# Digital Marketing Strategies – From Brand Awareness to Engagement

## Diana Isabel Leite de Almeida

**Internship Report**

**Master's Degree in Marketing Digital**

**Porto – 2014**

**INSTITUTO SUPERIOR DE CONTABILIDADE E ADMINISTRAÇÃO DO PORTO
INSTITUTO POLITÉCNICO DO PORTO**

# Digital Marketing Strategies – From Brand Awareness to Engagement

## Diana Isabel Leite de Almeida

**Internship Report**
**presented to Instituto de Contabilidade e Administração do Porto for the Master's**
**degree in Marketing Digital under the guidance of Dr. José Magalhães**

Author Note

This internship was carried out under the Erasmus Program for college students and under the agreement between the sending institution, Instituto Superior de Contabilidade e Administração do Porto and the host company, eRise, located in Budapest, Hungary, under the guidance of Vilmos Schwarz.

**Porto – 2014**

**INSTITUTO SUPERIOR DE CONTABILIDADE E ADMINISTRAÇÃO DO PORTO**
**INSTITUTO POLITÉCNICO DO PORTO**

## Acknowledgements

To my parents, those mainly responsible for this step in my life, supporting me along the years and always pushing me to be better. Without them and all their work none of this would be possible, so to them I leave my biggest thank you.

To my brother, my sister-in-law and my nephews, for being the best family anyone could ask for and for never letting me forget the child within myself, bringing up the best in me even on the cloudiest days.

To my boyfriend, for always believing in me even when I doubted myself, for always knowing how to make everything easier and for being with me every step of the way, thank you.

To my dearest and oldest friends, the ones that know all the parts of me and that for better and worst keep on being one of the most important parts of my life, for never needing words.

To my newest friends, for the roller-coaster of experiences that lead to the discovery of a new me, for making me crazy and for keeping me real. Experiences are made of people, and I couldn't imagine mine without them.

To my work colleagues and friends, for leaving aside the conventional, being nothing but ordinary; for never holding me back, for the understanding, affection and patience, thank you very much.

**Abstract**

Digital marketing strategies have proven to be essential for driving business on a growing technological society. Their large range of tools and ways to combine them makes every company a new challenge for what it concerns to the creation of their own strategies. Flexibility is one of digital marketing big characteristics once, besides changing from organization to organization, they also change on their course, demanding adaptation to the market trends. As such, this report is focused on the creation of a digital marketing strategy for eRise, a hungarian technology company, from the market situation analysis, the identification and search for the target characteristics, to the internet marketing mix, and online tools to measure results and take conclusions.

With generic positive results on the performed campaigns and actions, it's concluded the need for a good balance between differentiation, optimized searchability on search engines, and engagement when building online strategies.

**Index**

## Acronym Glossary

| | |
|---|---|
| APAP | Associação Portuguesa das Agências de Publicidade, Comunicação e Marketing |
| B2B | Business to Business |
| B2C | Business to Consumer |
| CEO | Chief Executive Officer |
| CRM | Customer Relationship Management |
| CTA | Call-to-Action |
| GC | GetConversion |
| Html | HyperText Markup Language |
| SaaS | Software as a Service |
| SEM | Search Engine Marketing |
| SEO | Search Engine Optimization |
| SWOT | Strengths, Weaknesses, Opportunities, Threats |
| W3C | World Wide Web Consortium |
| WP | WordPress |

## Introduction

**General Framework**

The implications of the evolution of the internet for businesses is that being a marketing professional is definitely not easy. The constant change is the only thing marketers can rely on in order to make a good job, oriented for today's market conditions and for tomorrow's trends. To be one step ahead of the competition is the first requisition for brands to grow and prosper, working as an advantage while the other brands struggle to keep up. But if this was the main fight since the Industrial Revolution for marketers, this fight became even tougher with the appearance of the Digital era.

The door that the appearance of internet has opened made the world enter directly into a new range of opportunities in almost every field of expertise. Characterized by its immediacy, easy ability for quantification and customization, network effect, and a strong user involvement (Lindon, Lendrevie, Rodrigues, Lévi, & Dionísio, 2009), internet turned everything faster and more connected.

Big amounts of information online are transferred in just a matter of seconds to the other side of the planet, and companies can't forget this when communicating online. Even though there are still a lot of companies for whom this is still unexplored territory, digital communication for businesses isn't exactly a recent subject, and the innumerous tools known and used by marketers nowadays were approached in their meaning and functionality by many authors since their early days.

Many are the discussions about the pros and cons of the internet and if on one hand it's easier for an organization to have their products and services worldwide known and sold, on the other hand it's also very easy to ruin a whole brand image with a simple mistake.

**The need for online strategies.** This leads us to the major importance of building online proper strategies that, as offline strategies, allow companies to anticipate internal and external movements and build more reliable relationships with their customers. It must be reinforced that even though these pre-designed strategies should work as guidelines, they should also be endowed with some flexibility as the market environment is always changing and evolving (Ferrel & Hartline, 2012).

In a reality where users are inundated with information, suggestions and recommendations from the minute they start their day (James & Durham, 2013), it's hard to stand out on a relevant and efficient way. This doesn't mean companies shouldn't invest in the digital element. On the opposite, research shows that 92% of users experience a real emotional buzz from this search, discovery and purchase of online deals (James & Durham, 2013). People are finding most of the information and making the first contact with the organizations online, almost obliging companies to own a website (The Internet Marketing Academy, 2011).

The enormous amount of information available to the costumers on the web together with better searching and sharing tools have taken them to a higher and powerful level (Miller, Waldow, Rothman, & Roberson, 2013). At the same time, even though users are more well-informed and shopping experienced, it also becomes harder for them to live in the digital era, once they have a much bigger range of choices (Lindon et al., 2009), and with so many unreliable existing websites it gets more difficult to trust online communication.

To improve digital techniques and to keep on evolving along with the market and with the increasing trend for more digital savvy consumers, (James & Durham, 2013) is essential for companies to decrease this mistrustful component from the user.

**Reasons to keep on researching the subject.** With so many studies and researches about the digital strategies subject, companies keep falling in the same patterns and making the same mistakes, giving marketers and other related professionals the need to keep on studying these market behavior changes and online tools' evolution. This can be justified with the most common error companies make: strategy generalization. Every organization is different, it has its own target, business sector, and other singularities that, without testing, there's no way to know which the best strategy is for it (Krishnayana, 2013).

As a dynamic system, internet raised the issue of global competition, expanding physical limits and barriers, and bringing companies an urgent need to promptly adapt themselves (The Internet Marketing Academy, 2011). Elevating communication to a different stage, internet ended up allowing organizations to better understand their customers (James & Durham, 2013), through artificial intelligence, that by accessing customer databases provide consume patterns (Ferrel & Hartline, 2012).

The same way the best sales professionals know exactly how to behave with the customers during and after a purchase process, conducting, step by step, the consumer to gain their trust and establishing a close relationship, the same should happen in an online business. Even though impulsive buyers and purchases are good for business, they are not the main things responsible for the growth and evolution of a business (whether offline or online). Instead, properly planned strategies, in this case online strategies, involving and combining several tools seem to be the best option in order to consolidate client-business relationships.

One of the most important gaps that new technologies fill is referent to the much more random customer behavior process that, on a traditional market follows approximately the same patterns (Ferrel & Hartline, 2012), and, for the potential they

carry, the most important task for each company will be testing and analyzing each step of its strategy. Comparing different campaigns will not only generate better results, but it will allow organizations to know their customers better. Long term relations boost a positive word-of-mouth.

**Problem Statement**

With the rules our digital era changing again and again so quickly, it's not easy for a business to know how to stand out in the digital market, and once there's no standard solutions that work for every company simultaneously, each company has to do its own homework in order to discover how to make the business drive using the available options.

Why do some websites work, grow and evolve on an organic way, bringing more subscribers, more costumers, increasing brand awareness and creating dynamic relationships with their users, and some simply don't, is one of the big questions that many marketing professionals are still trying to answer. Compensating the lack of a physical product or establishment involves a big effort on a company because they need to find alternatives to create engagement and long-term relationships exclusively online. On the bright side, technologies also brought the opportunity to better manage these relationships through the availability of data about users behavior, whether on a website, on a online ad or even on email campaigns, giving more power to the intangible element (Lindon et al., 2009) and reducing some customer relationship management (CRM) costs (Ferrel & Hartline, 2012).

How to use and combine these tools on a brand new business, a startup, bringing some notoriety to the brand was the main issue approached during the internship.

**Summary conclusions**

The digital environment is much more competitive than the traditional offline market. One of the reasons is because companies are competing globally and, as the market is so big, there's a much higher need to target properly and to build strong online relationships in order to create trustworthy brands and positioning. The temptation might be to want to step away from all the competition but the truth is that internet marketing is no longer an option, with consumers researching first online than on traditional stores. It's essential for companies to work hard on discovering which are the right communication channels for them and in which conditions they should build this communication.

**Internship Motivation**

The will to perform this internship came with several motivations. The first and stronger one was focused on the professional side. To acquire competences as a digital marketer assisting companies in improving their online presence and performance, in order to boost their growth and target learning is an important step to gain confidence and credibility as a professional. For some years now, online techniques have been developed to learn and influence users' behavior, such as inbound marketing, SEO or advertise campaigns. Doing the internship was one of the best ways to practice and test all of these tools.

