

Part 3

Digital marketing: implementation and practice

Chapter 7

Delivering the online customer experience

Learning objectives

- Describe the different stages needed to create an effective website, mobile app or social media presence
- Define the requirements that contribute to an effective digital experience as a website, mobile app or online presence
- Identify the similarities and differences in creating a website and other forms of online presence.

Questions for marketers

- Which activities are involved in creating or redeveloping a new desktop or mobile site?
- What are the key factors of online service quality and site design that will help our goals of customer acquisition and retention?
- Which techniques can I use to determine visitors' requirements and whether they are met?
- How should I integrate the different forms of online presence?

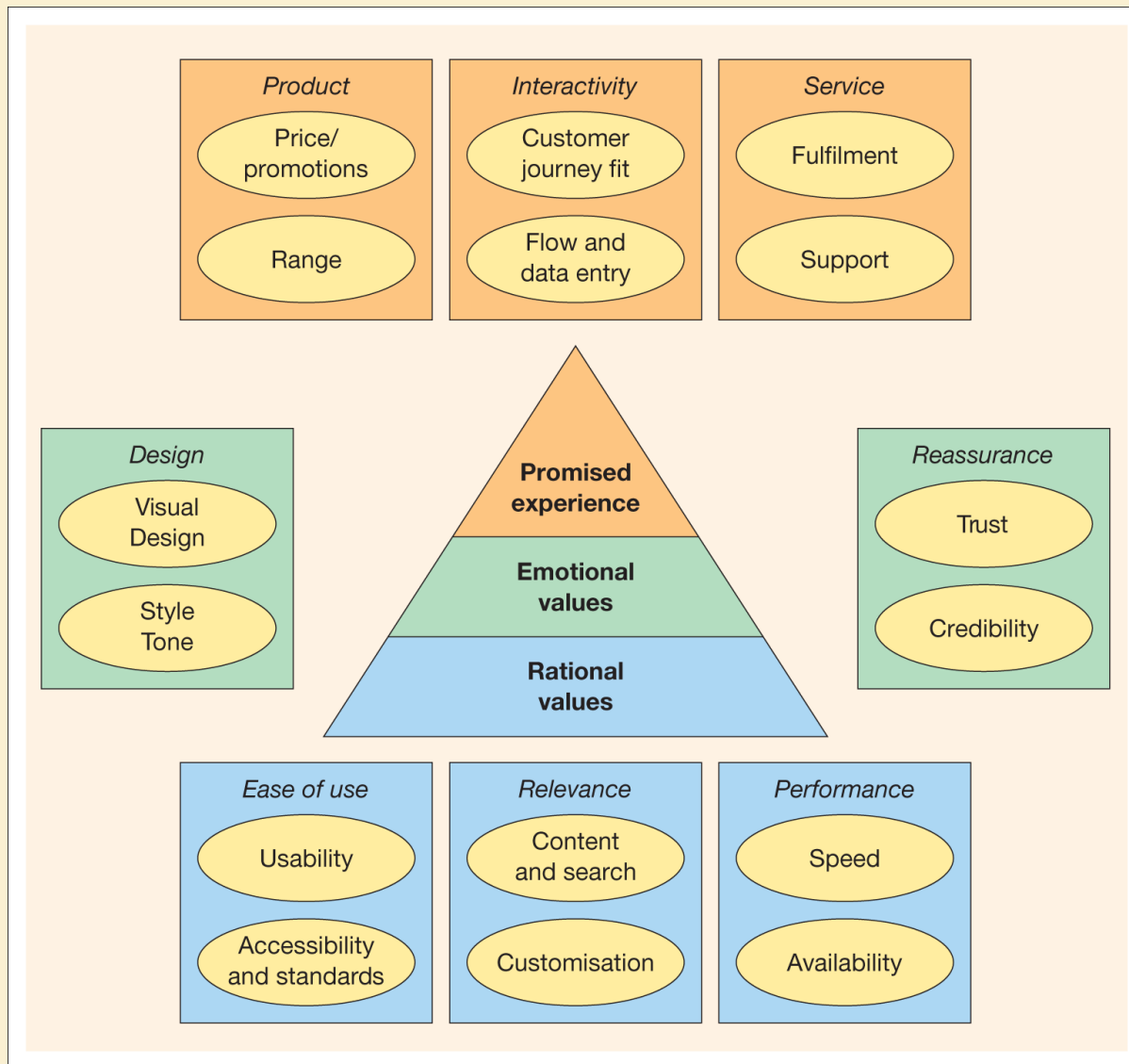


Figure 7.2 The online customer experience pyramid – success factors

Source: Reprinted by permission of Macmillan Publishers Ltd.: *Journal of Brand Management*, based on a diagram in de Chernatony, L. (2001) 'Succeeding with brands on the internet', 8(3), pp.186–95, © 2001, published by Palgrave Macmillan

