

Unlocking
the power
of
your Web.

Combine **Web Strategy** with **Web Intelligence** to optimize your enterprise's Return on Investment

by
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(Certified Search Engine Marketer)
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The ECRA Consulting Team was developed as a result of global, online business trends.

Your enterprise needs to realize that E-Commerce is out of its awkward teething stage and companies have emerged more intelligent and more agile than ever before.

For those of you who don't see the importance or significance...

”Our condolences”

and for those of you who do...

”Welcome to Modern Business!”

ECRA Consulting delivers the level of Web Intelligence and knowledge of Online Strategies that are needed for you to convert your dot-com into a true Business Tool.



INTRODUCTION

You've been working with a web design firm for a while now, you've spent a significant amount on the technology, and they've baffled you with all the technical terms - java, j2ee, flash, XML, HTML. Now what do you have to show for it other than a pretty electronic brochure? What is your Return on Investment?

It is an unfortunate fact that the average web designer or firm has no idea about Internet Marketing, Customer Conversion and Loyalty Strategies or even driving any kind of business to your website. This is why most websites fail. We always preach to our customers that normal business practices and principles apply on the web. Don't build and expect that 'they' will come.

ECRA Consulting comprises of a small team of professionals that have dedicated themselves to studying E-Business and the strategies that make it successful.

Being the only Web Consulting company in the region that has actually owned and operated it's own successful online business for the past five years, ECRA Consulting has gained the undisputable advantage of hands-on experience, expertise and a full understanding of 'online best practices'. Conducting business via the Internet has become a daily part of our lives.

Our initiative is focused on helping the

firm that operates within an industry and business environment that displays itself as 'ripe' for strategic web initiatives whether locally, regionally or internationally.

Our key to getting maximum returns out of your web initiative is having professionals with experience and a full understanding of the key underlying E-Commerce principles and guidelines.

Your website is not a medium for simply storage and display of company information; it should not act as a brochure or a simple tool for customer communication. It is an extended arm of your business and should be treated as such. If not, you are wasting valuable time and money on strategies that have already been tried and tested as futile, while your competitors are lengthening that gap between you and the understanding of why the web plays such an important role in market reach and domination.

Working intimately with our professionals, helping us to help you develop and follow successful strategies and capitalize on comprehensive, real-time Web Intelligence, we enable your enterprise to make informed decisions.

