

WHITE PAPER

INTEGRATED WEB MARKETING & DESIGN

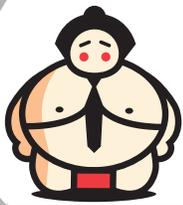
How the internet can dramatically improve marketing and customer service efforts.

Buzzing with excitement, Tamara tweets to a network of nearly 1000 Twitter followers, mid-meal, about how much she's enjoying her lunch with friends at a recently opened neighbourhood restaurant. A few hundred people read it, a few others re-tweet the byte sized review to their networks and a couple more reply via tweet, requesting further details about the restaurant. Within a few minutes hundreds of people have read Tara's recommendation and perhaps scores of them have some inclination to visit. The following week Dave visits the restaurant with a group of friends, on a particularly busy day, upon Tara's recommendation. Surprisingly, Dave and his friends experience below average customer service from the wait staff. After waiting for nearly 30 minutes, Dave's table is served cold food and an inaccurate order by a disinterested and unapologetic wait staff. Denied the option of speaking with the restaurant manager, Dave and his friends have their meals indignantly, and leave feeling very dissatisfied. The following day, Dave decides to publish a blog post detailing the events of his experience to an audience of a few hundred subscribers and shares a link to the post with his twitter followers. Dave's friend, who ate with him at the restaurant, updates his Facebook status, briefly expressing his utter disappointment with the restaurant's customer service and overall the update amasses over 25 comments from friends and family, some of whom share the update on their own Facebook profiles for others to see. What this scenario illustrates is this: people are already online, and they're probably talking about your brand.

TWEET!

TWEET!

TWEET!



Be Part of the Online Conversation

While your business may have already perfected utilising traditional marketing channels (print publications, broadcast media, billboards etc.) to communicate with customers and potential customers, ideally, new marketing channels should be integrated into marketing strategies to keep up with the online conversations around your brand and monitor its reputation. Today more than ever, an integrated marketing strategy is a necessity, because consumers continue to abandon mass marketing channels in favour of web-based alternatives. As the scenario illustrates, it is now incredibly easy for customers to rapidly disseminate both positive and negative information about your brand online through instant publishing platforms and social networking. While it is impossible to stop this free-flow of information, it is possible and important to monitor what is being said.

Choosing Effective Web Marketing Channels

Understand where your customers are online & what they talk about.

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2

Set clear objectives for customer engagement & develop a plan to measure the results.

Invest time and resources into building a reputation as a trusted organisation.

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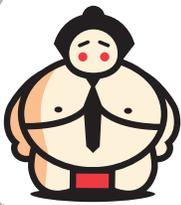
It's About More Than Just Being Online

As with traditional marketing efforts, new marketing starts with selecting communication channels that are best suited for reaching your target audience with a message. It's not enough to set up a brand presence on the

Opening online channels of dialogue is better than just sending linear sales messages that will not provide valuable insight or an opportunity to build trust around your brand.

most popular social networking sites if that isn't where your target audience is hanging out on the web. Using the demographic information you already have about your target audience, it is important to target your efforts

towards the channels they use. In some cases, your best choice will be obvious, for example the restaurant in the scenario above would benefit from having a Twitter account. However, some businesses may find that a combination of channels is more effective.



Web Strategy: The Key to Effective Integrated Marketing

The web, for most consumers, is a central platform to search for product and service information and traditional marketing channels, in isolation, are no longer sufficient. However, to be clear, an integrated marketing solution does not aim to eradicate traditional marketing efforts.

Marketing leaders must work with their teams, agencies and media partners to update their vision of integrated marketing to counter the effects of the meltdown and to harness social media.



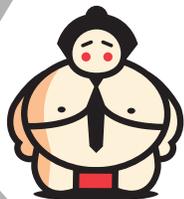
--David Card (Leading expert on marketing & consumer behaviour for Forrester Research)

The idea is that, to boost the results of traditional marketing, businesses should dovetail their marketing strategies with internet strategies, rather than view them as independent channels.

For example, a great website improves the effectiveness of traditional advertising because many potential customers who see or hear your company's traditional advertisements will seek to evaluate your company's products and services online.

With a strategic web presence, you can engage with the community and open dialogue with customers. This allows you to listen and respond to what customers have to say, and allow your brand reputation to be formed by your responses to both negative and positive comments, rather than by the customers' comments alone.

The fact is, social media can do a lot more than improve customer service efforts. When used in conjunction with a well designed website, social media can dramatically increase website traffic, which may then result in improved lead generation and sales. However, to understand your return on investment from social media, it is important to set definite goals and choose some key metrics to measure its effect.



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About Sumo Systems

Sumo Systems is a web marketing and design company based in Kingston, Jamaica. Here, we help businesses like yours to find customers on the web, generate leads, and improve customer service. With specialised hands across all media, technical expertise in web development and a deep understanding of how integrated marketing works, we incorporate a variety of skills to build solutions that are as unique as your brand's needs.

For more information about our services at Sumo Systems, visit www.sumo.com.jm or contact Marvin Whitfield at (876) 622-3600 or info@sumo.com.jm.