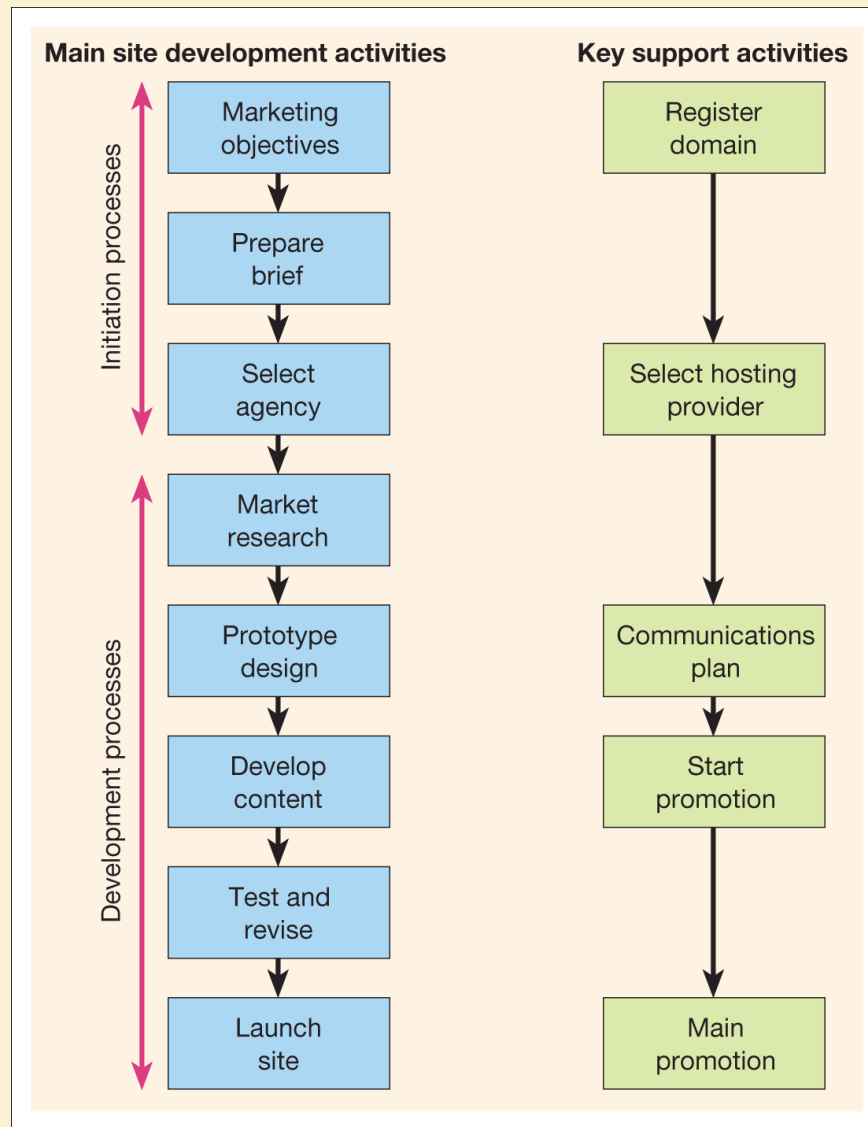


Figure 7.3 Summary of the process of website development

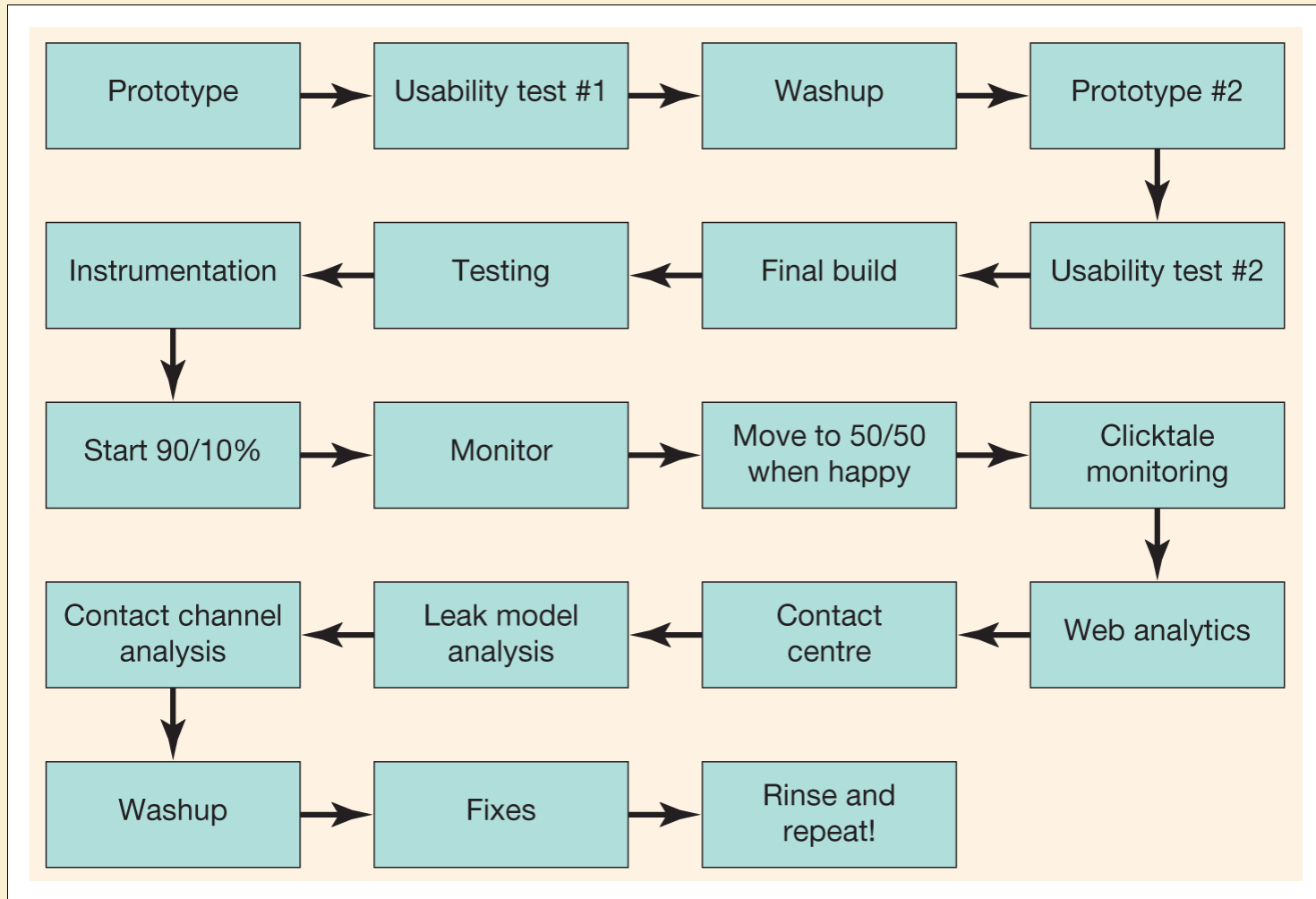


Figure 7.4 Iterative approach to improving site effectiveness

Source: Sullivan (2011)

E-marketing function	Traditional marketing agency	Digital marketing agency	Traditional IT supplier	Management consultants
1 Strategy				
2 Design				
3 Content and service development				
4 Online promotion				
5 Offline promotion				
6 Infrastructure				

