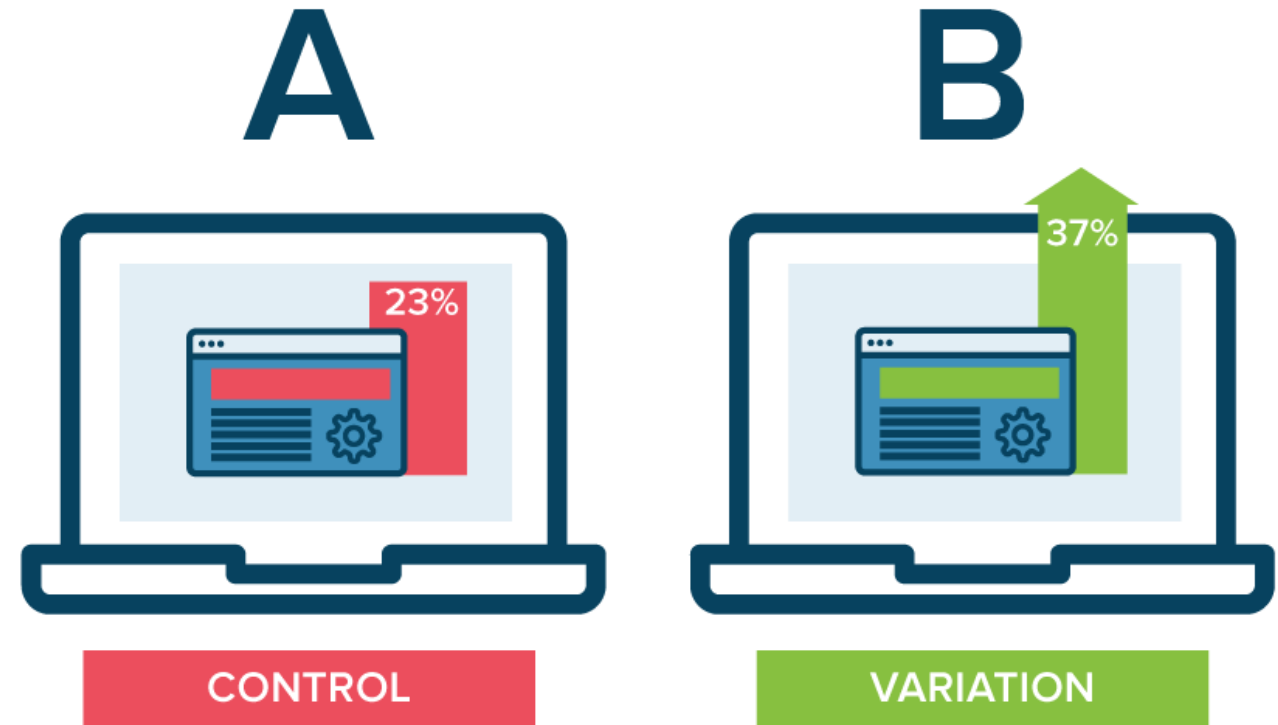
Design Brief - Exercise

- About the company
- Aim of the website
- Target Consumers
- How and in what context are users likely to access the site?
- High level site structure (types of pages, categories, sub categories)
- Page level content elements
- Interaction elements
- Brand Guidelines
- Competitor sites
- Deadlines, budgets, etc.