On a more personal level, an international experience gives the worldwide concept that internet has a more literal meaning, allowing myself to extend my horizons whilst bringing the company an outsider perspective. The fact that the company is located in the center of Europe and has an international client portfolio was an opportunity to have a wide open picture of the surrounding countries' visions and work methods.

**Limitations**

As every work has its limitations, the current one was no exception and there were some barriers to a deeper and more complete study on the appliance and effectiveness of some of the digital strategy tools.

This way, during the internship and during the report execution, the following limitations were identified:

- Conditioned budget – Because it was a startup, all costs were limited, influencing campaigns and the implementation of other actions that could or should be included in a digital strategy.

- Non implementation of every step of a digital tool – In SEO case, the website was fully optimized as a task, with the exception of the Meta tags filling with the keywords, complicating the results measurement with precision.

- Lack of time – It was not possible to explore other valuable, essential and very present components such as social media or the mobile element, leaving the strategy very incomplete on its whole and giving the results an enormous bias in comparison to what are called the success cases.

- Literature credibility – There are a lot of articles, but mainly on blogs or other similar formats, very few articles are reviewed by pairs. Also a lot of the founded literature has a generic, ambiguous application. As a social science, marketing researches and articles are always influenced by the studied target or business sector.

- Outdated literature – Reliable literature that actually covers the approached topics is not very recent, dating back to ten years or more.

**Keywords**

Digital Marketing Strategy, Internet Marketing, Digital Products, Price, Place, Promotion, Branding, Community, SEO, Email Marketing.

**Chapter structure**

The report is organized in three chapters, the first one being the literature review about the concepts above, highlighting their relevance and the importance of their use during the internship. The second chapter is focused on the company behind the startup project this report is about, framing the project in the company context. The last part of this work will be about the project itself, describing its market characteristics and the main goals for the following four months after the trainee's arrival to the company. It will detail all the executed tasks, as well as conclusions and results.

## I – Literature review

**Internet marketing**

When talking about the internet or digital marketing, it becomes necessary to differentiate this form from traditional marketing, in order to understand which are the most evident differences and how will these differences influence the companies' plan. This way, internet marketing is defined as the process of building and maintaining costumer relationships through online activities to facilitate the exchange of ideas, products, and services that satisfy the goals of both parties (Mohammed, Fisher, Jaworski, & Paddison, 2003). On the other hand, digital marketing is broader on its definition, being described as the process of finding the best way of achieving goals, normally promoting a brand or service, through electronic connected media, what can happen online, on the web, through specialist internet applications, or through mobile phone applications, both network and Bluetooth connections (Redant, 2014). Having the mobile component as the main difference, it may be concluded that digital marketing incorporates in its definition internet marketing. Digital emergence implies new learning techniques about how to use it in favor of its growth and evolution (Doukidis, Mylonopoulos, & Pouloudi, 2004).

Both web and mobile brought the opportunity for finer gradations in segmentation and increased accountability of marketing actions (Mohammed, Fisher, Jaworski, & Paddison, 2003). Digital also allows deeper personalization and broadcast and it can be interactive on many levels, increasing financial and/or brand awareness returns quality and reducing implementation costs when compared with traditional marketing (Redant, 2014).

Digital marketing was the beginning of shorter lifecycles in the marketing strategies development and their stronger integration with business strategy and operations (Mohammed, Fisher, Jaworski, & Paddison, 2003).

**Consumer's behavior – the purchase process**

On a more emotional approach to the Digital definition, its channels allow organizations to interact with their customers given their communicative and inquisitive nature, being considered an equalizer - a relationship builder (Redant, 2014).

Compared to the traditional buying process, nowadays there's a very fine line between the shopping online and offline experiences. This process is no longer unidirectional since the moment the consumer detects the need, searches for information, evaluates the alternatives until the moment he or she makes the buying decision and consequently makes a post-purchase evaluation (Ferrel & Hartline, 2012), but it's now circular and connected in its different steps by the sharing opportunity in the several existing communities (Frade, 2014). Organizations that can build this process in a more intuitive way generate 50% more sales-ready leads at 33% lower cost per lead (Marketo, 2009).

Consumer's behavior is more unpredictable than ever and mostly irrational, since it's ever more common for them to say one thing and to do another (Ferrel & Hartline, 2012). Even so, their basic motivations, choice criteria, degree of involvement and sources of information (Lindon et al., 2009) can't be ignored or forgotten.

On a customer's point of view, what online brings to this equation is an increasing sense of security derived by a bigger weighting of his or her choices (Frade, 2014) and, once again, it's the companies' responsibility to follow and anticipate their own clients' behavior.

**Strategy**

Among online and offline tools, marketing has a large background since the Industrial Revolution and entails a big level of evolution. Above everything else, marketing is a strategy. Elaborating a marketing strategy means answering questions such as marketing goals, competitors, targets, positioning and marketing mix (Lindon et al., 2009), and there are different levels of strategy, whether focused on the brand, on the target, on the product or on the portfolio of activities (Redant, 2014).

Even though the planning stage deals purely with the analysis and identification of focus areas (Redant, 2014), creating a digital strategy can't be a standardized task for companies, it should be adapted to the enterprise's needs, business sector and even aligned with the current social and economic factors.

Going step by step, the internet marketing stages for the creation of a strategy can be compound of five steps: (1) Analyzing the market through framing the marketing opportunities; (2) Formulating the marketing strategy, that includes goals, resources and sequencing of actions, all consistent with the business unit strategy; (3) Designing the customer experience according to the needs of that specific market; (4) Crafting an interactive and dynamic customer interface; (5) Creating the strategic design of the marketing program (Mohammed et al., 2003).

It's important to enhance that the entire strategy is supported by the marketing program, which interrelates all the decisions in the process (Mohammed et al., 2003) and it accentuates the need for a clear and crossed inside communication.

**Market analysis – internal and external.** When creating a strategy of any kind, corporate, functional or at the business unit level, the first move should always be focused on the surrounding environment, also called the situation analysis (Ferrel & Hartline, 2012). To know its conditions and characteristics it is essential to understand

10

what are the subjects or organizations dealing with and also prepare them to possible unforeseen.

Talking about making a situation analysis implies considering both an internal and external analysis. The external analysis refers to the environment, the market, the clients and the competitors describing generic yet relevant aspects of the market that fits the products and the adopted strategy. The internal examination of the organization consists in verifying resources and company limitations that prevent it from evolving (Lindon et al., 2009).

In order to guide companies on structuring the information they collect about the surrounding conditions, whether internal or external to the company, SWOT analysis was developed in 1960/70 by Albert Humphrey (Wikipédia, n.d.). Its main goal is to focus on the strengths and weaknesses of the business as internal factors and on the opportunities and threats as external variables, relatively to the market needs and competition (Ferrel & Hartline, 2012).

The diagnosis SWOT analysis allows adding value to this exploration and provides the implementation of better strategies and operational decisions. On one hand, identifying weaknesses and strengths means understanding what it is that makes the company distinct from its competitors, where competitors can be defined as any product or service that, partially or totally, can replace another organization's product or service. On the other hand, SWOT analysis also considers the market perspectives of evolution or limitations (Lindon et al., 2009).

It creates focus, delivers value (Ferrel & Hartline, 2012) and it shouldn't be classified as a summary, but a set of key points that let enterprises determine priorities.

**Marketing strategy formulation.** After the market framing is concluded, highlighting that this previously described task should be executed regularly given the

high chances of variability of the surrounding conditions, the second stage of the Internet marketing strategy process begins: formulating the marketing strategy, establishing goals, analyzing resources and planning a sequence of actions, always taking in consideration the own companies' particularities, such as targets, segmentation and positioning. This way, organizations can build tactical plans, concerning with specific market(s) segments and to focus their efforts in combining different elements of the strategy to create more attractive offers for customers (Ferrel & Hartline, 2012).

Starting with marketing goals and objectives, at the planning stage they should be generic rather than specific (Redant, 2014), as to provide a bigger picture - an overview of the path to follow. Marketing goals and objectives are defined as the expected outcomes resulting from the marketing plan and their major function is to provide direction for resource allocation decisions (Ferrel & Hartline, 2012).

This determination of the goals and objectives based on expected outcomes must coordinate with traditional marketing elements that can be reassigned to internet marketing, those being targeting, segmentation and positioning (Mohammed et al., 2003).

Respecting to the targeting, online marketing allows a deeper research on demographics and other customer's singularities, but the main target characteristics are outlined beforehand by the company (The Internet Marketing Academy, 2011).

The relation between the audience and the strategy goals frames the audience within the actions or campaigns the company has already implemented. To analyze if the target is familiar and fond with the brand and its products, and to understand who are the people that actually went through with the purchase process (Redant, 2014) involves the organization with its targets, creating a closer knowledge of who they really are.

