

How to Create an Effective Website



InMyShoe designed and developed Norwegian-British Chamber of Commerce new website March 2006.

NBCC's website is attractive, easy to navigate, quickly to load and provides an easy-to-find resource to members and potential new members.

www.norwegian-chamber.co.uk

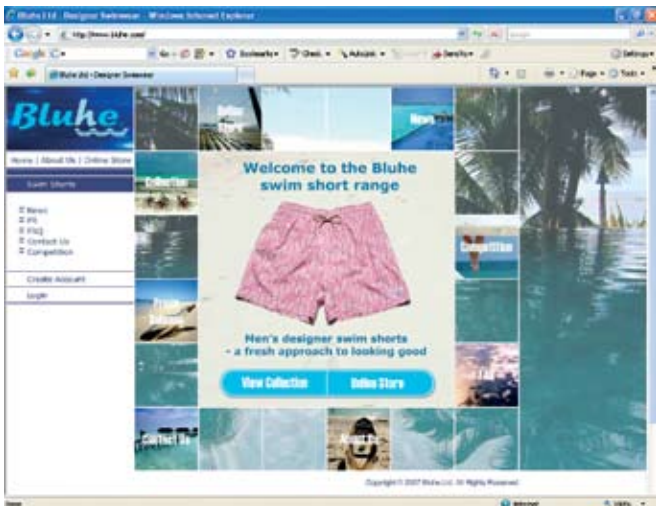
Taking advantage of new technology can open up to new marketing opportunities where you can reduce costs and increase profits through market communications, sales and customer service online. Websites are strong marketing tools that drive traffic and bring companies with new customers and a 24 hour shop window at relatively little cost. By developing appropriate marketing materials and a website will also help build awareness of your brand and customers will remember you when they are ready to buy.

Extending your brand image and values:

A brand can be a valuable tool that allows you to communicate with your customers and encourage their loyalty to your product or service. A well-managed brand is clear, distinctive and appropriate to your target market. Brands are just as important for small businesses as for big multinational companies. Small businesses still need to operate in a competitive market, whether local, national or even international. A small specialist company can become a leader in its field, and a strong brand can help them to be more successful regardless of their size.

Your market research should establish who and where your customers are. Different advertising strategies may be appropriate depending on whether your target market is consumers, B2B or the public sector. Develop appropriate marketing materials to build brand awareness. Your campaign should be in line with any other marketing activity you are running and should work together to promote a consistent message.

Your brand image and values can be extended further into your business, and be communicated by way of your stationary, PR, newsletters, advertising and a website. At this level, branding is not just about the brand name or logo – it is about the sum of the customer experience. By taking communication to a higher level through strong marketing communications as the Internet your



In January 2007, Bluhe launched a new range of luxury men's swim shorts and their new Online Store designed and developed by InMyShoe was launched in February 2007.

"Bluhe's simple strategy is to create a stylish, quality branded product. The prints are designed especially for Bluhe and made from fast drying fabric. They are printed using a unique process that brings the print to life."

www.bluhe.com

word spread quickly your brand is recognised by loyal consumers and viewers who direct others to your site.

Internet is a tool to improve cost and efficiency and for it to be effective you need to identify the right market and plan it with care to ensure it is interesting and relevant to both potential and existing customers. Through the Internet you can also improve the supply-chain operation and have the ability to build business partnerships with business customers and suppliers. Internet plays a large role in customer relationship management (CRM) where businesses should try to attract customers to their website by offering them useful information and services.

Prominent navigation structure, usability experience across the site and a clear representation of the home page works well. The user should be able to see what the site can do for them at a glance and the site should deliver what it offers. Norwegian-British Chamber of Commerce website is a good example where it provides an easy-to-find resource to members and potential new members. The online member's registration is linked to their CRM system and email-invitations to their events are also sent out.

Email is widely used and should be central to the business's Internet marketing strategy as it can help you into meaningful and rewarding relationships with people and your customers. Email marketing through regular newsletters also helps develop mutually beneficial relationships through regular contact. Remember your customer service is a key part of your company's brand, enhancing trust and building sales.

Website - a marketing & sales tool:

Companies are often content to let their website be little more than a brochure. Both small and large businesses are realising the importance of an effective website and it is important to get the site

functioning as both a shop window and an information platform. People are now at a stage where they want to turn it into value and make money out of their website where the marketing process of getting people to your site is followed by the sales process once people have arrived.

For a website to be worthwhile it needs to be used as a marketing tool and people must be able to find it. Traditional retailers like Tesco and travel agencies like Travelbag may find it easier to market their products and services online than smaller and less established businesses.

A new business which does not have pre-existing customers and does not have an easy outlet to market itself needs to run PR campaigns and advertise in conventional media, TV, radio, billboards and newspapers to raise customer and brand awareness of its existence. Also remember the importance of a linking strategy so publicise the website URL through other media and marketing materials and ensure that the URL is included within all available documents.

Search engine optimisation, ranking and submission is not a one off task. Always check to see if the search engines are still including your website and whether they have indexed all the pages. If not you will need to re-submit your website. Most companies understand the basics of Search Engine Optimisation and Google Adwords and pay per click can provide more targeted traffic than standard search engines because you have more control over your keywords and rating.