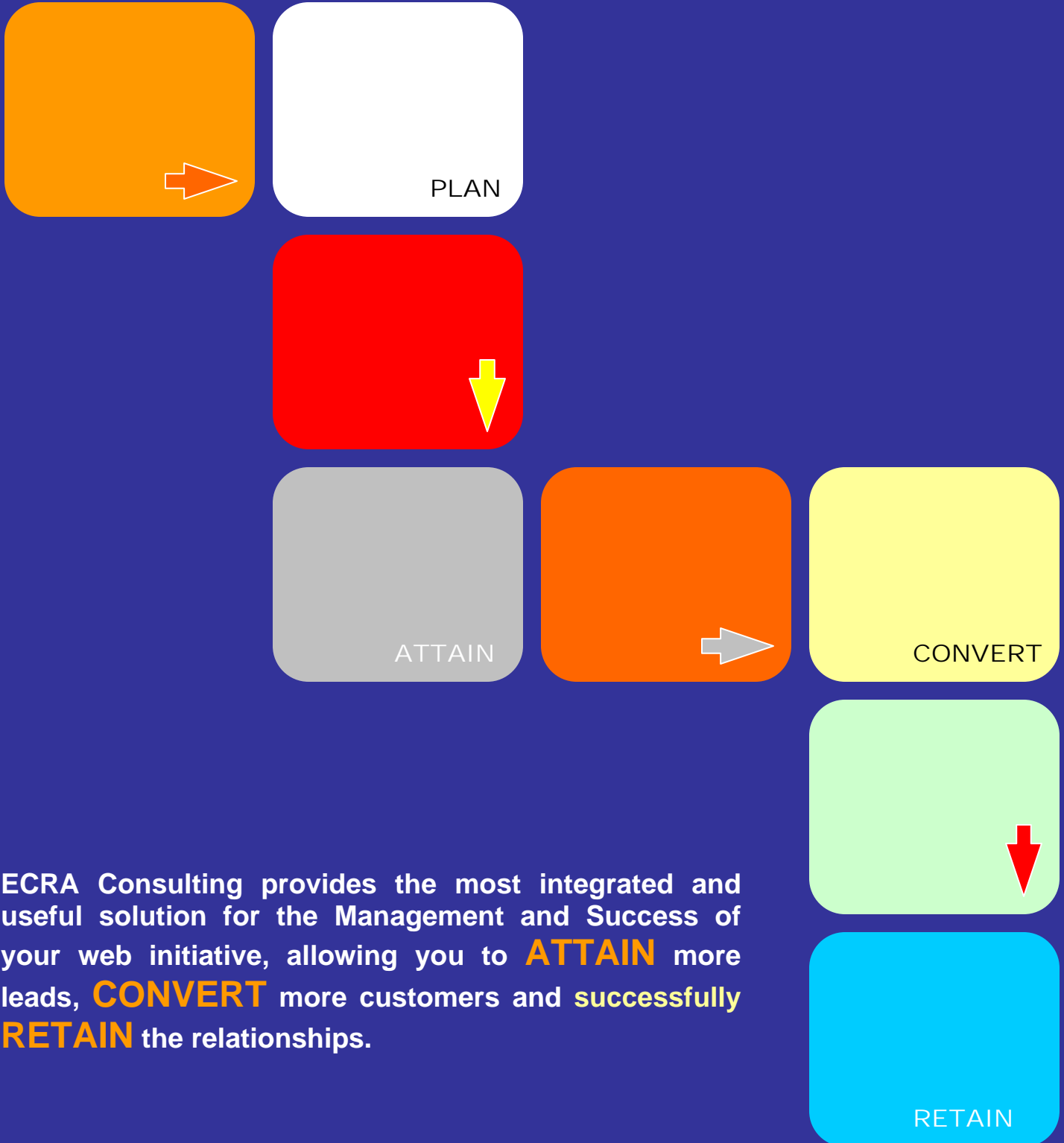
It's becoming more essential than ever to use the web as a tool to assimilate and analyze market data, to identify opportunities that may not seem to be obvious. In order to do this, there must be a corporate paradigm shift from the perception that your website is an 'end', instead of a means to a unique and profitable business 'end'. Our consultants don't treat your website as a product, instead it is treated as an ongoing service to ensure your continued success.

Our mission is to take your dot-com and transform it into a vehicle that brings true value to each level of your organization by customizing a 'Best Practices' approach to your unique objectives. This unique approach is then merged with our process of targeting and optimizing each element of our **S.P.E.C.I.A.L** web model:

1. Sales & Service Offering
2. Promotion & Product Offering
3. Enhanced Relationships
4. Community & Customer Service
5. Interactivity and Individualization
6. Affiliation
7. Leveling the playing field

OUR

METHODOLOGY



ECRA Consulting provides the most integrated and useful solution for the Management and Success of your web initiative, allowing you to **ATTAIN** more leads, **CONVERT** more customers and successfully **RETAIN** the relationships.

It requires more than just technology to make the web work for you. Just as any other business initiative, proper planning will be the defining factor of your success or failure.

Attracting inbound unique visitors to your web site and converting them into sales prospects is 1/3 art, 1/3 business management metrics and 1/3 best practices.

Whether you are a huge corporation or medium enterprise each key section of your website must have at least one, or a short list of key outcomes: registration, commerce transaction, information exchange etc.

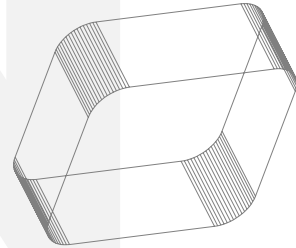
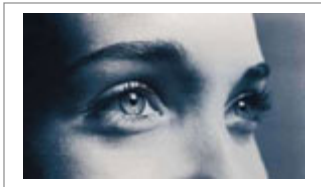
The most important aspect of this planning phase is that it answers the question: "Do we have a clear reason for wanting this website?" As simple as it may sound, the entire success of this initiative revolves around that answer.

ECRA Consultants will work in unison with your web team to populate a comprehensive strategy document outlining, your current online status, the Key Objectives for your site, your target market and outlining the unique pathway we will be taking to:

- Attain** qualified prospects that are most valuable to your business and are more likely to convert into a lead or customer.
- Convert** these prospects into leads and customers
- Retain** the valuable relationship.
-

USE THE WEB AS A
STRATEGIC
TOOL.

START BY DEFINING YOUR
KEY
OBJECTIVES.