12

On the sequence of the targeting subject the importance of segmentation arises, which divides a big audience and separates it by chosen subunits based on consumer's similar values, budget or other attributes (Mohammed et al., 2003), in order to act on the established segments in a more effective way (Lindon et al., 2009). This orientation around the enterprises aims and targets, instead of the digital strategy per se, is now a more standard practice (Redant, 2014). Firms choose the most attractive segments to their business, called target market selection (Mohammed et al., 2003) and build their strategy oriented to them.

Following the three generic Michal Porter strategies, only one is relevant for the present work: the differentiation strategy. This implies that companies invest on their brands and products, so they can be clearly distinguished from the competitors and give consumers a higher perception of the brand value (Eldring, 2009; Lindon et al., 2009).

Finally, before planning or implementing any kind of action, companies should analyze or establish a positioning, an appropriate value proposition for their targets (Chaffey, Ellis-Chadwick, Mayer, & Johnston, 2009), and make sure it's aligned with the consumers' perception (Mohammed et al., 2003). Faced with the big amount of diversity the market has to offer, the client simplifies and creates mental associations to a kind of summary label (Lindon et al., 2009).

**Designing the costumer experience.**

*Marketing Mix.* A different approach is made, adapting online conditions to the several mix elements.

Like in a traditional marketing standpoint, in which a marketing mix is currently composed by the seven elements: product, price, promotion, place, people, process and physical evidence (Chaffey, Ellis-Chadwick, Mayer, & Johnston, 2009), originally proposed by Booms and Bitner in 1981, internet marketing also carries its own mix.

Besides the four original Ps projected by Jerome McCarthy in 1960, the first cited above, two more elements can be added and digitally adapted, those being the community and the branding (Chaffey, Ellis-Chadwick, Mayer, & Johnston, 2009), both concepts being approached and defined further in this work.

*Digital products.* For the context of this work, for what it concerns to the product, the concept of digitalized goods will be focused. These are defined as any product that can be converted into digital information so it can be directly delivered to the costumer (Mohammed et al., 2003). In their range are encompassed not only software, but also every product that could be codified in a digital format or services that don't require a physical presence so they can be provided exclusively through the internet (Lindon et al., 2009).

On an analytic standpoint, companies should know what customers are doing with their products, finding some metrics that allow them to take conclusions. One example is the rate of consumption, also called usage rate (Ferrel & Hartline, 2012), and all the ensuing client online behaviors for what it respects to the brand can be reported.

*Place.* Due to the absence of a physical store, present on traditional marketing, organizations need to build platforms so they can deliver their products to their customers in an effective and efficient way. Usually this process is made through a website, accompanied or not by other online channels, pursuing the goal of easily get to consumers. Nowadays, it doesn't only become essential to apply this multi-channel marketing strategy (James & Durham, 2013), but also to play and use the right channels, at the right time (Pérez, 2014) through the construction of a strategic timeline that aims on engagement (Redant, 2014).

The human component that usually lacks on digital platforms and strategies can make the difference when communicating on the various channels, and the adopted channels are also an indicator of the companies' target(s) and of the language that should be used, highlighting the importance of personalizing channels (Aaker, 2009).

*Price.* Defining a price is a very complicated step of the mix. More than accounting for costs and simply covering them, it's necessary to understand the business or product target(s) and their perception owing to the brand. Determining value equity, brand equity and retention equity of the customers allows the organizations to estimate their clients engagement levels (Redant, 2014).

Specifically on internet marketing, companies need a lead generation strategy in order to boost purchases or to fulfill other types of goals. Most of the times, lead generation is actually not the problem, but companies can't design a proper experience of a purchase process and focus their efforts on users that are still not ready to engage (Marketo, 2009), failing in the lead nurturing phase. Lead nurturing is defined as the process of building quality relationships, regardless of the users' timing to buy

(Marketo, 2009), driving them through the different steps of the marketing funnel (Marketo, 2012) preparing them for an eventual buy.

The main segment focus of this buying process is highly emotional and very often associated with fear (Marketo, 2012), so the customer gives purchase decisions a deeper thought. Defining a lower or higher price will depend on what these targets are more concerned about: quality or budget.

So, the most secure option relies on building long-term relationships with customers, in a way they trust brands. Since 95% of users consult a website only to research (Marketo, 2009) it's important not to display the prices on the first page, but instead guide them until there're ready, creating relevance on that website visit. This process between the lead generation and the relationship management is known as demand generation (Marketo, 2012).

*Promotion.* Internet strategies involve a big part just dedicated to promotion. Not necessarily because this is a more important component than the others, but because it's the responsible element for all the direct contact between organizations and customers, compensating for the lack of a human physical relationship. Promotion is considered the creation stage, involving planning and designing campaigns based on previous analysis, developing key performance indicators per channel and establishing communication goals and expectations (Redant, 2014). Promotion is very often confused with advertising. Advertising is actually a form of promotion; according to the American Marketing Association it's defined as any paid form of non-personal presentation of ideas, goods or services by an identified sponsors (Bootwala, Lawrence, & Mali, 2007). For internet marketing, it means to find new ways to drive traffic or visitors to a website (The Internet Marketing Academy, 2011). Promotion on the other hand, also called

communication, is the all the dialogue between the potential customers and the organizations from the pre-selling stage, during the sell, and until the post-selling stage (Trehan & Trehan, 2010), covering some aspects excluded on the advertising definition, such as non-paid and personal communication. Besides advertising, the promotional mix strategy also includes publicity, public relations, sales promotion and it can still be considered some interactive internet marketing (Trehan & Trehan, 2010; The Internet Marketing Academy, 2011).

Referring to online advertising, this can be displayed in many forms, for example on banner ads, pay-per-click (PPC) ads or newsletter campaigns (The Internet Marketing Academy, 2011) and when it comes to digital strategies, the goal is for each campaign to lead to the next one (Redant, 2014; Pérez, 2014).

Communicating online means every choice that companies make will have in a certain way an impact on users. The own enterprise's website is considered a means of communication, an online tool for promotion, with  the potential to be recognized by the search engines if properly designed, oriented to the users' needs instead of the business interests, and to become a valuable asset for consumers (The Internet Marketing Academy, 2011).

Companies must consider their goals while building their website (The Internet Marketing Academy, 2011), and at the same time guide it to improve the customer experience, i.e. all the perceived and interpreted information by the user from the stimuli during the interaction (Mohammed et al., 2003). In order to correctly design this experience, there are some structured stages that work as guidelines. The first has to do with functionality, encompassing points as usability, speed, reliability and security; the next stage is focused on creating intimacy with the user through customization and consistency, providing exceptional value; and the last stage is called evangelism, where

companies concern with forming communities and other spaces where customers can express their opinions and feel esteemed (Mohammed et al., 2003).

To promote a website, product or service online there are some useful tools that can be used; not all of them will be explored on this literature, only the relevant for this work.

More than just own a website, it's important that the search engines know it exists and that it will be pertinent to the customer search, given that 75% of users never scroll past the first page of search results according to MarketShare (Pérez, 2014). The sub technique that allows companies to increase their presence on the web organically, through the use of keywords, is known as SEO, which stands for Search Engine Optimization and it belongs to a larger technique called Search Engine Marketing (SEM), that is referred to every form of improving the online presence, whether by paid advertisement or organically (The Internet Marketing Academy, 2011).

It should be pointed out that the concept of the keyword mentioned above refers to the search terms and their consequent variations that users type into search engines to find information of any kind (The Internet Marketing Academy, 2011) and it can be referent to just one word or to a small set of words, like a key phrase (Chaffey, Ellis-Chadwick, Mayer, & Johnston, 2009).

It's easy to understand how important SEO is, just by realizing that the majority of prospects start the purchase process with a Google search, 89% to be more accurate according to FleishmanHillard (Pérez, 2014).

SEO is also a two-way tool; it can be executed on the very website or on other websites, redirecting users to the company's website. This knowledge introduces on page SEO and off page SEO concepts.

On page is defined as the SEO used within a company's website, relying on keywords placed strategically on the content, in a way that sound natural, or page titles (The Internet Marketing Academy, 2011) and may be considered the most relevant type, since a MarketingSherpa study reveals that 70% of the links users click on are organic, not paid (Pérez, 2014).

Besides being spread through the content, keywords should appear in several places, tending to perform better on search engines: in a page's URL; in the pages' titles; in images' descriptions, replacing the image in case of some loading error occurs; in the different pages' Meta tags code for title, description and keywords; and also on links to other website pages or to different websites (The Internet Marketing Academy, 2011).

The advantage of optimizing a website through proper SEO strategies is clear, adapting it to Google's standards will display the business on the top results of the first pages (Lieb, 2012), and this will drastically increase the chances of attracting more customers online. For what it concerns to the business and the respective brand, Google ignores differentiation factors, it's only concerned with providing great user experiences through appropriate content (Pérez, 2014).

The incorporation of the keywords on the content presupposes a rich content, and this content is also a promotion tool and a rising theme among the marketing professionals. And so content marketing emerges, almost as a course, and is defined as an umbrella for the content creation whose goal is to influence the consumer's opinion (The Internet Marketing Academy, 2011). Content marketing aims to create relevant information to the customers and potentiate the power of the brand online, giving consumers a reason to trust the business and to spread the brand (Pérez, 2014). The technique assumes the increase and maintenance of the engagement with users (Redant,

2014) by understanding what users really want to read about, given their complexity (Pérez, 2014). This engagement management incites companies to prepare their strategy to provide fast responses (Redant, 2014), getting consumers involved with the business (James & Durham, 2013).

