

Programme Introduction

Does your web site still impress you? How does it compare with your competitors? Does it reflect what makes you special? Does it present an image that makes you proud? Does it make your phone ring?

Today, over 13 million people in the UK have a broadband service and almost all businesses shop on the web. At Advancing Business, we are focussed on supporting SME businesses needing to improve their sales leads and branding through the communication and promotion of more compelling and differentiated customer propositions on the web.

This programme offers you access to high quality skills and experience that can promote your business to “fight well above its weight” and deliver improved sales growth. This is much more than going to a web designer – the programme uses a wider combination of specialised professional skill-sets that range from, commercial, strategic, marketing, web design and web build backgrounds – experienced in delivering high quality web solutions.

The key objective of this specialist programme is to assist businesses to professionally communicate, appealing differentiated and relevant customer messages that will improve the presentation of your proposition and generate better sales.

Programme Outline

Stage 1 Aligning Business Strategies To Your Web Marketing

We work with clients to evaluate, plan and optimise the owners objectives over agreed time scales

- ◆ Strategically review your current business
- ◆ Evaluate current marketing plan
- ◆ Develop focus / key purpose of web site
- ◆ Competitor reviews

Stage 2 Developing Your Proposition

We support clients to create / renew stronger and more appealing offers to customers

- ◆ Define our target customer needs
- ◆ Review / appraise competitor web sites
- ◆ Define the composition of the proposition
- ◆ Articulate the offer to appeal to customers

Stage 3 Establishing Your Product/ Service Definitions

We focus on defining the precise product/ service offering and differentiation

- ◆ Define target audience
- ◆ Define service boundaries
- ◆ Identify key differentiators factors
- ◆ Define unique selling points
- ◆ Define key features
- ◆ Define key benefits

Stage 4 Production Of Web Copy & Design Of New Corporate Logos

We create content copy that talks in customer language and often refresh corporate logo designs

- ◆ Fully understand the customers needs
- ◆ Draft and test copy
- ◆ Review and research corporate image
- ◆ Design new corporate logo and strap line

Stage 5 Designing & Building The Web Site

We use your design principles, colours etc to build web sites that work and appeal to visitors

- ◆ Establish clear objectives
- ◆ Define the site map and navigation
- ◆ Develop clear, compelling impact pages
- ◆ Build the site and test

Stage 6 Hosting And Optimisation Support

We arrange hosting partners

- ◆ Register URL and domain name
- ◆ Appoint a hosting partner
- ◆ Gain search engine registration / hits
- ◆ Select ongoing optimisation services

Stage 7 Launch And Ongoing Web Promotion Activities

We offer support and initiatives for web launch and ongoing web marketing activities

- ◆ Promoting the launch
- ◆ Keeping the site fresh