

E-Marketing

**How to make your web site
work for you?**

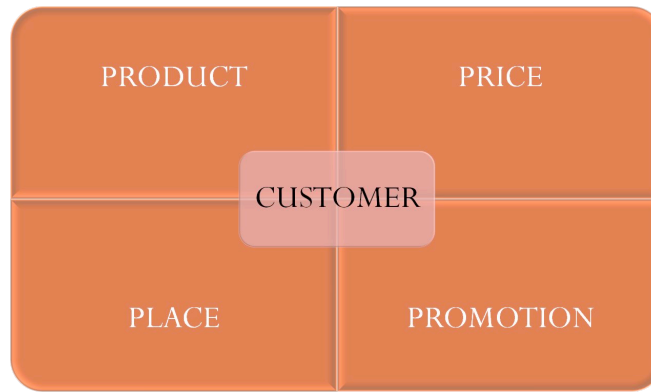
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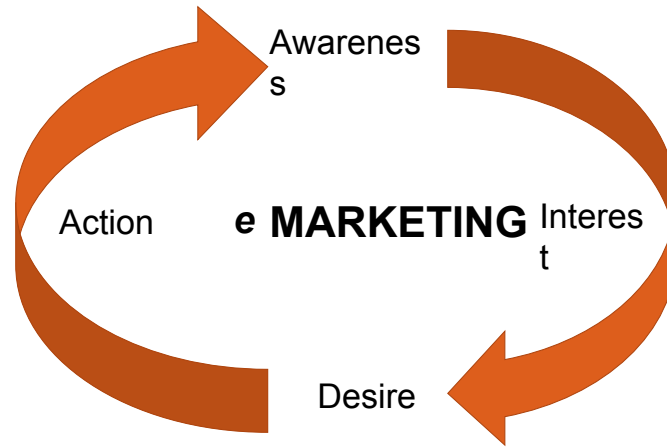
Getting priorities right!

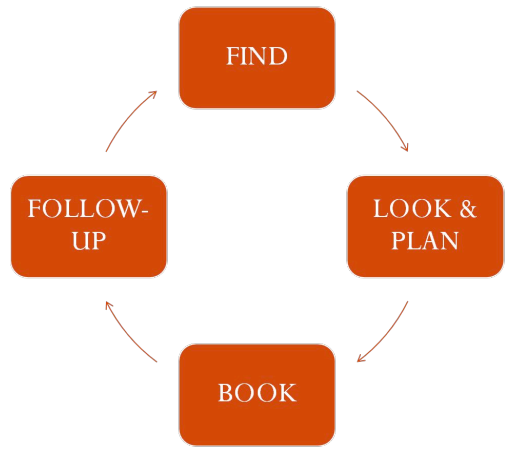
36% of Brits spend at least 10 hours selecting their ideal holiday, but only 21% would put the same time into choosing a mortgage. Just 11% would show the same level of commitment when selecting a bank loan.

Why does the Internet matter?

- In 2009, 76% of UK adults accessed the internet
- 64% made online purchases this year
- 83% (26m) had made an online purchase within the last 3 months (National Statistics)
- The number of online shoppers will rise to over half of the UK population by 2013 (eMarketer)
- UK shoppers spent £3.8bn online in August 09, an increase of 16% over the past year (IMRG Capgemini e-Retail Sales Index)
- Social media websites 'reach' 10-20% of all internet users
- These websites 'rank' among the top 10 of all websites
- Users spend 10-30 minutes average time on these websites
- In 2008, 22.7% of UK mobile phone users accessed a social network via mobile







Customer
goals

- Finding a trusted & useful source of information
- Availability

Business aims

- Attracting the customer
- Creating awareness

Support tools

- Search engines
- User generated content – customer review sites
- Links with partners

Web Site Evaluation

- Visibility
- Design
- Navigation
- Content
- Interactivity
- Personalisation
- Commercial elements



VISIBILITY