Just build, and they will NOT come. We guarantee you!

The most basic necessity of your website is visitors — they need to be attracted through both online and offline traffic generating channels.

But, all traffic is not equal.

ECRA Consulting implements a series of online programs to attract more qualified visitors or prospective business leads to your website, instead of simply web browsers that don't provide any value to you. This high quality traffic we generate consists of real world people and companies that are looking for your particular product or service at that very instant.

ATTAINMENT STRATEGIES

Keyword Research and Selection

Search Engine Optimization

Search Engine Submission (170+)

Website Ranking Reports

Competition Analysis Reports

PPC Marketing (Optional)

Email Campaign Strategies

Desktop Messaging

1) KEYWORD RESEARCH AND SELECTION:

We work with you to select relevant keywords, search a database of terms that people actually use to find information online and we tell you how often people search for them along with how many competing sites use those keywords. You'll even be able to spot surges of interest on the Internet.

2) SEARCH ENGINE OPTIMIZATION:

Get on to the first page of the top search engines for your most relevant keywords and phrases and experience the true meaning of maximum return on investment. It is pure logic for you to realize where this success will originate. Compare this to being the biggest and brightest store at the front entrance to a highly trafficked mall. Hmmm...the possibilities.

3) SEARCH ENGINE SUBMISSION:

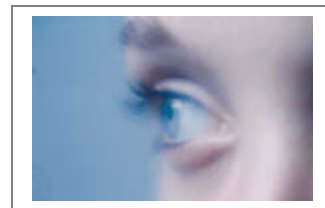
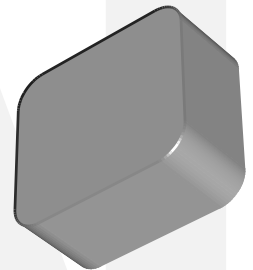
We take on the task of submitting your site to more than 170 search engines. These engines will include all the key players like Yahoo, MSN, Google, Ask Jeeves, All the Web etc.

4) WEBSITE RANKING REPORTS:

Constantly be updated on how well your website is doing against the competition. Be able to track your performance as you move up the rankings against other companies within your industry.

5) COMPETITION ANALYSIS:

This is an extremely useful tool, because competition is fierce on the World Wide Web, with companies constantly refining their strategies for capturing more market share and search engine traffic. We continuously update you on new players fighting for a position in your niche and evaluate their strategies to uncover and exploit their Achilles heel. This is a service that you don't want used against you first.



6) PPC MARKETING

Pay Per Click or Pay for Performance Marketing means exactly what the titles suggest. You pay a minimal fee for each targeted visitor that is sent to your site. This is seen as the most effective method of targeting your marketing message to qualified traffic through the top search engines and directories like Overture, Google, Yahoo, LookSmart, Ask Jeeves, Inktomi, AOL, AllTheWeb, MSN etc.

PPC and P4P marketing are very popular and are currently of a high weighting in any online marketing strategy, so you'd surely hear this term being thrown around a lot. But, unless your campaign combines the right mix of price, relevant and fragmented search terms, daily monitoring and optimization and traffic management you will still not experience a high return on your investment.

The reason why PPC is so popular is because it is highly targeted and yields a highly fragmented cross section of visitors to your site. Meaning that you pay for visitors that are looking for exactly what you have to offer. ECR and Associates' aggressive PPC strategies allow us to tailor a campaign that yields a targeted traffic flow at the lowest cost per click, around **YOUR** desired budget. We stress on 'your' because it is you who set your PPC budget and not us, although we do suggest an appropriate amount for your desired realistic results.

This engine is currently the vehicle that provides the fastest time to market allowing you to target, analyze and receive feedback from your target market almost immediately after your message or objectives are prepared.

7) EMAIL CAMPAIGN STRATEGIES

ECRA Consulting is versed in the intricate art of email marketing strategies and services and has therefore developed our very own world-class permission mailing facility called **ECRA TouchPoint**.

Our **TouchPoint** facility not only allows you to send great looking emails, you'll also be able to track results in real time as they happen. Within minutes of sending each email, you will see who opened your email, which links generated the most interest and who clicked on each link.