Table 7.1 Options for outsourcing different digital marketing activities

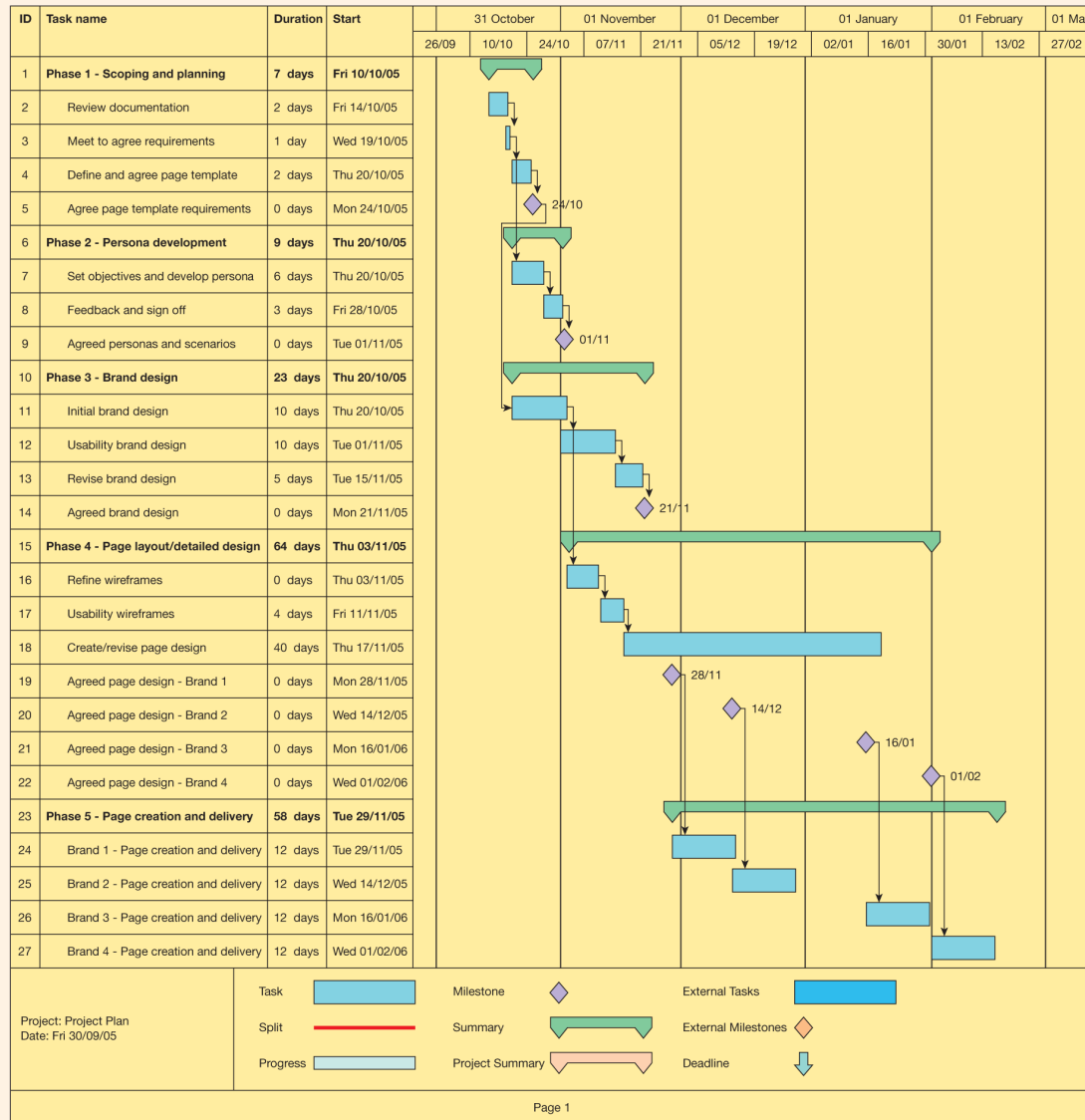


Figure 7.5 Example of a website 'Design and Build' project timeline

Key concepts in improving the online customer experience

- **Usability (ISO)**

- The extent to which a product can be used by specified users to achieve specified goals/tasks with effectiveness, efficiency and satisfaction in a specified context of use.

- **Accessibility**

- An approach to site design intended to accommodate site usage using different browsers and settings particularly required by the visually impaired and visitors with other disabilities including motor control, learning difficulties and dead users.
- Also helps Search engine optimisation.

- **Persuasion**

- Maximising returns from web investments through measurement and optimisation using techniques including web analytics (Chapter 10) and usability studies.

Design concepts

- **Information architecture** – The combination of organisation, labelling and navigation schemes constituting an information system.
- **Site map** – A graphical or text depiction of the relationship between different groups of content on a website.
- **Blueprints** – Show the relationships between pages and other content and can be used to portray organisation, navigation and labelling systems.
- **Wireframes** – Schematics – a way of illustrating the layout of an individual page or page template.



Figure 7.7 Ultralase website (www.ultralase.com)

4Q SUITE

About | Blog | Contact | Login

How 4Q Works

Free Trial - No Credit Card Required

How 4Q Works

Ask your visitors 4 simple questions

Developed alongside [Avinash Kaushik](#), 4Q Survey asks your website visitors what Avinash calls the "most important survey questions".

1. Based on today's visit, how would you rate your site experience overall?
2. Which of the following best describes the primary purpose of your visit?
3. Were you able to complete the purpose of your visit today?
 - 4a. (If yes) What do you value most about the [sitename] website?
 - 4b. (If no) Please tell us why you were not able to fully complete the purpose of your visit today?

3 optional questions can be included: Visit Frequency, Path to Site and an email solicitation question.

[Click to View a 4Q Demo](#)

- 1 Visitors invited upon arrival**
When a visitor lands on a page where the 4Q invitation script is present, they may be invited to participate in your survey. You can control the invitation rate through the 4Q Portal.
- 2 Reminder window appears**
Once a visitor agrees to participate, a reminder window appears under the active browser window with instructions to being the survey once their website visit is complete.
- 3 Intuitive survey interface**
The survey itself is quick and simple, displaying one question per page and automatically advancing once a question is answered. A progress bar tracks the respondent's progress.
- 4 Real-time results in 4Q Portal**
Immediately following a completed survey, results will appear in the 4Q Survey Portal. Slice, dice and even reach out to your respondents, provided they left their emails!

Figure 7.8 Explanation of 4Q Intent-satisfaction service (www.4qsurvey.com)

