

Summary

While SEO can help a website be seen, it sometimes is not enough. Web marketing can further help the website to become seen, especially by specific target demographics and high-value visitors (those that come to a site with the intent to complete a required action on the site).

Methods of bringing users to the site include approaches such as banner advertising, which aims to create a high click-through rate to the target website. Banner advertising must be done carefully to create the correct size of banner, to have the banner placed within the correct context, and to display a clear call to action. Viral marketing, a method where the advertising piece provides entertainment and may not even seem to be a marketing piece at all, can be very difficult. But if the piece of marketing goes viral, the effect can be great.

There are several ways that casual browsers can be converted into high-value visitors once on the site. For example, in addition to clear design and planned usability, cross-selling (displaying similar items the user may be interested in, a form of placement) can be very successful. Upselling is another method of selling product to visitors by showing them that a different product will satisfy them even more. Creating promotion, giving information about products that makes users curious, can be extremely helpful as well and can be accomplished through galleries or slideshows.

Once customers are converted, it is vital to retain them through relationship marketing, which creates communication with current customers and users. Social marketing can be used to both gain and retain new customers by building relationships between the brand and the customer on social media. Offering information and deals through social media makes users feel like they are part of the brand and they become more likely to spread positive messages about it. This method has a great effect on customer opinion.

Another method for relationship marketing is email marketing, which keeps the customer in touch with the brand and builds a relationship between them. Useful information, as well as product information, is “pushed” at the customer through the e-mails. Designing the e-mail template, as well as creating the subject line, should be done carefully so that the e-mail will be opened and read. If it takes too long to load, or the subject line is unclear, the user may skip over or delete it.

Suggestions

The Fish Creek Animal Hospital website will incorporate cross-selling on its product pages, to encourage users to keep browsing and perhaps make a purchase if they see something they are especially interested in. Products themselves will be promoted on the merchandise page as they are displayed in a clear, easy to view gallery format that shows the price, whether an item is in stock or not, and the items name and color or description.

Relationship marketing will take place through social marketing, which is promoted throughout the website. Facebook, Twitter, and Instagram links will be found at the bottom of every page and are heavily promoted in the blog section of the website. Users are encouraged to share and like, and to keep up with events and the community through the Fish Creek Animal Hospital social media. They are also encouraged to sign up for the clinic's newsletter (e-mail marketing) throughout the website, and a sign-up link is located under the search bar in the header of every page.

If these methods are successful, casual browsers should be converted to high-value visitors, and will be retained through the social and e-mail marketing methods.