Whilst building a content marketing strategy, organizations must outline goals according to the different targets and choose analysis methods to keep control of the possible return so they can keep on adapting their strategies (Redant, 2014). The content shouldn't be too long, on the opposite, and above everything else, it has to be relevant and engaging (Marketo, 2012). Editorial-based, marketing-backed, behavior-driven, multimedia and targeted (The Internet Marketing Academy, 2011) are the main characteristics of a content that can be displayed in several formats (Jefferson & Tanton, 2013). The purpose for brands is to sell help, not only products or services (Pérez, 2014), making content a pull strategy (Lieb, 2012).

Content needs to be adapted to different situations and channels; the first contact with users should be focused in arousing interest so the connection has a continuation over time (Redant, 2014; Lieb, 2012), in this stage it's considered an educational type of content (Marketo, 2012). In a further stage, when customers are already looking for solutions for their problem, it's important to deliver them with an industry type of content, oriented to the business market specifications; and, when finally customers are engaged and active on the purchase cycle, is the right time to provide clients a company-focused type of content (Marketo, 2012). The illustration below shows schematically the inbound methodology of creating content by consuming stages:

Fig.1 – Hubspot's Inbound Methodology (Pérez, 2014)

Content marketing involves a lot of subcategories, and it's already considered so important that the market trends show that in 2014, 71% of the companies in United States will invest in people, technology and outsourcing just to capitalize their content development, justified by the study whereupon 85% of the inquired companies claims that content marketing has shown itself very useful on building brand awareness and it encouraged customers to progress across the funnel (Gerard, 2013).

Concluded the on page SEO theme, it's now time to explore the off page SEO topic, referred to SEO executed outside a company's website, on strategically chosen online channels (The Internet Marketing Academy, 2011), always aimed to the business, product or service target. This implies that companies identify in advance who are those with more influence on the targeted market (James & Durham, 2013) and pass their communication through their channels.

Some types of off page SEO are blog posts that involve the creation of an adjacent platform to the website where all the posted information intends to help the user somehow, decentralizing the focus on the company; commenting on forums or social media websites, which implements the idea of an active and strong position on

the market; link building, through links placed on other websites (The Internet Marketing Academy, 2011) like for example directories, press, blogs or social media; and creating newsletters or other email campaigns, to keep users updated and engaged (The Internet Marketing Academy, 2011). This last point regarding email campaigns, can and should be linked to the other types of off page SEO like blog posts, in order to reutilize content and to moderate the spent of resources (James & Durham, 2013).

Even whilst building an email campaign, there are several strategies that can be adopted, and it should be considered a process from the acquisition of customers to the campaign designing, based on funnel stages. Email campaigns are used as an engagement tool of direct marketing (Chaffey, Ellis-Chadwick, Mayer, & Johnston, 2009) and crucial details as the title and the type and layout of the content it will contain can only be defined after a few tryouts, once every target asks for different kinds of newsletters. Also, the user must have a way out of the email list, leading the company to adopt single opt-in or double opt-in strategies. A customer opting out of an email list can be a problem if the company isn't providing real value (Pérez, 2014), but this isn't the only reason why users choose to opt out and it shouldn't be faced as a tragedy, it should just be an alert sign, so organizations don't neglect their content. Created trustworthy relations, companies should keep true to their brand message (Redant, 2014).

*Branding.* When it comes to Internet Marketing, where very often businesses are exclusively online and there's no physical support, brands occupy a big role in customer actions, since the brand is the face of the company.

In 1998, Keller demarcated a brand as a set of mental associations and affects, acquired by the consumer through time from every interaction, which adds the perceived value of a product or service (Aaker, 2009; Lindon et al., 2009). Defining the

image of the brand means to understand all the tangible and intangible essentials that create singularity and that give the brand a sense (Lindon et al., 2009).

More than giving the business a name or stamping a mark in a few products or other elements of the organization, branding requires a corporate long-term involvement, a high level of resources and skills (Aaker, 2009) as it will influence all the activities and digital strategy, so this can be built based on the principles the brand stands for (Redant, 2014).

Building a strong and consistent brand over time works as the strongest pillar to continue to increase sales, and the way enterprises act on this process has suffered serious influences by digital means such as search engines or social media, giving an advantage to businesses that rapidly adopt these tools (Pérez, 2014).

In order to better choose their brand messages, it is very common for companies to analyze the market trends, which can be an even harder task when looking for differentiation to increase engagement and brand loyalty (Redant, 2014), but shouldn't devaluate the importance of identifying trends. Another evaluation point related to the brand and its message definition is competition (Ferrel & Hartline, 2012), that can't be ignored, especially when the adopted strategy is differentiation.

Branding can be summarized as an outcome of every marketing activities of the firm (Mohammed et al., 2003).


*Community.* Community is the remaining aspect of the internet marketing mix. It's concept in a virtual context  is disposed as groups of people who share common interests and needs using digital platforms, regardless of where they live (Chaffey, Ellis-Chadwick, Mayer, & Johnston, 2009). The need and importance of communities rely on

the fact that prospects invest each day more time researching on their own and value opinions and information given by their peers as a form of heuristics (Marketo, 2009).

Communities exhibit a big power among users, and, for enterprises, they deliver the opportunity of creating relationships with clients (Chaffey, Ellis-Chadwick, Mayer, & Johnston, 2009) because they're given the chance to discuss subjects of their interest and it prevails the feeling that theirs needs are being considered.

Organizations must take this opening to pursue potential long term relationships with customers rather than have a mere transactional vision (Ferrel & Hartline, 2012), and even though this is a very arduous process, relationship marketing provides value to both parts. According to APAP, the Portuguese Association of Advertising, Communication and Marketing, the term relationship marketing is referent to every form of publicity that, through customized, interactive and measurable actions, aims to establish permanent contact between a brand and a client in order to boost the brand evolution (Lindon et al., 2009). The descendant engagement from this special kind of communication can be triggered by a collective audience or an individual (Redant, 2014) and, in the last case, because there's a direct dialogue between the company and the consumer and a concern with a specific client, it's called marketing one-to-one (Lindon et al., 2009).

Relationship marketing principles are transferable both to B2B markets and to B2C ones (Ferrel & Hartline, 2012) and its emergence and support by new technologies came as an answer to more demanding customers in the two markets (Lindon et al., 2009).

To track different user moments on a company's digital platforms allows business to draw behaviors (James & Durham, 2013) and fit the behavior in the correspondent stage of the funnel, highlighting the difference between engagement and

direct selling (Redant, 2014). This tracking can be made in real time and allows the construction of databases with statistics relative to individuals, what is known as database marketing and better defined as a combination of strategic marketing, creative communication, data, technology and analysis techniques (Lindon et al., 2009).

The use of the word statistics above instead of information was intentional, once database marketing collects data and not information (Ferrel & Hartline, 2012). Online data collection requires interpretation, otherwise it does not provide weighted value for the company.

**Crafting a customer interface and designing the marketing program.**

*Analysis and control.* With new measuring mechanisms of online behavior evolving, reports and analysis are much more detailed. The real time interaction measurement on websites is only possible due to lines of code that need to be considered and added, preferably whilst crafting the website to create a notion of evolution.

Analysis and control is mandatory whether in online or offline strategies, being an active part of every marketing program. For what it concerns to digital, the evaluation of the adopted online strategy is essential to learn and build stronger and more effective future campaigns and contents (Redant, 2014).

Evaluation allows not only to afford internal lessons, where the information is derived by the campaign (Redant, 2014), assessing the effectiveness wherewith companies communicate online (Chaffey, Ellis-Chadwick, Mayer, & Johnston, 2009) based on some cultural assumptions of their customers (Redant, 2014), but also to collect some external lessons. These are related to the opportunities and constraints of engagement with the aimed targets across the strategy lifetime (Redant, 2014).

Focusing both client and financial metrics in a balanced way is what will provide a more accurate evaluation of the marketing program (Mohammed et al., 2003), and in order to do this it is essential to compare goals and results, to analyze unexpected outcomes and the customers evolution on the purchase funnel (Redant, 2014). A deeper examination to the collected data also influences future decisions, those being which markets to pursue, targeted customers acquisition methods and the consequent elaboration of CRM strategies (Mohammed et al., 2003).

On practical terms, the techniques that companies use to gather data and measure campaign performance is defined as web analytics (The Internet Marketing Academy, 2011) and it's effective to quantify behaviors, converting them into tangible concepts, like number of sales, downloads or generated leads (Redant, 2014). To start to create patterns from these online activities indicates to organizations how are they performing and converting users into clients (The Internet Marketing Academy, 2011).

Besides detail, web analytics also offers faster reports (The Internet Marketing Academy, 2011), maximizing the power of operational marketing.

Specifically about a website, traffic can be derived from several sources: it can be direct, by people who search precisely for it; it can be driven by referring URLs, through other websites that contain a link to the company's website; it can come from search engines like Google; or it can still be arising from email marketing campaigns (The Internet Marketing Academy, 2011).

