

WEBSITE SAMPLE PROPOSAL²⁰¹⁴

www.digitaljungle.com.au

REQUIREMENTS

Chinese language mini-site that has link from corporate/brand site and:

- Linked to our Chinese booking site to spur online sales;
- Comprise destinations and attractions, such as London, Spain and New York
- Comprise of travel blogs or write-ups by some of our sponsored Media FAM
- Will have contests and prizes/freebies to give out
- Will contain some local news or local press releases
- Will feature articles on lifestyle consistent with our brand positioning
- Engage social media and sign-on for e-news
- Occasional tie-ups with national Tourism Boards
- A section on key corporate news

WEBSITE PURPOSE

The purpose of this mini-site is to develop a valuable set of information sources that provides travelers with information and news about China (and building synergy with your brand).

This website will also serve as a local social environment that allows for travelers to discuss and chat about travel related topics

TARGET AUDIENCE

3 DEMOGRAPHIC ARCHETYPES

TRAVELER - MIDDLE AGE,
GROUP, PLANNED



TRAVELER - SINGLE,
ADVENTURE



TRAVELER - COUPLE, SHORT
TERM



CMS & ECOMMERCE OVERVIEW

OPEN SOURCE

Unlike a proprietary, paid-for system, Magento/Joomla/Drupal/Wordpress are completely open source, under the extremely permissive MIT license. This means that in future you don't need to be worried about being locked into commercial software by a single vendor. You have full access to all the source code at any point, resulting in complete flexibility for future needs.

STANDARDS DRIVEN

These open source platforms are a few of the CMSs to use a standards-compliant templating layer and data storage system (XSLT and XML).



SCALABLE. PROVEN.

The scalability of these platforms have been proven many times over the years, running very large online services for the likes of BBC Worldwide, Virgin Media and MTV, among many others. Performance is high and the open source Community is continuously introducing new functions, patches and enhancements.



STRUCTURE & DESIGN

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WEBSITE DESIGN

Your website is more than just an overview of your company; it's **digital branded content** that informs and engages your digital audience and ultimately affects their buying behavior and perception of your Brand.

With nearly 2.5 billion internet users in the world, and more than 20% are using the internet in China you need to carefully consider your website options. Consider such elements as; access from either a PC or mobile device, English or Chinese language, Brand vs. eCommerce focus.

Digital Jungle can provide a full audit of your current website, make recommendations for improvement, and create and implement a new design to better deliver your Brand's communication messages.



SITE MAP

- The following site map is proposed. The site map may change during the development of the website.
- Home Page – including an introduction, booking module, subscriber sign up form, related news, promotions and social modules
- Article Pages – up to 10 Search Engine optimized article pages providing information to visitors searching the web looking for information on your firm, tourism or China travel
- A Web-blog (Blog) page for additional information and to assist your SE Optimization efforts A Newsletter sign up page
- A Contact Us page– including your company address, phone, fax, and an online contact form to minimize spam email messages
- A detailed Site Map – an outline of your website to aid both people and Search Engines finding your web pages

DESIGN PROCESS



PHASES TO WEBSITE DEVELOPMENT

1. Wireframes
2. UI/UX
3. Mockups/Design
4. Front end coding
5. Back end coding
6. QA & Testing
7. Hand over

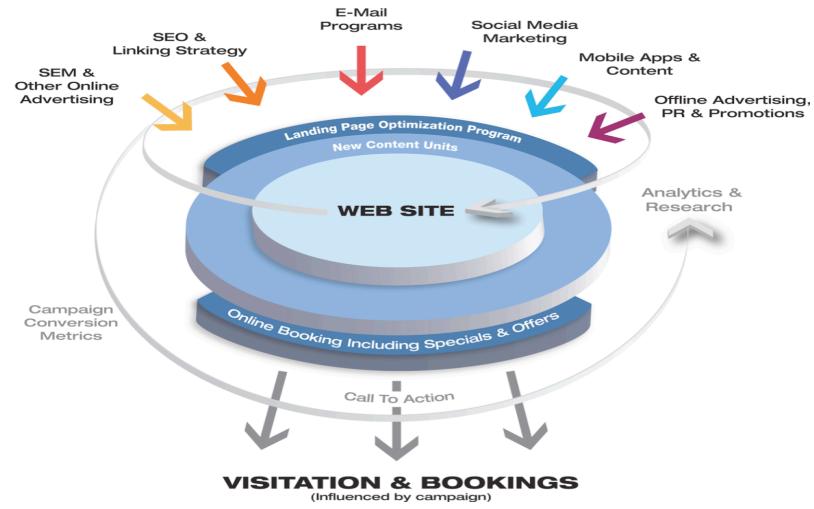
PROMOTION & BUDGET

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MARKETING APPROACH

Much efforts has gone into the scoping and our subsequent build of the mini site but you should also consider the promotion of this site and the objectives for such. Are you trying to:

- a) Increasing brand awareness
- b) Connecting with potential consumers
- c) Developing a trust relationship with consumers through social engagement
- d) Extending commercial relationships with Travel Agents through this micro-site
- e) Building awareness of the values you offer to travelers



MOBILE & APPS

With mobile internet users outnumbering desktop internet users in China, a mobile-optimized website and mobile app to support the mini site is essential. Mobile support is also a great way to boost and maintain engagement and participation with your website readers.

Our experienced design team can develop unique and engaging iPhone, iPad, and Android apps catered to the specific Brand content and messages you want to deliver prior to the event or look to develop the website in HTML5 to have a device agnostic platform.



SEARCH MARKETING

Targeted SEM will drive traffic to the campaign online community and website, increasing reach. Utilizing paid search tactics will allow you to connect with potential customers who already have an interest in digital cinema or Chinese film.