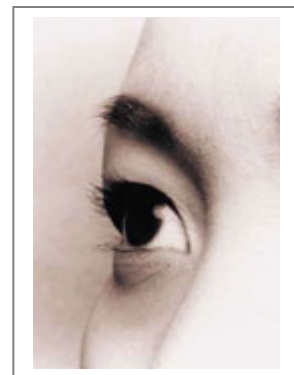
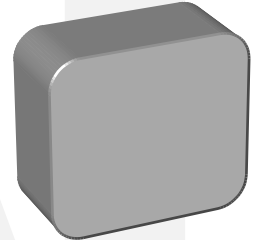
We empower your company, using our advanced email marketing software to create and distribute highly targeted email marketing newsletters/campaigns to your subscriber and customer databases. Going beyond just the delivery of technology, we also provide the expertise and service needed to make your email marketing efforts a success.

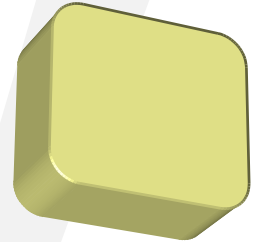
8) DESKTOP MESSAGING

Never before have any companies other than large Fortune 500s been able to communicate with their clients this intimately on a private one-on-one channel.

With special software, we allow you to bypass email and stand out from the crowd by sending messages directly to your clients' desktops, with their permission.

These messages take the same form as the notices you get in the lower right hand corner of your screen from your Windows Updater.





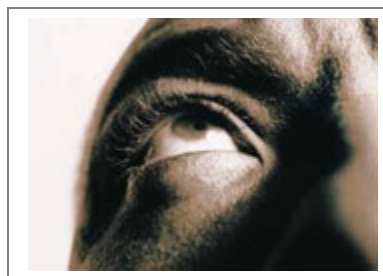
Once we've attracted qualified visitors to your site, they need to be influenced to complete the key processes we've set, such as registration, a transaction or information exchange. This is your web site conversion and the rate is the accurate measurement of this success.

All companies know that several elements of their website are measurable but just knowing that activity on your website is "measurable" is not enough. These measurements need to be meaningful and comprehensive enough for you to analyze **Visitor Behavior, Pathways and Conversions.**

As visitors navigate through your "key paths," how are they interacting and responding to your messages? What elements prevent a page view, a contact, a sale, a registration or a progression through a multi-step process? You must be able to note the drop-off rate at each step along the key path. Investigate the time a visitor takes to complete a process. This review will help you to: conceive and target revisions along your site's key pathways; devise acquisition, retention and loyalty strategies; develop knowledge of customer needs, segments and visitor types.

EXPLOIT YOUR WEB INTELLIGENCE

- ❑ **Measure and improve the ROI from your traffic by analyzing its methods of acquisition, rate of conversion and overall profitability.**
- ❑ **Optimize your campaigns and stretch your marketing dollar with comprehensive analysis.**
- ❑ **Improve your e-commerce initiatives with detailed insight into the effectiveness of your marketing mix, checkout scenarios, and more.**
- ❑ **Identify which content is effectively driving customers to successfully complete your key processes so you can streamline your content, making your site easier to use and less costly to maintain.**



On the surface, ECRA Consulting allows your company to focus less on the dot and more on the commerce.

But on a higher level we enable you to increase sales, improve the return on your marketing activities, reduce customer support costs and monetize content.



ANALYTICAL WEB INTELLIGENCE

Web analytics is the process of verifying, analyzing and interpreting real-time web statistics in unison with your business goals. Done right, it allows you to answer critical questions about your web site's effectiveness and interaction with your customers, allowing you to quickly make decisions that improve customer conversion rates.

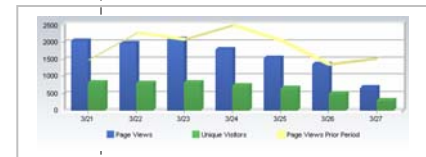
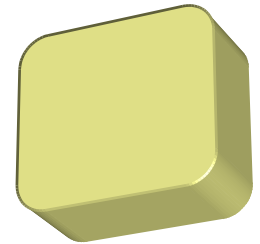
More and more forward thinking organizations like you are relying on web analytics to improve every aspect of their web initiative as the demand grows for a better Return on Investment. At ECRA Consulting we are dedicated to making your vision become an easier reality by providing you with the intelligence and support to make easier decisions, allow smarter marketing and of course reap better overall results using our very own **ECRA Analys OnDemand, Web Intelligence Software.**

The more that web dynamics emerge as inherently collaborative, we learn more and more that online customers are of a different breed and are difficult to "control". Through this, we have gained a greater appreciation for web analytics as a tool to assist us in understanding their behaviour and habits.