Referring to a more financial oriented analysis on the campaigns, companies determinate ROI, return over investment, over the different campaigns and channels (Marketo, 2012) and estimate an average visitor value to know how much does the website converts in monetary numbers (Deiss, 2014).

This way, digital marketing is a big opportunity for companies to drive effectively and efficiently brand awareness and engage, while reducing costs (Redant, 2014) and adjust their contents and channels along the way by testing and re-testing all their actions (Pérez, 2014). Improve by learning can be considered the digital mantra.

## II – The Enterprise

**eRise**

  **Structure and Organization.** The internship took place at eRise, a Hungarian company founded in 2000 by Vilmos Schwarz, responsible for marketing and business development; Sandor Kromesch, in charge of technology and product development; and Peter Pazinczar, responsible for finances and administration. With a heterogeneous team, eRise is a small business with less than ten people that provides essentially technological services in the areas of mobile and web development and graphics.

  **Location and Contacts.** eRise is located in Budapest, Hungary, at Victor Hugo u. 11-15, and it can be contacted through the email info@erise.hu or through the phone number +36 1 239 0331. The company website is accessible on the link www.erise.hu.

  **Provided services.**

  *Mobile development.* The mobile development service came from the recognition of the growing market that are mobile devices in customers' daily lives and how the consequent experience is different from the desktop involvement. Within this service, eRise provides consulting and planning of prototypes, database, design and the user experience; as well as they are available to develop platforms to the different kind of devices on the different code languages, ensuring all the necessary testing.

  *Web development.* As for web development, eRise's solutions can be more or less complex, according to client needs and demands. The company is prepared to build websites on different code languages and for different operating systems and also for distinct goals, like a blog, forum, e-commerce or a simple institutional website, again, performing all the required tests. The same way it happens with the mobile development service, eRise has a consulting planning package.

***Graphics.*** The graphics service is mainly focused on design and visual communication on the various digital interfaces. Since brand identity elements to interaction ones, the company pledges to follow the client preferences and instructions.

Along all the available services, eRise assures various quality standards and maintains a direct relationship with all its clients, reporting to them daily if necessary in order to keep true to the previously defined deadlines.

**Portfolio.** After some years on the market, eRise owns a large, diversified and international portfolio on all the services it provides. Having worked on areas since health, automobiles, government, and several more with some known brands, the company already has a strong and reliable background that makes it possible for eRise to keep on growing and evolve.

**GetConversion**

GetConversion is a project within eRise and the target of the internship. It started on November, 2012 and it has a different domain from eRise's, being accessible on the link www.geconversion.com. The project is mainly focused on the creation of WordPress plugins that don't require coding experience and which are related with inbound marketing, namely with call-to-actions and subscription buttons and boxes.

The project motivation rise from the gathered experience from all the work done at eRise, allowing the company to have a better inside know-how about businesses and internet marketing and to feel the need to provide this valuable information to consumers. Focusing on a sort of neglected niche for what it concerns to technological, easy to use and yet customizable solutions, medium sized businesses, GetConversion

was designed to lead generation on the different stages of the purchase process where the user fits.

GetConversion defines its mission statement, its reason to exist (Ferrel & Hartline, 2012), as helping the website owners around the world with their online marketing strategies so they can easily deliver their values to visitors (GetConversion, 2012).

This way, the project defines its differentiation factors, focusing its efforts on providing an excellent support delivered directly by the technical team and on creating intuitive and clear panels for users to use and format their plugins. Besides, GetConversion created an online community where users can exchange ideas, leave opinions or even take part on future features and products through a roadmap.

**Products.** GetConversion has developed both free and premium products. Their main difference lies on the number of features that, on premium products, allow a deeper level of personalization and detail. Below follows a list and a short description of the available products until the moment:

- Free (GetConversion, 2012)
    - GC Message Bar – Call-to-action (CTA) plugin in the format of sticky header or sticky footer[1].
    - GC Message Box – CTA plugin that highlights a notification box inside the website content[2].
    - GC MailPoet Ex – Extension to the previous plugins that allows the insertion of a subscription MailPoet box on both plugins[3].
- Premium (GetConversion, 2014)

---

[1] http://getconversion.com/products/gc-message-bar/
[2] http://getconversion.com/products/gc-message-box/
[3] http://getconversion.com/products/gc-mailpoet-ex/

30

- o GC MailPoet Ex Pro - Extension to the first two free plugins that allows the insertion of a subscription MailPoet box on both plugins, with additional features[4].

- o GC MailChimp Ex Pro - Extension to the first two free plugins that allows the insertion of a subscription MailChimp box on both plugins, with additional features[5].

---

[4] http://getconversion.com/products/gc-mailchimp-ex-pro/
[5] http://getconversion.com/products/gc-mailpoet-ex-pro/

**III - Internship**

The arriving moment to eRise and the updating on the progress of GetConversion project was, in spite of what one might think, a decisive moment. The company faced the forthcoming of the intern as an opportunity to have an outside perspective of the brand and of all the work already carried out. Along with all the implemented methodologies, it was possible for the trainee to provide a clear analysis of her perception about the project while having an insider overview of the business. This analysis will be explored further in this work, in the proper context.

**Methodologies**

**Market analysis.** Since the project was already in progress upon the trainee's arrival, it only made sense to proceed to a market evaluation, in order to deeply know it and effectively guide all the following steps.

It was performed an analysis of internal and external situations, concerning to the environment, adopted segments and competitors, displayed on a SWOT analysis format. Products validation was obtained based on the WordPress statistics provided on the download product page and its reviews allowed GetConversion to ripen its positioning on the market through the identification of the most valued features by users.

***Target and segmentation.*** GC targets web developers or website managers of small-medium businesses with WordPress platforms, whether blogs or institutional websites. This target isn't necessarily a code master, but it understands the basic concepts and it is used to manage its online pages in an independent way since it usually has more than one website and it's a fan of technologies. If the segment is not responsible for the purchase, it usually influences superior persons on the hierarchy in

charge of the buying decision. The people in this target can also be aim of some financial and psychological pressure, since increasing the website traffic and performance with users is a sign of a job well done. Therefore, this target is very pragmatic and it looks for results.

Geographically, the target was defined as people from all around the globe. Even so, thanks to the use of the tool Google Analytics since the early days of GC existence, it was possible to refine this data for the major amount of downloads was coming from USA, influencing future details on the campaigns like for example the time zone. English speakers, their ages vary between 25 and 45 years old, and they look for affordable or free solutions that, somehow, can suit on their individual websites. With its portfolio of products, GC can provide this requisite on a mass scale, through an individualized segmentation approach.

*Positioning.* Determined due to the analysis of WordPress reviews on the download pages both GC and its competitors, it allowed to understand which are the most valued elements by users and how do users perception GC. It was concluded that in fact users perceive GC as an easy to use tool with a great customers support as it claims on every part of its communication, and that these are appreciated characteristics.

*SWOT analysis.* This was the first analysis just encompassing internal aspects as strengths and weaknesses, providing the outsider overview mentioned at the beginning of this chapter. The elaboration of these topics regarded to a brief WordPress analysis on statistics and reviews, and to the demonstrated relevance of the brand for users. The document, available in attachment[6], was mainly focused on facts that still required some work in order to keep on driving a well-planned digital strategy.

---

[6] See Atachment 1

*Competitors.* The search for competitors was executed mainly across WordPress plugins directory, once they're the ones focusing the same target as GC. It were considered all similar CTA plugins rated with four and five stars and more than 10000 downloads. A detailed list of these competitors can be viewed attached to this report[7].

Being hard to stand out in this environment, the competitive advantage lies on the fact the GC has already a large range of expertise on digital communication.

**Marketing strategy formulation.** Working as a strategy definition starter, the majority of this step was executed during the internship planning, with the alignment of eRise's needs to create a digital strategy and the valences of the trainee, being refined later after the previous market analysis. The current identified weaknesses showed that GC had a problem to drive its customers through the funnel, mainly performing one time contact with its users. This evaluation make possible to determinate which were the priority areas to act on, those being communication and customer relationships.

*Goals.* The initially established goals were directly oriented to the brand and its users. This way, the following generic goals were determined: the building of brand awareness; the increase of lead generation; and on this sequence, the creation of long term relationships. It's important to expand the brand awareness building goal and say in which way GC aims to do it: more than being known, GC wants to be acknowledge by its professionalism on development and by the effectiveness of its products, ambitioning a strong and trustworthy position on the market.

During and at the end of the internship, the efficiency of the adopted strategy, built to fulfill the pre-defined goals, will be measured through the variation of number

---

[7] See Attachment 2

of downloads on WordPress, number of visits and other interactions on GC website, and through the metrics of email campaigns.

*Resources.* As formerly mentioned, GetConversion is a startup, a project under eRise, therefore, with the exception of the trainee working the digital marketing sector, GC assets for what it concerns to human resources are the same as eRise's. Financially speaking, even with a profitable aim, as a startup GC has no budget and all the implemented actions must have this factor in account. All these limitations imply a slower growing plan, but at the same time allowing to better analyse the target behaviour and implement more necessary corrections.