A / B Testing

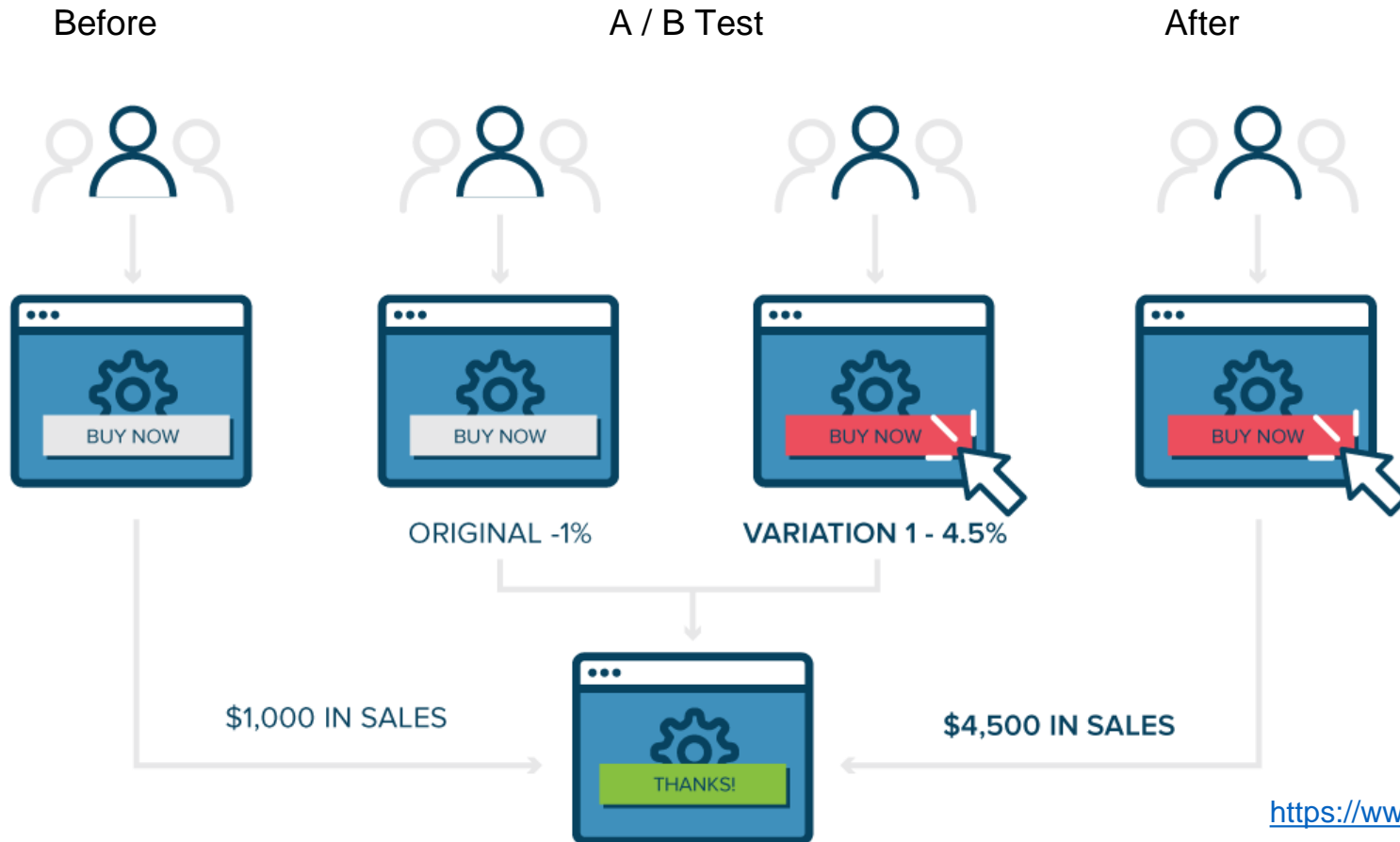
- A/B testing (also known as split testing) is a method of comparing two versions of a webpage against each other to determine which one performs better.
- A/B testing is essentially an experiment where two or more variants of a page are shown to users at random, and statistical analysis is used to determine which variation performs better for a given conversion goal.



<https://www.optimizely.com/optimization-glossary/ab-testing/>



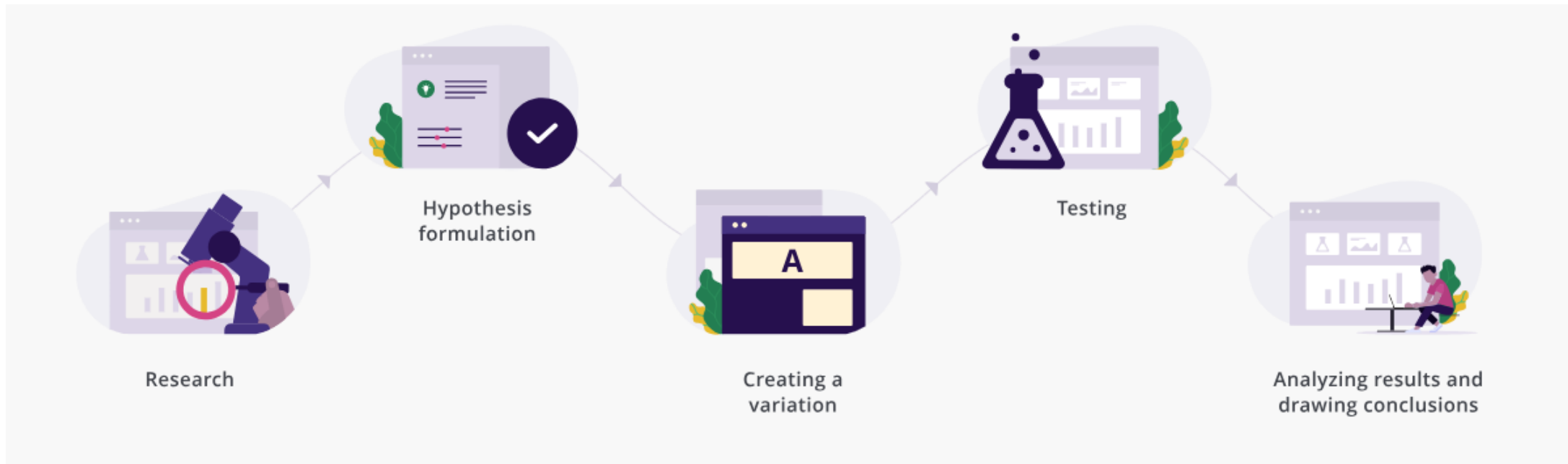
A / B Testing



<https://www.optimizely.com/optimization-glossary/ab-testing/>



How to Run An A/B Test



<https://vwo.com/ab-testing/>



Key Considerations while running an A/B Test

- Design of Test
- Duration of Test - <https://vwo.com/ab-split-test-duration/>
- Statistical Significance - <https://vwo.com/ab-split-test-significance-calculator/>