Our SEO strategy begins with a detailed SEO audit (of your current site as we will automatically SEO the mini-site) followed by on-site SEO recommendations and implementation. Off-site SEO tactics include link-building, blogger outreach, and the release and promotion of articles.



SOCIAL MEDIA APPROACH

Our backbone of our social strategy is to interact with your target audience as a sociable Brand by building an online community hub through which you and brand sponsors can deliver engaging content and activities to generate buzz leading up to the event. The online community will be linked to and supported through other digital and social platforms.

We will work with your team to ensure best practice in the management of the online community and social media activities. Our dedicated team are experts in:

- KOL & blogger outreach & management
- Social media advertising
- Seeding & feeding activities
- Structured content development
- Paid media planning & management

Digital Jungle can also provide a consultancy service to ensure your programs are optimising efforts with regards to community management.



CHINESE SOCIAL MEDIA

► **Kaixin**

Early star, now dying. Not worth incorporating in a social media program.

► **Sina Weibo**

Significant reach across all of China and important platform for any social media program.

► **Tencent Weibo**

Strong audience in T2 cities

► **Youku/Tudou**

Critical platform for video storage.

► **WeChat/weixin**

Rising star, good for O2O & targeted fan engagement

► **Douban**

An SNS website for blogging

► **Meilishuo/Mogujie**

Under utilised with good potential

► **JiePang**

Good platform for O2O campaigns. Location based check-ins

It is evident that to successfully become the latest addition to the Chinese globe shopper's wish list you must establish your brand integrity before the trip has even begun.

Many brands have failed in developing their social brand, fan acquisition strategies and content programs.



ENGAGING INFLUNCERS

Identifying KOL's (digital influencers) is critical to building trust, authority and reach. Digital Jungle maintains an extensive outreach program to continually engage and cooperation with these influencers.

Influencers and the nature of influencers is in continual flux so comprehensive audits and reviews are conducted to ensure alignment with objectives.



EMAIL

Email promotions will promote and increase awareness of the event and increase traffic to the social community hub.

Our distribution list will be finalized after conducting a review on current availability and price. Each subscribed member will be qualified against a target profile.

TIMEFRAME & PRICING

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PHASES & TIMING

Phase 1

- Proposal review
- Contract signing
- Kick off meeting to confirm objectives, project scope, communication protocols, milestones

Phase 2 (10 to 15 days)

- Decide on and register your domain name
- Design of site theme, look and feel, template selection, Fonts etc.
- Development of navigation scheme
- Additional keyword and competition research
- Finalization of site map, site layout, and final preparations for construction
- Client review and approval

PHASES & TIMING

Phase 3 (15 to 20 days)

- Receive content and submission of you including your trial home page content, and 5 keyword focused content pages containing articles for tier two pages, any photographs that you would like to include, affiliate link information for inclusion in your pages, the name of your new Newsletter and anything else that you would like to include in the site

Incorporation of your material into your website including creating your final Sitemap, Newsletter subscription form and pop up page, Contact Us form and web page, your Web Log (Blog) page, a Links page and the other pages outlined above

- Optimize all of these pages for search engine positioning (Baidu/Qihoo) inclusion methods into your website
- Create and Submit XX articles to appropriate article directories, guest blog, ePR announcement
- Build links to XX appropriate association/business websites
- Test all links, forms and email addresses to make sure that they all work effectively
- Present your site to you for review and approval

PHASES & TIMING

Phase 4 (3 to 5 days)

- Transfer and handover

BUDGET

- Professional Design & Navigation (plus 3 home page concept designs)
- Content Management System setup, configuration and content populating
- Applications Include (news feeds, Booking function, social modules)
- Web Hosting & Analytics (Setup)

Total Project Costs XXXX

Translation (Optional)

Image Acquisition & Flash Development (Optional)

Recurring Charges

Web Hosting (starts at beginning of project)

Note: *Digital Marketing plan will be provided after detailed brief and budget confirmation*

ABOUT DIGITAL JUNGLE



we are a specialist, digital marketing Agency that works with Western organizations to market to a Chinese audience; living in China or abroad.





LONDON BUSINESS SCHOOL WEBSITE

Developed a Chinese language responsive website that was aimed at attracting Chinese students to study at the London Business School.





A laptop screen displays the Durex official store website. The main banner features a couple in a close embrace. Text on the banner includes "The new Durex Toys line", "Durex has given pleasure for 80 years. Our new line of toys will keep the pleasure coming.", and "Free shipping on all orders. Discreet delivery guaranteed". Below the banner, there's a product image of a Durex Play massage 2in1 bottle. To the right of the laptop, a red lace lingerie item is displayed.

DUREX ECOMMERCE

Developed an International ecommerce strategy to help Durex China establish an online sales platform initially targeting the UK & Australia but with an eye to additional markets over time.

A magento eCommerce platform was used and integrated into Salesforce, JDEdwards and payments gateways and shipping/ logistics providers.

Subsequently, providing multi-channel digital marketing





WESTFIELD SYDNEY WEIBO & CONTENT

A paid media program leveraging Chinese online media in Australia, supported by a Sina Weibo program to connect with Chinese living in Sydney.

Additionally, an eBook was developed and distributed on travel BBS and forums in China to target Chinese looking to travel to Sydney.

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HotelClub



HOTEL CLUB WEIBO & CONTENT

Developed the Sina Weibo strategy and approach in China.

Initiated a social media program that included a series of wei activities, online promotions and sales coupons.

A team of social marketers provide regular posts for community development and engagement with Chinese travelers.

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WE WORK WITH



Global Blue





DIGITAL JUNGLE

BEIJING

SHANGHAI

AUCKLAND

SYDNEY