*Sequence of actions.* Guiding the four months' work, it was indispensable to write down a calendar of general activities and steps. At the end of each stage, all the executed work was reviewed and evaluated regarding to deadlines and efficiency results based on the characteristics of each channel, attending the market data in order to reduce bias on the interpretation.

On generic terms, the first month was dedicated to understanding the situation, the market, to getting to know GC and all the work already implemented; April, the second month focused on the website and WordPress platforms and their optimization; followed by the beginning of a more serious work on communication through several channels on the third month; and concluding the fourth month with the continuation of these communication strategies and the approach to the Software as a Service (SaaS) theme. A detailed plan can be visualized in attachment[8].

**Designing costumer experience.** The customer experience has to do with the contact the users have with the brand and it can't be considered across only one channel. It was already referred on this work's literature review the importance to companies to

---

[8] See Attachment 3

adopt multi-channel strategies in order to improve customer experience and build stronger relationships with their customers on the several phases of their interactions with the company.

*Place.* For CG, this multi-channel strategy is spread through the website, which encompasses a community as a sub channel; through the WordPress plugins directory; and through direct marketing as email campaigns. Initially without email campaigns, it was verified that consumers wouldn't advance in the customer's funnel, because there was no active communication on GC's behalf in order to engage and boost the purchase of other products.

This way, these channels must be optimized to the users' needs and ready to answer in advance to their requests, guiding them across the funnel and encouraging the share element. This optimization will be further approached on this report.

*Price.* The main role the trainee had on the pricing element of the mix strategy was on the design of the purchase process on the website for the launch of the premium products. The change of paradigms and the emergence of some new characteristics on the buying process led to a revision of the standardized methodologies. This task involved a first analysis on the competitors and on their own purchase process. After realizing some gaps on their process, it was possible to point some missing fundamentals oriented to the current market needs and conditions. One of these is the share element, essential to provide the word-of mouth effect among the client community. More than simply being there, the share element must appear to the customer at the right time, in order to boost the positive action instead of being ignored. It was determined that it should appear after the purchase and the correspondent installation, when the client has already tried the product and has a satisfaction sense.

For what it concerns to the products display, it was adopted a model where the first product is the most expensive one, attempting to increase its chances of being bought on the detriment of the cheapest one (Wiebbe, 2013).

The process is only concluded when all the required information is properly fulfilled, so the information that has interest for the buyer is placed first and only then comes the information essential to the company.

**Crafting the interface.** At the moment of the arrival of the intern to the project, GC was already on the move, so this task emerged as an intermediate analysis and the consequent implementation of some correction measures on the website or on the WordPress platform, the main selling spots for GC products.

The website analysis was performed across all pages and as part of the outsider overview that the trainee brought to the company and allowed to identify the following points:

- Some grammar mistakes, justifiable because the website is written in English and the mother language of the GC team is Hungarian;

- SEO gaps for what it concerns to keywords on Meta tags and to the use of these keywords on the content;

- On the community, the active participation on the roadmap was consistent with the number of reviews on WordPress;

- Products communication was focused on their features instead of their benefits for the user;

- On some points or pages, communication wasn't speaking directly to the individual consumer, but for the target in general, reinforcing the need for some harmony on the used language;

- Location and color of some of the website CTA buttons should be reviewed in order to boost determined action.

Referring to WordPress (WP), product pages allow plugin authors to include a detailed description of the product, as well as to guide the user through the installation steps. It provides daily reports of the number of downloads, and it permits reviews by the users, important both for the company and for other users. The first evaluation on WordPress was mainly oriented to its optimization on every field that could be filled by GC:

- Description content wasn't optimized for users' keyword research on WP plugins directory;

- Lack of links redirecting for other GC products;

- Even though bad reviews had feedback from GC, suggestive reviews didn't.

**Promotion.** This is a transversal element to all the others. It's hard, if not impossible to separate it and to think about it isolated of all the other marketing mix components. The adopted promotion strategy focused on SEO implementation both on GC website and WP plugins directory; on email marketing campaigns, involving all the content creation; and on the solidification of partnerships.

*WordPress Optimization.* A non-conventional off page SEO strategy, but that made every sense from a user point of view, as WP is the main channel for download GC products, it's usually where consumers have their first contact with the brand.

Even though WP search doesn't work the same way as Google's, Google Adwords Keywords Planner tool was a beginning to understand what kind of words were users searching for. Combined with used terms by the consumers themselves on GC and other competitors' products reviews and even on competitors' descriptions, it

could be prepared a list of potential keywords to use on WP page content[9] and therefore to improve WP relevance results. The keywords were chosen from a long list, based on their relevance for the plugin content and on their search popularity on Google Adwords Keywords Planner tool. Each plugin has its own set of keywords, properly included on the new created content by the trainee together with her supervisor.

Another way to improve the position on WP plugins directory is also to proceed to regular updates, being better ranked on the "Newest" filter, as suggested to the team.

On each description, to add a link to other GC plugins on WP plugins directory means using the same principle of on page SEO, building links to drive users from one page to another, strengths the power of those same pages and it keeps encouraging customers to know more of GC products, but is actually the use of links to the premium products available exclusively on GC website and links for other website pages such as Forum, Roadmap, Contacts or just the Home that makes this an off page SEO strategy.

Below are described the results of the implemented changes on March, 14th along the internship duration, in comparison with February, representative of the average numbers since the release until the stated date:

- GC Message Bar – The number of downloads increased 8% and the number of subscribers suffered from a 62% increase.

- GC Message Box – Both number of downloads and subscribers increased, 41% and 170% respectively.

- GC MailPoet EX – Only the number of downloads increased in 221.4%, not being reported any changes on the number of subscribers.

---

[9] See Attachment 4

At total, it was registered a 20.8% growth on the number of downloaded plugins and a positive variation of 65.8% for the number of subscribers, which classifies the results as very satisfactory[10].

About the impact that the implemented measures had on GetConversion website, it was impossible to quantify, since the website hadn't gone public yet.

*GetConversion website optimization.* Contrary to the previous SEO task, this was an on page SEO strategy, that aimed to optimize the website on the search engines with techniques used inside the very website, boosting the chances of prospective customers to find GC solutions. This task was executed before the website launch in four steps: the first with the keyword search, made together with the keyword search for WP; the adaptation of the current content to a new one that encompassed the selected keywords; the typing of Meta tags and Alt tags that included the keywords and obeyed to the good SEO practices; and the analysis of broken on nonexistent links connecting all pages.

- The keyword search was performed using the Google Adwords Keywords Planner. Besides delivering the search volumes of a set of typed keywords chosen by the user, it also provides new ideas for other related keywords, being a very useful tool. Its use allowed us to create a list of 10 keywords for each page[11], the recommended amount from SEO good practices. These keywords were selected not only according to the search volumes, but also to the considered relevance they had to the website in order to match consumer expectations when visiting GC pages. It was critical to know the target very well and to understand they're searching for quick, not expensive and easy to use solutions and results.

---

[10] See Attachment 5
[11] See Attachment 6

- The content creation based on the previous keyword establishment was also performed with new focuses. All the executed analysis of the market, the target and its motivations and characteristics brought to GC team a fresh new look on what their new goals should be. Concentrating efforts now on engagement more than just relying on luck on the downloaded number of products, GC invested on the creation of content that communicated their true will to help their customers. The creation of this content was a task of the trainee's responsibility, again, with the collaboration of her supervisor. Guided to a more emotional and beneficial strategy, the main message appealed to GC customers' needs, instead of GC features. A new value proposition was created, communicating how GC users could increase their own results and conversion rates on their websites through simple details as a call-to-action.

Not every word of the already existing content was changed nor its layout; the main changes included reorganizing text to include the keywords and changing descriptive feature sentences to benefit ones.

- Meta tags are a very important part of on page SEO. After keywords are settled it was proceeded to the writing of the Meta tags description and title, and to the alt tags of every image on the website. All the Meta tags respected the standard recommendations of SEO on what it concerns to size, inclusion of keywords, uppercase letters, differentiation on every pages and consistency with the page content. Even so, the Meta tag keywords wasn't fulfilled, hindering the precision of the obtained results.

Also, SEO is a long term tool, with the results improving slowly over time, accompanying the increase of website visitors. Page rank grows as Google spider webs can properly read the website and it figures out that the website is indeed relevant for customers by its content. Four months after the internship conclusion, GC website still doesn't present a page rank. Still, Alexa.com data showed that 17.4% of users are

currently coming from search engines, percentage that increased over 74% since the on page SEO implementations[12].

Unfortunately, there wasn't much time during the internship to explore more SEO functionalities and analysis tools, some of them that required a higher page rank to provide more detailed information.

- On page link building also helps to strengthen up the website. In order to verify if all the internal links were working correctly, the Link Checker tool from W3C website was used, which found 6 easily fixable errors, later reported to the GC team[13].

On a more generic analysis, it's not possible to compare Google Analytics data like the number of visitors on the website since the GC website was only released on April, after all the previous techniques being implemented.

