

Online Presence Roadmap

A High Level Web and Social Marketing Proposal

Key Objectives

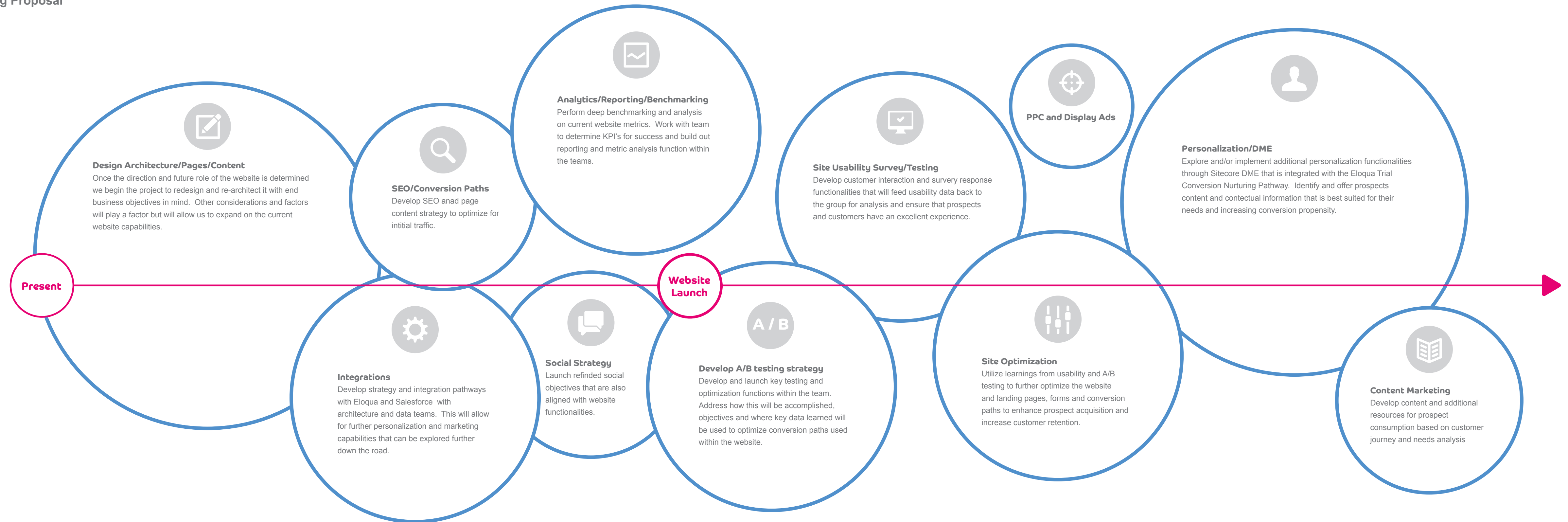
The website and social strategic plan should continue assisting in telling the hibu brand story, creating awareness around the products and solutions, provide a lead generation engine for sales growth and customer interactions. Below are the key priorities and main objectives for this plan:

- Build credibility for salesforce and product portfolio
- Create a marketing/lead generation engine
- Integrate with other technology platforms (Eloqua)
- Develop strong SEO plan to drive organic traffic
- Launch revamped social strategy to drive awareness and affinity through channels
- Deliver best-in-class experience for prospects and current customers

Considerations

Many other considerations need to be explored that will directly affect this plan and strategy. The following will need to be accessed and determined quickly:

- Budget
- Web and Social team for the US
- Strategic direction for website objective
- Ideal prospect online journey
- Content marketing and communication strategy
- Current deep dive into web analytics for base-lining
- Competitor aggregate benchmarking
- Objectives beyond growing followers for social
- How can we effectively break through the clutter to have our own voice?
- Capabilities with lead gen nurturing in Eloqua
- Future plans for database marketing/List acquisition



Plan

Design and Site Architecture

Much of the work of establishing a site architecture and strategic objectives has been completed. Moving forward would require building out a requirements checklist for the website redesign, a project plan and designating the team responsible for delivering.

Build

Align Teams to Quickly Accomplish the Objective

It will be critically important to come to an agreement on the website strategic direction. Below is a list of items that will be managed during the build phase:

- Establish key milestones
- Develop stakeholder and decision gates
- Build the project plan
- Assign responsibilities to team members
- Direct website build, testing and launch
- Access and implement social strategy and objectives; determine resources to accomplish
- Conduct benchmarking and establish KPI's for future reporting and analysis
- Ensure SEO and initial page content are aligned with strategy
- Develop and implement initial lead nurturing and trial tracks through integrations with Eloqua
- Understand data flow and current capabilities of marketing automation and Salesforce

Test

Implement Strategy for Testing

To ensure that the website adapts dynamically to the changing needs of the prospective buyer and our current customer, a robust testing strategy should be implemented. One will be concerned with website journey for prospective buyers that will involve A/B testing for landing page, content pages and ensuring the most effective conversion path.

The second will gain qualitative feedback from prospects and customers on overall site usability. Aggregated data can be analyzed and uncover opportunities for refinement and approach effectiveness.

Refine

Scaling Conversions and Revenue

Once potential opportunities for refinement have been discovered and analyzed, various optimization strategies can be implemented. These changes would be monitored against the original baselines and previous performance indicators to gauge overall effectiveness.

Once conversion paths, prospect nurturing drip campaigns and landing pages have shown to yield positive results, we can begin scaling traffic to meet revenue objectives. This would align the geo marketing team and web team to monitor KPI's and test key word variations and ads for optimal conversion.

Enhance

Opportunity for a Robust and Effective Online Experience

Adding additional functionalities, as well as implementing a robust content marketing plan, will continue to enhance the hibu online experience. We should begin exploring strategies for personalizing the online experience where it would help accelerate trials and conversions in tandem with the marketing automation lead nurturing programs. This would address many of the weaknesses currently experienced in fulfilling the expectations and information needs of the buyer during the process.

We should be implementing/exploring:

- Site personalization utilizing Sitecore DME/Eloqua and pre-determined journey tracks based on data and analysis
- Content marketing strategy with GEO marketing team to understand what product/service information is necessary
- Building social community of current customers/prospects/general followers that utilizes helpful and meaningful content to create affinity and retention