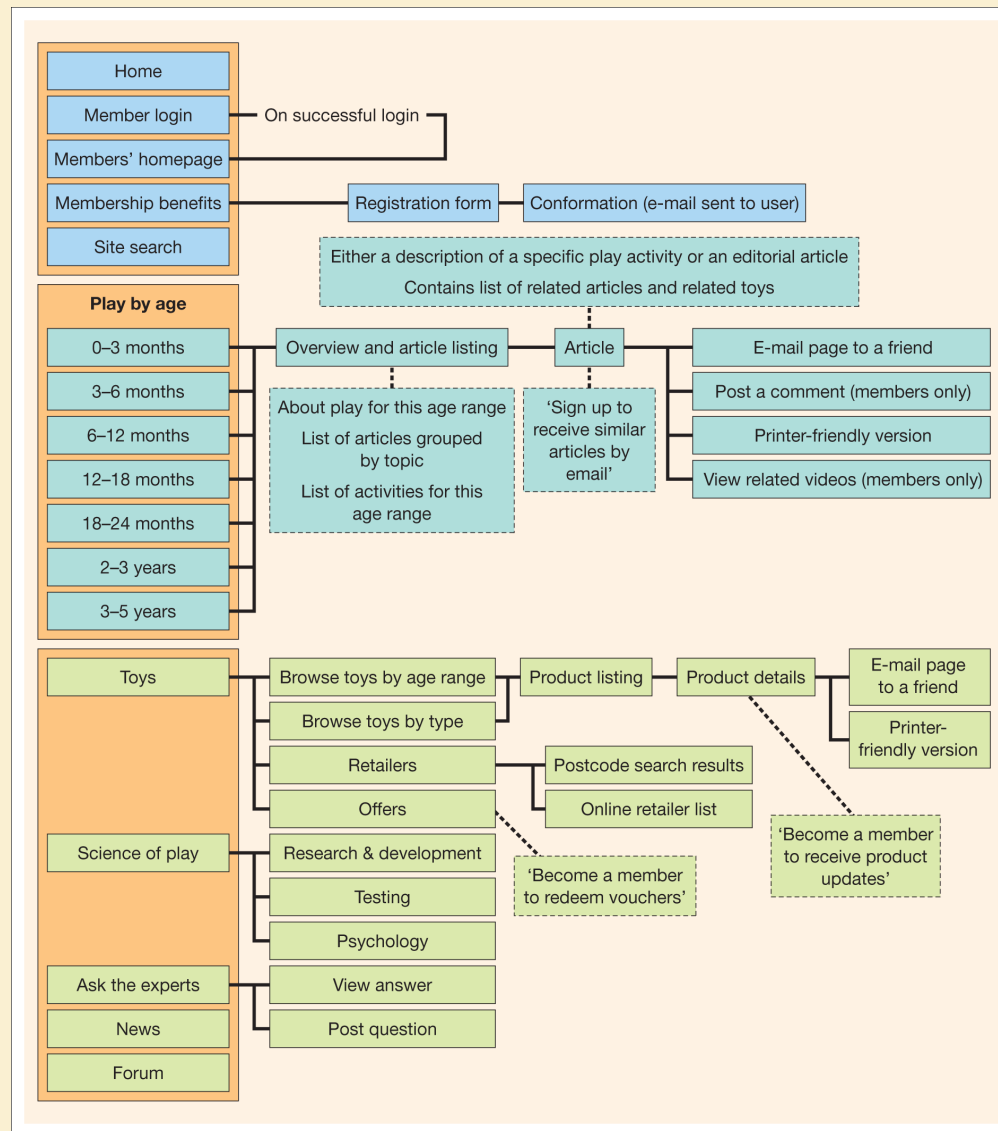


Figure 7.9 Site structure diagram (blueprint) showing layout and relationships between pages