*Banners.* Displayed on the top part of the product dashboard interface on WP, banners intended to guide users whether into other products, advertising benefits and promotions, whether into the GC community, aiming essentially on engaging with customers by anticipating needs and encouraging them to actively participate on the forums. With short sentences, a strong call-to-action and the brand logo, the main intention was for this banner to be consistent with the next step that made sense for the client according to his or hers current product.

The measuring of the banners' results was also made resorting to Google Analytics, and its efficiency has always showed a pattern on the consumers' behavior. With a conversion rate for purchase premium products as GC MailPoet EX PRO of 5.25% along the four months of internship, the value is considered very positive when faced with the average market value of the conversion rates of banners that stands approximately between 2% and 5%.

---

[12] See Attachment 7
[13] See Attachment 7

*Email marketing campaigns.* When building the email marketing campaigns, some goals and lines of action were defined. To generate engagement with customers, creating trustworthy relationships and getting them to buy, were the main goals but, because every company and consequently every target is different, email marketing doesn't have generalized tools that don't require testing. From the beginning of the planning for email marketing campaigns it was settled that a series of newsletters were going to be made, all with different formats for what it concerns to the type of text and all the associated layout, different headlines and different content. All the tests allowed for a better understanding of the target: to which kind of content do they respond more positively and which layout do they prefer. This series of emails had a second goal implied: indoctrination, by sensibly teaching users who is GC and what its values of professionalism and of close relationships with its customers are. Also these email marketing campaigns were going to allow a reengagement with clients whose communication was cut immediately after the plugins download and installation, as previously mentioned.

This way, it was sent a questionnaire email plus a series of four emails promoting the products and offering discount coupons as an attraction to, until the moment, disengaged consumers, during one and a half month. For this task the MailChimp newsletters sending tool was used, which has a pricing program adapted to startups, allowing them to send 12000 emails per month for databases until 2000 subscribers for free. The solution not only provides detailed reports on the campaigns, as opening and clicking rates; location information on the top countries where the email was opened; links clicked on the email; but it also enables its users to search for better headlines and sending hours based on their internal statistics of the market, and to compare the mentioned report results with the industry average values.

During the elaboration of every campaign, there were several points that required testing, as noted before, therefore they needed to be planned in advance in order to cover all the elements, and there were others that were defined as mandatory. The email signature, always coherent and made by a GC team member, personalizing the email and raising credibility; a formal yet direct and simple kind of language; the most important words of the text bolded; and an opt-out option, were the fixed elements of the newsletter. On the other hand, the text format, whether as plain text or including html coding or images; the headline and the sending hour and day of the week were the variable components on each campaign.

The email campaigns were sent by Albany, USA time zone, in accordance to Google Analytics data referring this as the geographic location that drives more traffic to the website and, since GC has two databases, one for subscribers and one for customers, the campaigns were targeted to the subscribers' database, those being the ones who fitted the campaign goals.

Also relevant for the results analysis is the development industry average of open rates that lies on 18.3%, and also of number of clicks that is 2.5%.

- Campaign number 1 – Survey: Social Proof[14]

The goal of this campaign was for GC to have the chance to reconnect with its users and find out their level of satisfaction with its products. With the information obtained on the questionnaire results, further available, GC wanted to build study cases in order to strengthen its communications with real statistics about the effectiveness of its products, and so the email also publicized to users the possibility to appear on GC's website as a success story.

---

[14] See Attachment 8

The email subject was settled as "Complete the GetConversion Survey" and it was sent on an html format, with no images. It contained two main text links, one concerning to the survey placed in the middle of the page, and the other divided between the top of the email and also in the middle of the content. Sent on a Tuesday at 02:15 pm, the results were considered very positive, since the open rates were about 33.6%, 15.3% higher than the industry average, and the clicks rate was also superior, with 3.6%. Besides, it was reported a slightly peak of visitors on the website on the day of the campaign and a general average increase on the next few days.

- Campaign number 2 – MailPoet EX PRO release 1[15].

The second campaign was the head starter of the series of emails concerning the GC products promotion. Its main goal was announcing the release of the new product, through bullet points focused on the benefits.

As subject, the email campaign kept on following MailChimp suggestions and used "[GetConversion] New Product Announcement". Maintaining the brand name on the title was a tip read on a blog and that was also up for testing. The email was sent as plain text with the same product link in the middle and at the end of the content, and also on a Tuesday, but this time at 03:00 pm. Due to a lapse, the MailChimp open tracking tool was disabled and it was not possible to correctly take conclusions, but the campaign has resulted in one purchase. Again, a very slightly peak was shown on Google Analytics corresponding to an increase of visitors to GC website.

- Campaign number 3 – MailPoet EX PRO release 2.[16]

This newsletter's goal was to boost MailPoet EX PRO downloads, so it encompassed a discount coupon of 30%. Being a little bit shorter than the previous ones, this email introduced an image allusive to the discount itself. It had the title

---

[15] See Attachment 9
[16] See Attachment 10

"[GetConversion] Member Offer" and it was built on an html format in order to support the image. Containing the same text link both in the middle of the text and on the bottom, redirecting to the product page, it was sent on a Tuesday at 02:30 pm, it didn't performed better than the first one from a newsletter point of view, with a lower opening rate and a clicks rate below the industry's, but it still showed positive results, with an opening rate of 27.9%, evidencing the will of customers of keep on seeing GC news, and resulting on nine purchases this time. A positive impact on the number of website visitors on the surrounding days of the campaign was verified, largely superior to the number of clicks on the newsletter.

- Campaign number 4 – MailChimp EX PRO release

With the subject "[GetConversion] Breaking news update", the fourth campaign intended to announce the release of a new product, the MailChimp plugin extension for the GC Message Bar and GC Message Box. This was a more visual campaign, built on html, with the new features disposed graphically. The email was sent on a Wednesday, contrary to all the previous ones but still at an hour that was showing good results, 02:15 pm. With the same link on a banner, on the text and on a CTA button, the three presented a similar percentage of clicks, rounding the 30%. With an opening rate still higher than the industry average, the clicks rate decreased to 0.9%. Also the number of purchases regarding this campaign decreased to two. This value is justifiable once the information and value proposition on the content of this email is half repeated. Probably it indicates a low number of users that are interested on the MailChimp extension offer.

- Campaign number 5 – Early Bird expiration

The last campaign was the settling of a deadline for consumers to be able use the discount. Coming back to the simple html format from the first sent newsletter, this email had as subject "[GetConversion] Only 2 Days Left to Use Your Early Bird

Discount", it was sent on a Thursday at 02:00 pm. With text links in the middle and at the bottom of the content, this had the weakest performance of all the sent emails, with an open rate of 25.4%, still above the industry average value, but with a slightly increase on the clicks rate to 1.9%. Originating two more purchases, it was considered a positive campaign, and its results were also evident on the website number of visits.

- General overview[17]

On a more generic analysis, the series of campaigns were classified as very constructive and the results were considered very motivational, anticipating new campaigns.

The most relevant country was indeed USA, as expected from the pre-established target, with more that 50% of opening on every campaign. The other locations, although consistent as UK, Netherlands, Canada or France didn't present an even comparable percentage, rounding the 10% or less of opening rates.

From all the sent emails it was possible to conclude that the best hour to send a newsletter was between 02:30 pm and 03:30 pm, with other peaks happening usually around 11:00 pm, 02:00 am and 08:00 am. Even though some of these smaller peaks might seem strange, there are actually very coherent with the time zone of the countries on top three, on which there's five or six more hours.

The majority of clicks is happening on links, image or text, placed in the middle of the content and not at the bottom, as it should be expected, since it was supposed to occur after the customer reads the entire email. This may lead to an early conclusion that readers don't read the entire email, on the hypotheses of wanting to optimize their time and jump right away for what it's really relevant for them.

---

[17] See Attachment 13

For what it concerns to text emails or with the inclusion of images, the tests were inconclusive; even with text links performing somewhat better, the difference wasn't that significant.

Overall, since the beginning of the email marketing campaigns on April 15 until their end on May 29 the number of downloads and website visits performed much better than when there wasn't this kind of promotion. On this month and a half campaigns generated an increase of 87.7% on the number of downloads on WP plugins directory.

It must be reinforced that this high percentages are due to low numbers, in the hundreds and thousands, which gives the variation a bigger highlight.

With a total of 26 purchases from March to June, it's reliable to conclude that approximately 60% of the sales came from email marketing campaigns, giving the promotion technique a positive note.

*Partners.* Partners are also a big part of communication. An active relationship with partners was previewed on the strategy from the beginning, once they are one source of off page SEO and of trustful communication when inserting GC's name on their own websites. MailChimp.com was, from the start, the first and most easy company to approach as partner. The goal was the creation of a win-win relationship, where both companies would promote each other. This goal was fulfilled and the proof of its success is evident on Google Analytics, whose highest value since April to June was when MailChimp, that has a much bigger market share, communicated on their own website the partnership with GetConversion[18].

*New product release.* Aiming the transition to a Software as a Service (SaaS) business model, the GC team created a new product called Test Before. Also oriented to

---

[18] See Attachment 13

the plugins' business, it works as a plugin tester regarding compatibility and functionalities, before an installation is needed. It had as main strategic goals:

- To work as a support product to financially start to create a budget to the core business as it was still too early at that stage to appeal to investors;

- To test the transition's acceptance from a fremium business model to a SaaS one;

- To correct and step by step implement new phases to this transformation;

- To create strong partnerships in exchange of promotion, and that on a long term they can work as anchor companies to the business.