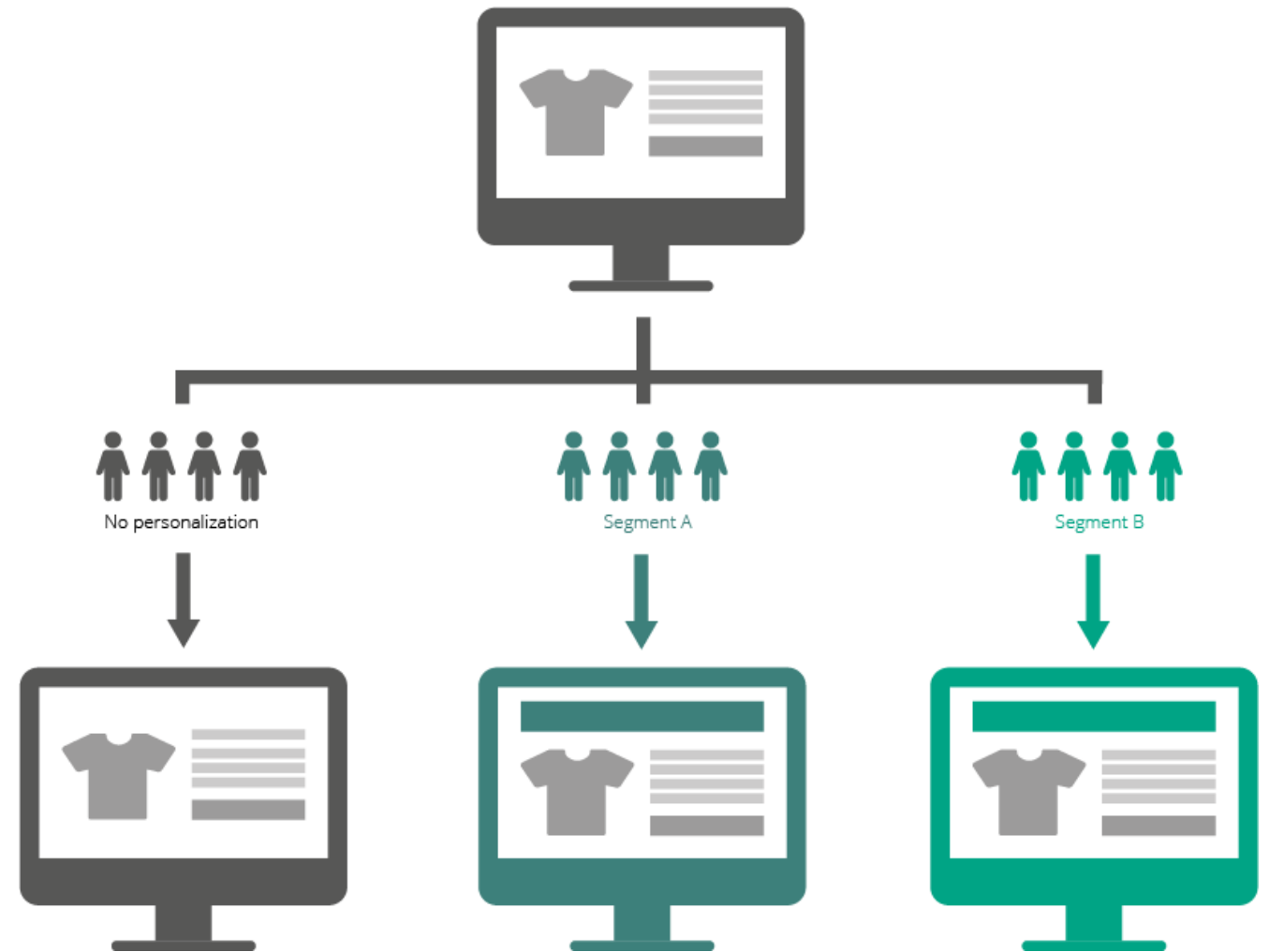


Personalisation

- Website Personalization is the process of creating customized experiences for visitors to a website.
- Rather than providing a single, broad experience, website personalization allows companies to present visitors with unique experiences tailored to their needs and desires.



Personalisation



<https://support.kameleoon.com/hc/en-us/articles/206619299-What-is-web-personalization->



Why Use Personalisation?

- Create a more relevant experience for users
- Convert more users
- Build Brand Loyalty
- Cross-sell / Up-sell



Considerations for Personalisation

- Identifying the right segments
- Identifying the most relevant triggers for that segment
- Measuring impact



How to Personalise?

- What are the elements that can be personalised?
- What data points / signals can be used to create personalised experiences?

<https://www.exemplifi.io/insights/introduction-to-site-personalization/>



Let Us Sum Up

- A good website is the fundamental building block for any successful Digital Marketing campaign.
- Key elements for a good website design are Function, Form, Content, Organisation and Interaction.
- User Centred Design processed can help create website that are customer orientated.
- Personalisation is a tactic that can be leveraged to create more relevant experiences to customers.
- A / B testing is a very useful tool to drive data-driven website optimisations.