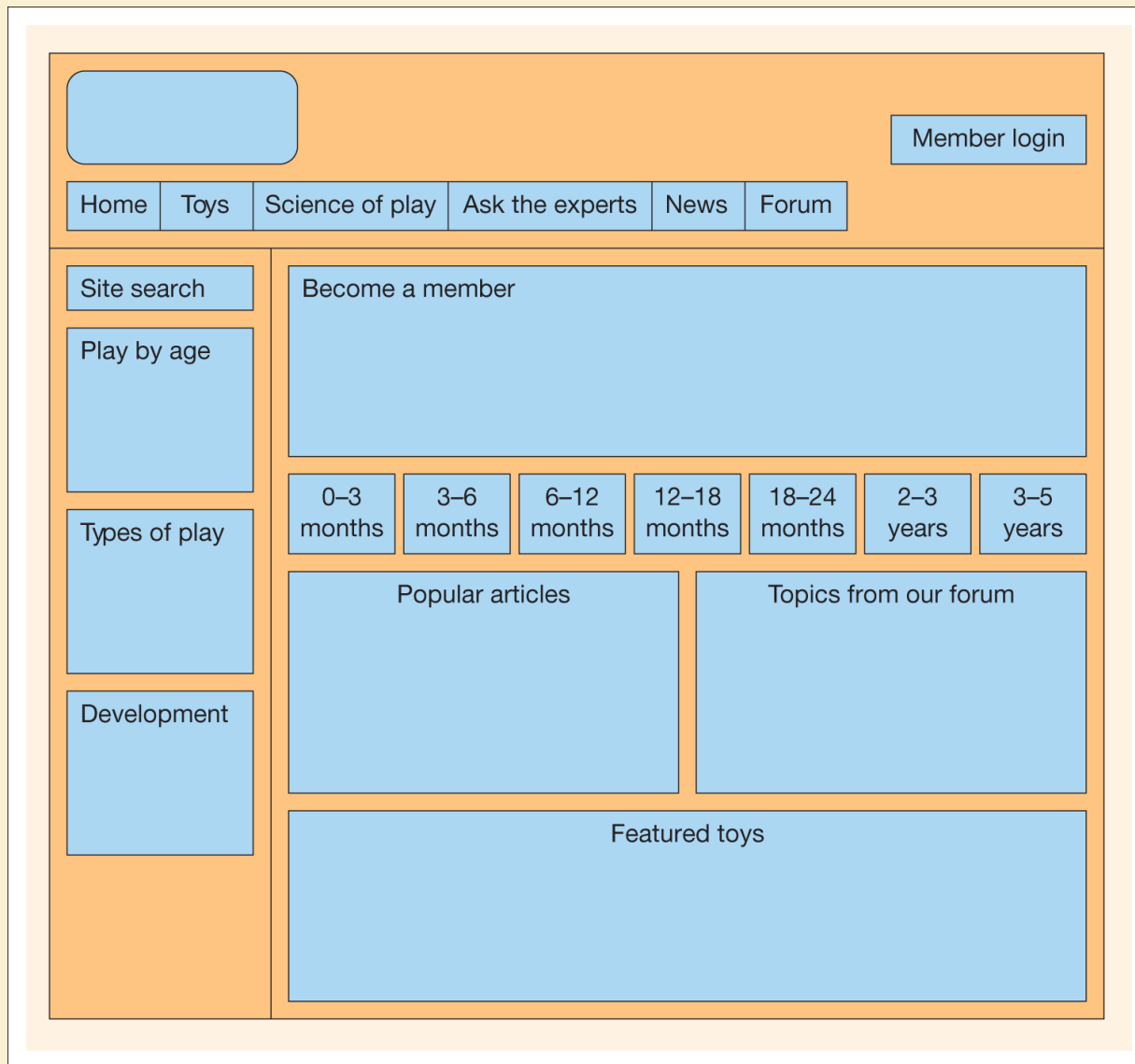


Figure 7.10 Example wireframe for a children's toy site

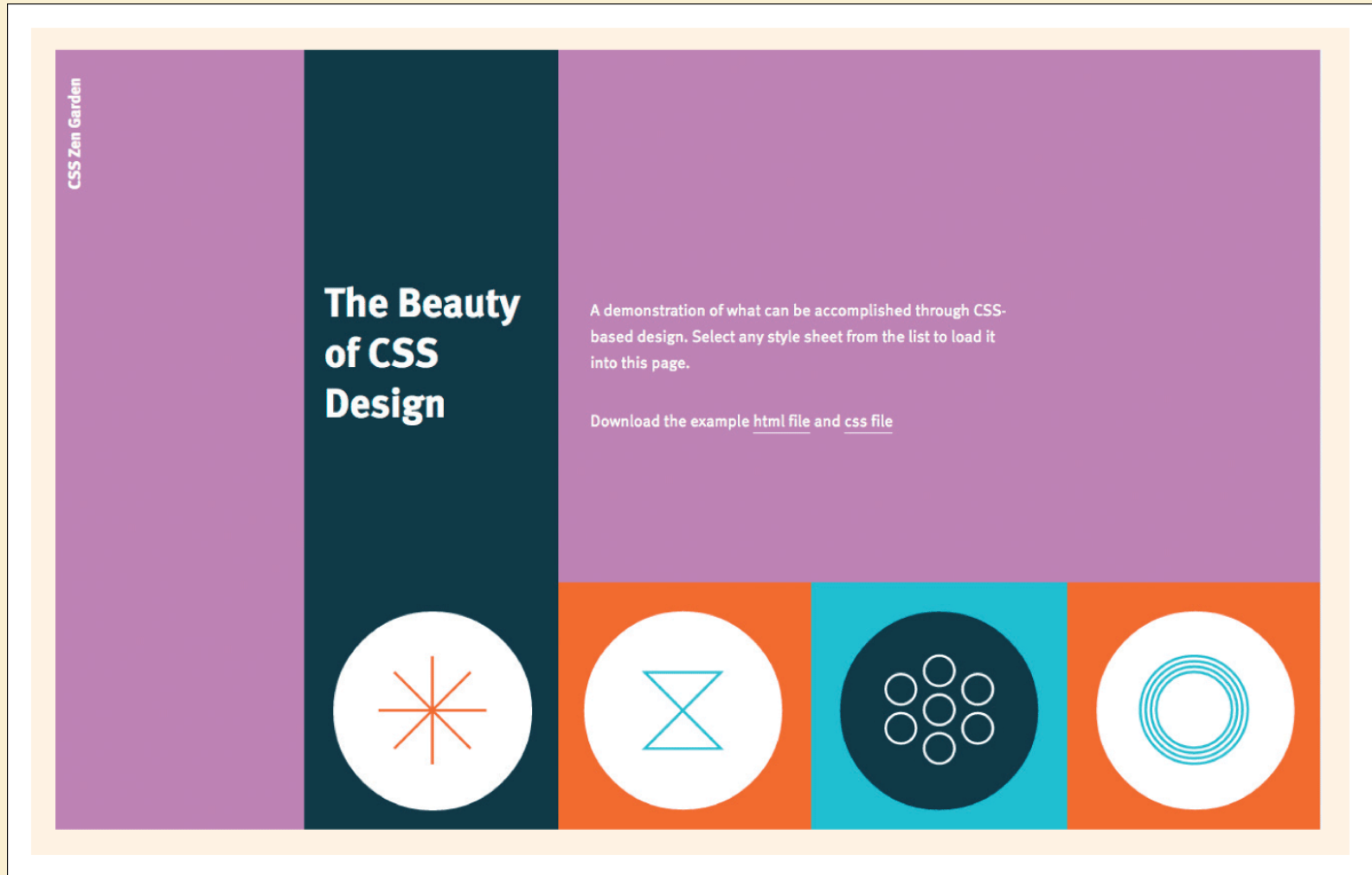


Figure 7.11 CSS Zengarden (www.csszengarden.com)

Information processing stages

Stage	Description	Applications
1. <i>Exposure</i>	Content must be present for long enough to be processed.	Content on banner ads may not be onscreen sufficiently long enough for processing and cognition.
2. <i>Attention</i>	User's eyes will be drawn towards headings and content not graphics and moving items on a web page (Nielsen, 2000b).	Emphasis and accurate labelling of headings is vital to gain a user's attention. Evidence suggests that users do not notice banner adverts, suffering from 'banner blindness'.
3. <i>Comprehension and perception</i>	The user's interpretation of content.	Designs that use common standards and metaphors and are kept simple will be more readily comprehended.
4. <i>Yielding and acceptance</i>	Is information (copy) presented accepted by customers?	Copy should reference credible sources and present counterarguments as necessary.
5. <i>Retention</i>	As for traditional advertising, this describes the extent to which the information is remembered.	An unusual style or high degree of interaction leading to flow and user satisfaction is more likely to be recalled.