Many dotcom companies like [bluhe.com](http://www.bluhe.com) which has just launched a new range of luxury men's swim shorts, are trying to recreate a similar shopping experience offered by the traditional retailer. Through sound, moving images and interactive product demonstrations transcends the two-dimensional nature of e-commerce and is known as e-tailing.

Visitors to your website are the lifeblood

of your online store so you need to make sure that you do it right. Simplicity is everything and it is important with relevant content and easy navigation to get across the right messages. You also need compelling content and frequent updates as you only have a few seconds to grab their attention and if you fail they are gone. It is advised to offer a more personalised service to your customers by giving them the retailers contact address and a customer centre to deal with common questions on a FAQ page.

Customers also expect instant gratification and service like prompt delivery of goods. The website needs to give enough information about the service and give a proper description of the product to the customers. There should be a sign saying if the goods are in stock or not and the customers want to know when it can be delivered. If there are other benefits to be offered to the customers then these benefits also needs to be made clear.

Contact information is important in order to link through to an email and keeping in touch with people. The customers often expects a 24 hour service and e-mail enquiries to be dealt with promptly and by having a sign up page for news and alerts allows you to build relationship with the people using your site. You need to be talking to people in a timely, relevant and valuable way so you need to create your own opt-in list by adding a subscription box to your website. Use your list to keep your products in the minds of your customers by sending our regular newsletters by email.

By offering your customers the facility to create their own user account with username and password and by sending out direct marketing campaigns you will make your site more active and engaging in what a business is about. You can also view specific sales lists and web statistics on visitors to your site to see response per day, week or month. This also turns your



website into a useful sales lead for a sales person to follow up.

Internet solution tailored to SME's:

To provide accurate information and fast delivery an e-business need to integrate custom purchases with a back office system with stock control and inventory. Mamut Business Software covers all elements of the value chain of the business and represents the markets most complete finance and information system and Internet solution tailored to SME's. It is a system for sales and contact management, finance, logistics, payroll and e-commerce all in one solution.

Mamut has helped thousands of SME's get more out of their employees, free up more time, focus on cost and generate higher revenue. Mamut has also won numerous awards for its functionality and user friendliness and the implication of time and training on the system is reduced to a minimum.

The Mamut database is modified directly online and your customers will receive their order status by email. When an order changes status, for example once it has been invoiced the customer is given a personal order page on the Internet containing their order status for current and previous orders. This means that the online store is fully integrated with the order, product and contact modules in Mamut.

A business that chooses online transactions need to set up a merchant account with one of the major banks and need authorisation to accept online card payments over the Internet. Businesses need to be sure that the customers are who they say they are when orders are taken and that they are not using a stolen credit card. By signing up with WorldPay, a secure online payment service provider will take over the responsibility for credit checking and settlement.

Your website needs to be approved by WorldPay before you can activate your account and enable you to complete live transactions. WorldPay ensures that security is maintained by preventing fraud as it manages the entire transaction process when a customer in your online store wishes to pay by credit/debit card.

Through Bank Direct package you can accept payment from a broad range of payment options traditionally provided by

InMyShoe has an Introducer Agreement with Mamut.

Mamut's shopping cart solution allows customers to quickly find their way to the products they want, enables you to accept payments by credit/debit card and to undertake online transactions via WorldPay

several card schemes and banks. You can add other WorldPay solutions to the Bank Direct package including billing, Internet terminal, multi-fraud and fraud protection solutions.

The legal aspect:

For web traders there is a constant stream of regulations to deal with as well as contractual and other precautions. Whether trading or no-trading online you will need terms and conditions governing your legal relationship with users of your site or you will have little protection if sued. If you sell online you must have these trading terms and conditions available for your customers to read and to accept (not the same as website terms and conditions) as you will be entering into contracts with them.

As a web trader you must also register with Data Protection Registrar as you will be collecting personal data via your website. You will need a disclaimer if you rely on other information when linking to other sites, and a copyright notice and address intellectual property in your websites terms and conditions if you are

concerned about someone copying your content.

WorldPay requires that you have a return policy on your e-commerce site as the Distance Selling Regulations give protection to consumers who shop by phone, mail order, via the Internet or digital TV. The protection includes a cool off period with the right to cancel the contract for the purchase at any point from the time of ordering until seven working days after delivery.

Your competitive position:

You can improve or retain your competitive position through a strong brand identity, high-level marketing design and by taking advantage of new technology. It is crucial that your brand and your website reflects your business's goals and core values as this allows you to improve credibility and to create a reputation within your field.

Get feedback from your staff, customers and suppliers to ensure your online marketing campaign is worthwhile and can be improved for future activity. You can ensure customers response to an online survey by offering an incentive like entering them into an online competition and by giving out a prize.

Analyse, test and review your results as the more you develop the site the more successful you are likely to be in creating an effective website. By improving trade relationships and reducing cost of servicing online you can directly increase efficiency and profitability; and this is the key to a great marketing success.

