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THERE ARE TWO PRINCIPLES TO BUILDING A SUCCESSFUL ONLINE BUSINESS...
Successful websites go beyond design…
a beautiful website means nothing if no one sees it.

Account for both online marketing and design features when planning your site.
WHAT ARE ONLINE MARKETING METHODS
There are four methods of online marketing:

1. Pay per Click
2. Search Engine Optimization
3. Social Media Marketing
4. Banner Advertising
PAY- PER CLICK

- Demand based marketing; bringing visitors to your site for specific searches
- See immediate results on investment; ideal for short term campaigns
- Effective for targeted searches, including geographic searches
SEARCH ENGINE OPTIMIZATION

- Demand based marketing; bringing visitors to your site for specific searches
- 75% of users click on organic results
- Residual effects are long lasting; high ROI
SOCIAL MEDIA MARKETING

- Effective form of marketing to build trust among client base
- Generates word-of-mouth introduction to services & products
- Must be tracked using influencer and action-based metrics
BANNER ADVERTISEMENT

- Effective at creating brand awareness

- Highlight short-term campaign immediately; compliments social media integration

- Must be purchased in bulk within a vertical to have impact
HOW DO YOU CONVERT TRAFFIC
There are four essential elements of an effective website:

- **Clear Messaging**: Captures your visitors’ attention and delivers your key business messages.
- **Stickiness**: Keep your users coming back by offering fresh content and worthwhile reasons to return.
- **Calls to Action**: Provide clear direction as to what you would like users to accomplish on your site.
- **Virality**: Ensure your users are able to easily tell their colleagues, friends and family about your offerings.
HOW DO YOU MEASURE SUCCESS
Brand loyalty can be measured through...

- Stickiness - Repeat Visits
- Conversion Rates
- Marketing - Referrals
- Bounce Rates
- Time Spent on Site
- Inbound Links
- Online Reputation
- Search Engine Presence
- Alexa Ranking
The NFL Youth Player Development league is dedicated to teaching young players not only about the game, but about team work, self- motivation, and accountability.
Clear Messaging

Strong Calls to Action

Social Media Features

Stickiness: refreshing, useful content
Sunny Anderson, a Food Network chef, brings “Real cooking to real people”. Sunny Anderson needed a site that positioned her as a lifestyle brand, reaching beyond her cooking.
Clear Messaging

Stickiness: refreshing, useful content

Strong Calls to Action

Social Media Features
Smarties is an internationally recognized iconic candy brand. Full of fun and nostalgia, Smarties needed an interactive environment to compliment their brand.

[Before]

[After]
Stickiness: refreshing scenery and movement

Social Media Features

Strong Calls to Action
Our Main Message with Strong Calls to Action

Calls to Action throughout site

Stickiness: refreshing, useful content

 Calls to Action throughout site
SELECTING THE RIGHT PARTNER

Choosing a website company is a critical decision. You’re not just putting a project in their hands; you are trusting your business to them.
QUESTIONS TO ASK

- What is their track record?
- What is the company’s reputation?
- What does their operation look like?
- What are the company’s core competencies?
- Who is their real competition?
WHAT IS THEIR TRACK RECORD?

Perhaps the most important question of all because it will show you the return you’ll make on your investment with them.

- What clients have they worked with?
- What kind of results have they delivered for those clients?
- Do they have hard figures to prove their results?
- Do their clients back to them for future projects?
WHAT IS THE COMPANY’S REPUTATION?

You want to ensure the company you are trusting your business to are respected professionals in their industry.

- Are the key players recognized industry leaders?
- Do key personnel speak at industry events?
- Has the company been called upon for expertise in major media?
- Does the company publish articles that are used industry wide?
WHAT DOES THEIR OPERATION LOOK LIKE?

Before getting into a relationship with a company, make sure you go visit their operation and see the people eye to eye who will be responsible for the success of your project.

- Are they fully staffed with professionals or do they rely on freelancers or outsourcing for heavy lifting?
- Is there an account and a project manager directly assigned to your project and held accountable for your results?
- Do you get the sense from talking to staff members that they are skilled, passionate and trustworthy? Simply put, do you get a good vibe? Would you trust your business to them?
WHAT ARE THE COMPANY’S CORE COMPETENCIES?

A company that has the capability to handle your entire project, from planning, to design, to development and market success is better qualified to do it right from the start.

- Are they fluent in the latest coding languages and trends?
- Can they program on multiple platforms?
- Do they have experience developing mobile applications?
- Do they have search engine optimization expertise and a proven track-record of achieving Page 1 Google results?
WHAT ARE THE COMPANY’S CORE COMPETENCIES?

- Are they heavily involved in social media and have the copywriting ability to create marketing-driven content?

- Do they have the ability provide both design and marketing services? (Adding SEO after a site build is like adding plumbing after building a house)
WHO IS THEIR REAL COMPETITION?

Who is their real competition? Compare apples to apples. Don’t compare a reputable company’s prices to a guy working out of a tiny office with a ‘team’ halfway around the world.
THE FUTURE OF MOBILE COMMERCE

- What is Mobile Commerce?
- Why Mobile Commerce?
- Barriers to Entry
- The Solution
- Features
- Customization
- Case Study – North Face
WHAT IS MOBILE ECOMMERCE
Mobile Commerce, also known as mCommerce, is the ability to conduct business using a mobile device.
WHY MOBILE ECOMMERCE
150 million people... will use mobile devices to purchase goods and services worldwide in 2012.

2.2 billion dollars... in physical goods will be purchased by shoppers via mobile devices in this year alone.

119 billion dollars... of goods and services are estimated to be purchased via a mobile phone in 2015.

*Sources: Gartner Group & ABI Research Study
CURRENT BARRIERS TO ENTRY

Mobile ecommerce is the way of the future; however, there are several barriers to entry.
HURDLE 1: SCALE
Quickly building & managing multiple device-specific apps is challenging.
HURDLE 2: SUBMISSION & SUPPORT

App Store Submission Process

Resubmission

Feature enhancements

Ongoing bug fixes & compliance
HURDLE 3: COST

Integration
eCommerce, CRM, etc. + mCommerce
Approx: $50k-250k

Native App Development
iPhone, Android, iPad, etc.
Approx: $10k-95k (per device)

Enhancements & Maintenance
Bugs, Apple compliance, new features, etc.
Approx: $5-55k/year
SO, WHAT IS THE SOLUTION
MAGENTO MOBILE
Blue Fountain Media streamlines the process with Magento Mobile to allow for easy expansion to other devices, eliminate submission problems, and significantly reduce cost.
FEATURES

- Seamless Storefront Integration
- Manage Multiple Devices
- Hassle Free Submissions
- Fully Customizable
- Engage Your Customers
- Low Cost of Ownership
CUSTOMIZATION
Your app automatically gathers your inventory and presents your products to users with the colors and branding as your store.
CASE STUDY : NORTH FACE

This app is currently available in Sweden & UK, and can be purchased through iTunes
THANK YOU.

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