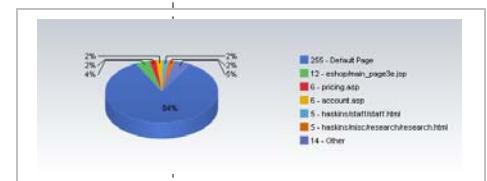
Locally and regionally, there are no or very few companies that are actually using their web initiative as a strategic tool and harvesting their visitor data to their advantage. As a matter of fact, we have not come across any company that is actually transforming these raw numbers into blueprints for a better business site. Ultimately, a well-orchestrated web analytics framework should follow a defined, yet flexible, process that bridges the gap between your company goals and your visitors' agenda.

ECRA consultants work intimately with your web team to ensure your enterprise has the answers to critical questions that influence your website's customer conversion rate and level of customer satisfaction:

- Is my site user friendly?**
- What is the most valuable real estate on my pages?**
- How do visitors find me and where do they come from?**
- When a visitor enters my site where does he/she go?**
- What products and services are my most valuable visitors interested in?**
- Where are visitors abandoning my key processes?**
- How are my campaigns performing?**
- And many more**



Be In The Smart Minority



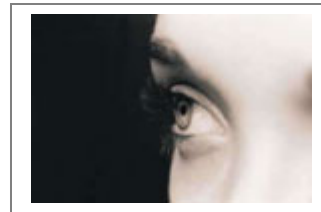
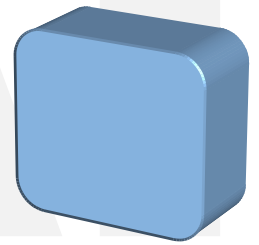
RETAIN

Statistics state that it typically costs 5-10 times more to acquire a new customer than to keep an existing one. Once qualified visitors and sales leads to your site have been attained and converted into customers, we categorize and retain your most valuable segments of customers.

ECRA Consulting establishes online retention and relationship building strategies such as email campaigns, and electronic newsletters to maintain a healthy relationship with these customers and keep them updated on your products and service offerings. Then, determine exactly how well these retention strategies continuously encourage a healthy business relationship.

In essence, our retention strategies are loyalty-building mechanisms that increase your customers' switching costs, making it harder for them to switch to a competitor.

Ensuring that you have secured the 'first mover advantage', we then engrave a level of comfort and security within each customer and constantly monitor their satisfaction.



RETENTION STRATEGIES

- Website Monitoring Service ■
- Email and Newsletter Relationship Campaigns
- Customer Satisfaction Monitoring and Optimization
- ▽ Community Building ■

RETAIN

SUMMARY

ECR & Associates is an innovative, corporate-focused web management and strategy consulting firm known for high quality results and its working-partner style. The firm was established to provide web management advice and services concerning issues at the C' Level.

Why the intense focus on web management, or Analytical Intelligence? The simple reason is more profit and enhanced customer satisfaction. Study after study reveals a proven link between how effectively a company interacts with its customers and its financial performance.

Within the region the Internet is still relatively new as a business tool. Our mission is to accelerate local companies toward shortening the gap between the first and third world mentalities by introducing the true concepts and strategies behind strategic web business.

We use a simple, but yet highly intricate strategy of

- 1) **Plan**
- 2) **Attain**
- 3) **Convert**
- 4) **Retain**

to transform your dotcom into a medium for conducting business, enhancing relationships and providing maximum return on your investment.

AFFILIATIONS



About the Author

Earl Rennie, Chief E-Commerce Analyst, is the region's only Certified, Chartered and Registered E-Commerce Consultant, Manager and Analyst and is a professional member of the e-Business Consulting Committee of the Institute of Certified E-Commerce Consultants.

For the past five years he has dedicated himself to continuously studying and practicing online business practices and was the fundamental driver behind ECRA Consulting's very own successful online business. As the former E-business Consultant for one of the Caribbean's largest IT companies he has consulted on E-Business practices for several organizations, from large to small and from government to private.

Earl has positioned ECRA Consulting's core competency to lie in the high understanding of the artful strategies and tools that are needed to support and drive a successful E-Commerce initiative. He possesses a proven record of implementing online techniques that promote operational efficiencies, generate revenue and enhance customer relationships.

To contact him please refer to your bottom-left.

For more information on how ECRA Consulting can make you achieve more returns from your web investment contact us today:

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