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A brand can be a valuable tool that allows you to communicate with your customers





Strengthen your brand...

Have you got the competitive edge?


A strong brand lets you dazzle the competition. If you've got a great business, let your values, talents and expertise do the talking.


InMyShoe can add value to your brand image, and make sure that you are representing yourself as the best you can be.

Services include:

- Online & Offline Branding
- Conceptualising
- Website Design and Development
- Email Marketing
- Graphic Design
- Imaging & Illustrations
- Moving Images
- CD-ROM Production
- Interactive TV Design

Contact InMyShoe to arrange a consultation:

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InMy
SHOE
DESIGN CONSULTANCY

Visit our website www.inmyshoe.com



Sindy Birkelid the Director of InMyShoe Ltd has many years of industry experience putting together marketing campaigns for a range of clients, from small businesses to large corporations as well as developing brands and creative solutions for the Internet and Interactive TV.

She came to UK from Norway in 1993 to study BA (Hons) Communication Media and Master of Arts in Time Based Media with Electronic Imaging, and has run her own Design Consultancy since 2004

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Q: Do you believe that many businesses often underestimate the importance of brand-management and maintaining brand value as a route to success, and how could InMyShoe highlight the value to prospective clients?

A: It is important for a business' growth and success to strategically establish and create an identity that defines who you are and what you do, as branding is all about how other people experience your company's service and products. You won't build the brand you want unless your entire company is aligned. It is important to analyse the company's values and these should reflect what your business is about, what drives you and your staff and how you will achieve your vision for the company in a way that leaves everyone satisfied.

Q: Many businesses, specifically in the UK, have not yet realised that they have a significant impact on society and their surrounding environment. We are told that a strong brand identity should have an inherent bond with everything an organisation does, so is it true that a brand can only be as good as the business/product?

A: People want to buy or work for businesses that are not only good to them but to society as a whole. The most successful brands (corporate brands) in the world are always consistent and reflect the founder's brand (personal brand). Richard Branson breaks conformity and so does Virgin where for example his foray into cleaner fuels was promoted by escalating oil prices and through his ethanol venture he found

alternative fuels could be just as profitable. Body Shop is also an extension of Anita Roddick's environmental attitude and values and not just with the products but with the image of the store as well as the outside façade.

Q: And how does InMyShoe develop and convey this individual brand in an effective marketing strategy?

A: For InMyShoe to develop an individual brand that remains recognisable and rewarding through a marketing strategy it needs to communicate in ways that are clear and co-ordinated and the message, tones and personality needs to be matched with a consistent approach.

Q: For those of our readers who have not previously given their brand identity and marketing strategy enough attention, what factors would you advise them to take into consideration?

A: Develop a unique positioning concept for your brand so that it has a clear image and is distinct from your rivals. Communicate your brand strongly and effectively by taking advantage of new technology, marketing segments and concepts. In order for your brand to be successful the company must prioritise quality and service and you need to look at how you and your staff project and reinforce the brand in order to maximise your investment. By being honest about your expectations and your future plans you will quickly be able to establish solid ground and credibility.

Q: In today's technology driven world, there are a wide range of mediums in which a brand can be built and established. Do InMyShoe specialise in any certain area of brand communication and do you establish how to, and where to, build a client's brand?

A: Your market research should establish who and where your customers are. Different advertising strategies may be appropriate depending on whether your target market is consumer, B2B or the public sector. InMyShoe can help extend your brand image further into your business, and be communicated by ways of your stationary, PR, newsletters, advertising, and a website. At this level branding is not just about the brand name and logo – it is about the sum of the customer experience.

Q: Can you provide examples of how InMyShoe can help drive a client's brand across these mediums?

A: InMyShoe can help you to improve or retain your competitive position through a strong brand identity, high level marketing design and by taking advantage of new technology. We have designed and developed the Norwegian-British Chamber of Commerce website, newsletters and promos and recently we have also launched a new E-commerce website selling swimwear for men; www.bluhe.com. By developing appropriate marketing materials and a website will help build awareness of your brand and customers will remember you when they are ready to buy. Websites are strong marketing tools that drive traffic and bring companies with new customers and a 24 hour shop window at relatively little cost.

Q: How important is market research in the process of establishing and effective marketing strategy?

A: Internet is a tool to improve cost and efficiency and for it to be effective you need to identify the right market and plan it with care to ensure it is interesting and relevant to both potential and existing customers. Measure the effectiveness from any marketing campaign you run by keeping your marketing plan up to date and add all key results.

Q: An increasing aspect of effective communications is the use of PR (Public Relations) as often as possible, as it costs less than advertising and doesn't have the negative connotations which can be associated with direct advertising. How can InMyShoe aide a clients PR strategy?

A: Companies want to promote themselves in a positive and competitive light, so it is a good idea to use a PR strategy. Use both online and offline channels that are authorities in your industry. Editorials on media sites, trade magazines and specialist sites offer great value where customers are more likely to trust the endorsement of an editor. Also function as the spokesman of your own company as customers feel reassured when the owner stands up and publicly represents his or her own business.