FINANCIAL TIMES

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[FAQ](#)
[Troubleshooting](#)
[All FT apps](#)

New iPhone design

The FT web app for iPad and iPhone

The FT web app, which is optimised for use on iPad and iPhone, is available via your Safari browser at app.ft.com rather than from an app store.

The web app is our most complete app to date and we regularly add new features and sections to it. These are available instantly, without the need to download a new version. Recent additions include 'clippings', allowing you to save articles for later reading, and enhanced graphics.

For users accessing the FT web app on iPhone, you'll notice a completely fresh design. A new look and feel, along with additional features and tools, means a cleaner and easier-to-read app.

Go to app.ft.com on your iPad or iPhone

Figure 7.13 FT.com app proposition

The screenshot displays the Eurooffice.com website interface. At the top, there's a navigation bar with links for 'LOGIN / REGISTER', 'Business Shop (Prices excl. VAT)', 'Switch to Retail Shop', a phone number '0800 316 3876', and links for 'Contact Us', 'Help', and 'Feedback [+]'.

The main header features the 'eurooffice' logo with the tagline 'Your office, our passion'. To the right is a search bar with the placeholder text 'What do you need today?' and a 'SEARCH' button. Further right is a 'My Basket' section showing '0 Items'.

Below the header is a horizontal menu with categories: 'Special Offers', 'Office Supplies', 'Paper Products', 'Ink Cartridges & Toners', 'Office Furniture', 'Office Machines', 'Facilities', 'Computing', and 'My Account'.

Three promotional banners are visible: 'FREE UK DELIVERY on orders over £25 (ex VAT)', 'FREE UK RETURNS within 14 days of purchase', and 'LOW PRICE GUARANTEE the best prices...guaranteed'.

The main content area is titled 'You are in: Paper Products'. On the left is a 'Refine by...' sidebar with a 'Clear All' button. Under 'Refine By Product', the 'Category' section is expanded, showing a list of sub-categories with checkboxes and item counts:

- ☒ Paper Products
- ☐ Printer & Fax Paper (361)
- ☐ Envelopes & Bags (506)
- ☐ Notebooks & Notepads (398)
- ☐ Diaries, Calendars & Organisers (65)
- ☐ Accounting Books & Forms (140)
- ☐ Business Books & Forms (57)
- ☐ Paper & Card (171)
- ☐ Labels & Tags (489)

The main content area is titled 'Paper Products Deals'. It features a 'FREE Gifts' promotion with an image of various gifts and a 'VIEW NOW' button. Below this is a 'Top selling products in this category' section with three product listings:

- A4 Pukka Pad - Pack of 3 Ruled Notebooks**: 5-star rating, RRP £17.99 (Save 56%), £7.89 ex VAT. Pack of 3, ADD button.
- A3 Paper 80gsm - 500 Sheets 5 Star**: 5-star rating, RRP £44.03 (Save 82%), £7.89 ex VAT. Pack of 500, ADD button.
- A4 White Printer Paper 80gsm**: 5-star rating, RRP £98.65 (Save 88%), £11.79 ex VAT. Pack of 2500, ADD button.

Figure 7.14 Faceted navigation at Eurooffice.com

Online elements of service quality

- Companies need to:
 - Understand customers' expectations
 - Make clear service promises
 - Deliver on those promises.

Tangibles	Reliability	Responsiveness	Assurance and empathy
<ul style="list-style-type: none"> • Ease of use • Service quality • Content quality • Price 	<ul style="list-style-type: none"> • Availability • Bugs • E-mail replies 	<ul style="list-style-type: none"> • Download speed • E-mail response • Callback • Fulfilment 	<ul style="list-style-type: none"> • Contacts with call centre • Personalise • Privacy • Security

figleaves.com

Visit U.S.A Site Change Currency Help & Contact Sign Up / Sign In 0345 401 2014

Search GO SHOPPING BAG 0 ITEMS

Valentines | Lingerie | DD+ | Erotique | Swimwear | Nightwear | Ranges | Men | Brands | Gifts | Offers | Outlet | Blog |

LIMITED TIME ONLY

20% OFF
EVERYTHING FULL PRICE*

ENTER CODE **TWENTY** AT CHECKOUT
*Full T&C's Apply

Hom
Plume 2 Pack G-String
★★★★★ 4.8 | 64 Reviews
62 out of 64 (97%) reviewers recommend this product

Write a review

f t g+ p

DETAILS MATERIAL & CARE DELIVERY & RETURNS

Hom has styled the G-strings in this two pack on narrow elasticated waistbands, decorated with the brand's logo. Styled with a very low rise waist, they are designed to offer minimal coverage.

Product code: TH-M8810

Select Colour
☒ Black
☐ Skin

Select Size
 Select size
[Size Chart](#)

Select Quantity
 Select size

ADD TO BAG > [Send to a friend](#)

Need some help?
Call 0345 401 2014 or chat to an advisor online
CHAT NOW

3 OTHER ITEMS IN RANGE

Plume hipster trunk
£25.00
 Black
 Select size
 ADD TO BAG >

Hover over image to zoom

Figure 7.15 Example of customer ratings at figleaves.com

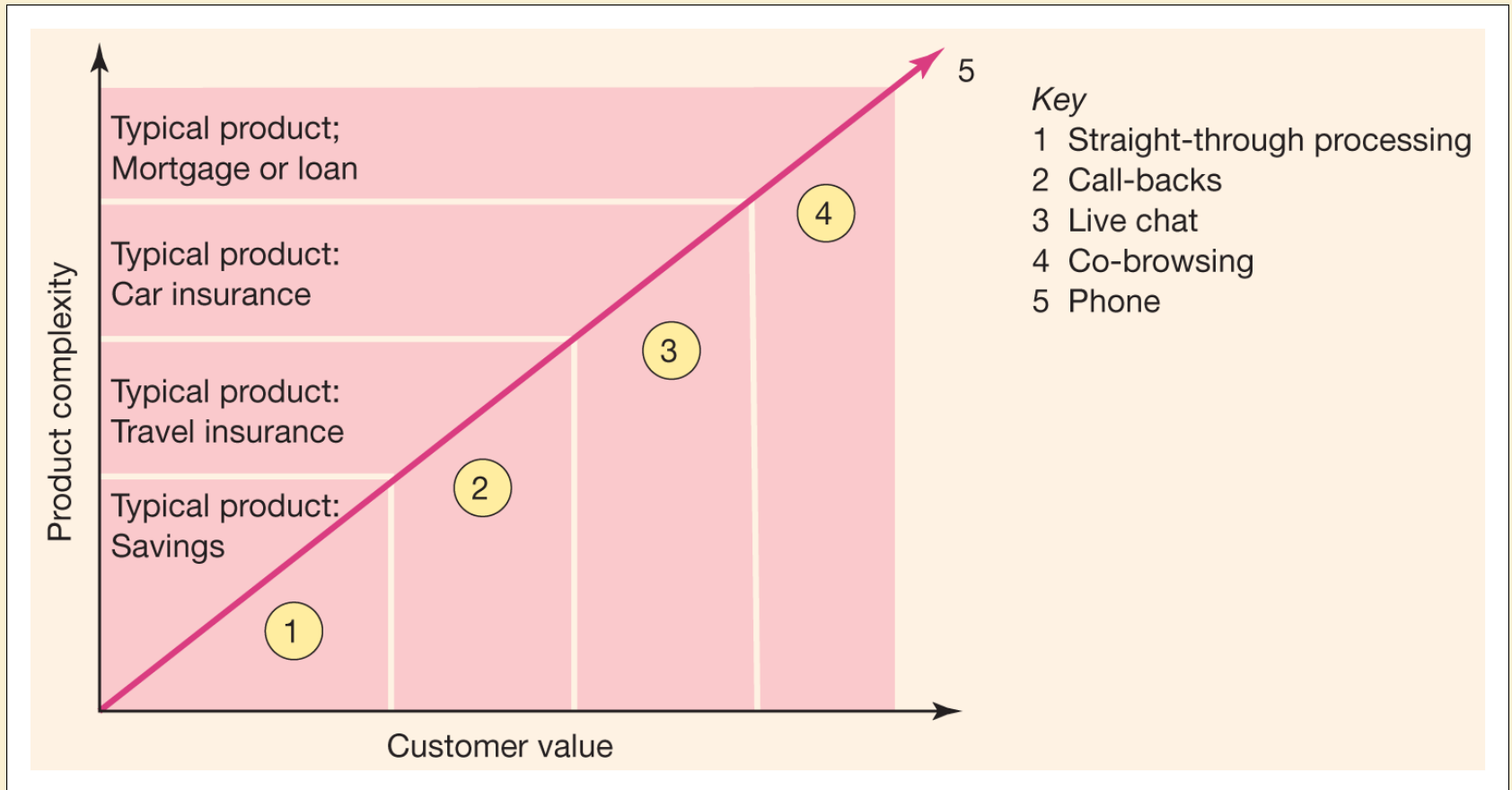


Figure 7.16 Variation between product complexity, customer value and type of online experience used to deliver service

The screenshot shows the homepage of the i-to-i Volunteering website. The header features the i-to-i logo with the tagline "Do something extraordinary". Navigation links include Home, About, Destinations, Travel Options, TEFL, Big Giving, Videos, Community, and Newsletter. A search bar and contact information (0113 205 4620) are also present.

The main content area includes a section titled "Volunteer Abroad, Gap Year Travel & TEFL Courses" with a descriptive paragraph and two buttons: "Learn about Travel" and "Learn about TEFL". To the right is a featured image of two people with a lion, accompanied by the text "Not going to uni...? Do something extraordinary instead!" and a "LEARN MORE" button.

Below the main content are several promotional banners:

- "Volunteer & Adventure Travel" with a "View" button.
- "You Can Live & Work Abroad with TEFL!" with a "View" button.
- A "WIN THE ULTIMATE YEAR OUT" contest banner with a "learn more" button.
- A "Find your Adventure..." search form with dropdowns for destination, activity, and duration, and a "Search" button.
- An "Internationally Recognized TEFL Courses" banner with a "More" button.
- A "FREE TEFL TASTER" banner with a "Is TEFL for me?" button.

Figure 7.17 The i-to-i site www.i-to-i.com