Test Before adopts symbolic and psychological prices so the user finds value on buying the most expensive one and intend to work with premium GC products and communication strategies in order to provide real financial return.

On quantifiable goals, it was established the following:

- Number of installations: 100 on one month, in order to test the idea acceptance;

- Number of partners: 10 partners with products on the market that have between 30000 and 50000 downloads, so the acceptance of the partners can also be tested;

- Paid installations: 5%, in order to test the purchase process and the price;

- Test the virality of the product.

Changing GC's business model into a SaaS means an opportunity to invest on long-term customer relationships and build other products and packages, B2B oriented, approaching new markets, preventing their copy. Obviously these changes require some time and strategy and their implementation didn't coincide with the trainee's time on the company, but it was positive to better learn the process of change and what it implies.

49

***Analysis and Control.*** After all the previously mentioned and approached analysis platforms, like WordPress, Google Analytics and MailChimp dashboard, that allowed to better know the target, its behaviors and characteristics, there were still some remaining doubts, focused essentially on the behaviors' justifications.

*Survey.* Assuming the reasons behind the user's recurring opt-out from GC database, on average 21 unsubscribed emails on each campaign[19], were because customers stopped using GC products, it seemed essential to understand why this was happening and if there was a reason to worry. Besides, a satisfaction survey was an opportunity to GC introduce a stronger engagement and relationship elements to their communication. The goal was to collect positive data and to take advantage of the results to build real study cases and testimonials for GC's website. Anyway, all kind of feedback would be considered positive. Even though the email was sent to the complete GC database, only a minority of the inquired people answered to questionnaire, discrediting the possibility of any reliable results.

Opened answers on the other hand allowed to identify some flaws whether on the used language on the survey, that reflected GC's communication, and on the products itself. The GC team realized that the plugin was slowing the speed on some websites and it was able to fix it; it also realized that the concept of "conversion rates", used until the moment by GC wasn't really fitting to the users' perspective. GC considered conversion rates as clicks on the product button and the redirection for a new page chosen by the website owner, but GC customers perceive conversion rates as the action they are trying to promote, like for example a purchase, and not the simple

---

[19] See Attachment 14

redirection to the purchase page. The realization of this situation alerted the GC team to a bigger need to ponder their words on every action.

At the end it wasn't possible to create any study case or take reliable statistic conclusions about GC products' effectiveness, but the majority of responders actually showed the desire to be part of a case study and learned lessons left an open door on the creation of another future survey. Also because of the minor number of responders, all the ones who left their company's website were rewarded with personalized tips to keep on improving their results with their own customers, and the rest of responders also received a feedback email, appreciating their help, as the beginning of a closer relationship with customers.

*Google Analytics.* The tool was implemented during the website construction and it revealed itself to be very useful for the tracking of every action[20].

Overall, from May to June there was an increase of 17% on the number of page views, approximately 53% on the number of users 41% on the number of sessions. There are some decreases for what it concerns to the percentage of returning visitors, average session duration and number of pages per session that aren't considered concerning since the website didn't suffer from any update besides one more product, that, with the email marketing campaigns, redirects users to that specific page. The increase of the bounce rate to 33% is the most worrying value, but can also be justified by the email marketing campaigns.

It can be concluded that the behavior matched all the performed actions and there was not any surprising or unexpected value.

---

[20] See Attachment 16

**Conclusions**

On a conclusive note about all the performed work, the internship was considered a very positive and enthusiastic experience to the trainee. The opportunity to embrace the project was a professional and personal challenge and the short period of time was in fact too short. There was a desire to do more and to do better, implementing more actions and approaching other internet marketing fields that, due to the lack of time and financial resources had to be left out[21]. However, the growing path was evident for the trainee and her education as a digital marketer.

Being on a real experience, with real customers and data reinforced the previous assumption that internet marketing strategies must be reviewed and adapted to each singular business. To emphasize that, if this wasn't a limitation and every company applied these same strategies, differentiation would be lost. To deeply know customers and the surrounding market area is a mandatory step on every strategy, and it needs to exist a predisposition on the behalf of the company to listen to their clients.

With engagement present on every step of the way, on a society ever more characterized by technology, everything happens faster and the digital element has a great impact on the society's sustainability, bringing the Digital Marketing Master a new status of importance. From the trainee's point of view, this master provides the basic concepts of what digital is and what it has to offer, lacking on some courses a deeper and more practical experience. However, it was a great support to the performed work, with the internship as the ultimate piece of the whole experience.

Very often a big discrepancy exists on what's planned for an internship and the actual experience of the trainee so, when the intern's motivations and her will to learn meet the companies' opening to teach and to embrace the trainee's expertise, it can only

---

[21] See Attachment 17 – Sequence of Actions' Detour

be seen as a great experience, leaving the desire to repeat it, whether on a national or on an international environment.

## References

Aaker, D. A. (2009). *Managing Brand Equity.* New York: Simon & Schuster Inc.

Bootwala, S., Lawrence, M. D., & Mali, S. R. (2007). *Advertising and Sales Promotion.* India: Nirali Prakashan.

Chaffey, D., Ellis-Chadwick, F., Mayer, R., & Johnston, K. (2009). *Internet Marketing - Strategy, Implementation and Practice.* England: Pearson Educated Limited.

Deiss, R. (2014, March 13). How To Calculate Your Average Customer Value (And Why It Matters). Austin, Austin, Texas.

Doukidis, G., Mylonopoulos, N., & Pouloudi, N. (2004). *Social and Economic Transformation in the Digital Era.* USA: Idea Group Inc.

Eldring, J. (2009). *Porter's (1980) Generic Strategies, Performance and Risk - An Empirical Investigation with German Data.* Hamburg: Diplomica Verlag GmbH.

Ferrel, O. C., & Hartline, M. (2012). *Marketing Strategy.* United Kingdom: Cengage Learning.

Frade, J. (2014, Janeiro). Digital Media - Para onde vamos? Porto, Porto, Portugal: n.d.

Gerard, M. (2013). *Content Marketing Tactics 2014: Creation, Curation and Syndication .* Boston: Curata.

GetConversion (2012). *About GetConversion - Call To Action Wordpress Plugins and Extensions*. Retrieved from Delivering Your Values - Call To Action WordPress Plugins: http://getconversion.com/about/

GetConversion (2012). *Products - Call To Action Wordpress Plugins and Extensions*. Retrieved from Delivering Your Values - Call To Action WordPress Plugins: http://getconversion.com/products/

GetConversion (2014). *Premium Products - Call To Action WordPress Plugins and Extensions*. Retrieved from Delivering Your Values - Call To Action WordPress Plugins: http://getconversion.com/products/premium/

James, F., & Durham, H. (2013). *50 Shades of Digital Marketing*. Fresh Content.

Jefferson, S., & Tanton, S. (2013). *Valuable Content Marketing: How to Make Quality Content the Key to Your Business Success*. Great Britain: Kogan Page Limited.

Jefferson, S., & Tanton, S. (2013). *Valuable Content Marketing: How To Make Quality Content the Key to Your Business Success*. Great Britain: Kogan Page Limited.

Krishnayana, L. (2013, October 25). *Are You Making These 10 Common Google AdWords Mistakes?* Retrieved from The @KISSmetrics Marketing Blog: https://blog.kissmetrics.com/10-commons-adwords-mistakes/

Lieb, R. (2012). *Content Marketing: Think Like a Publisher - How to Use Content to Market Online and in Social Media*. U.S.A.: Que Publishing.

Lindon, D., Lendrevie, J., Rodrigues, V. J., Lévi, J., & Dionísio, P. (2009). *Mercator XXI - Teoria e Prática do Marketing*. Portugal: Dom Quixote.

Marketo (2009). *The Definitive Guide to Lead Nurturing - A Marketo Workbook*. USA: Marketo, Inc.

Marketo (2012). *Creating Content That Sells: Content Marketing for Demand Generation*. USA: Marketo, Inc.

Miller, J., Waldow, D., Rothman, D., & Roberson, C. (2013). *The Definitive Guide to Engaging Email Marketing*. Marketo.

Mohammed, R. A., Fisher, R. J., Jaworski, B. J., & Paddison, G. J. (2003). *Internet Marketing - Building Advantage in the Networked Economy*. Singapore: McGraw-Hill Companies, Inc.

Pérez, B. (2014). *The Ultimate Guide to Brand Relevance - Six Digital Marketing Strategies for Earning Brand Loyalty Online.* Nebraska: Ervin & Smith.

Redant (2014). *Planning and Managing Digital Strategy.* England & Wales: Creative Commons.

The Internet Marketing Academy. (2011). *Developing an Internet Marketing Strategy.* The Internet Marketing Academy.

Trehan, M., & Trehan, R. (2010). *Advertising and Sales Management.* India: VK Enterprises.

Wikipédia (n.d.). *Análise SWOT – Wikipédia, a enciclopédia livre*. Retrieved from Wikipédia, a enciclopédia livre: http://pt.wikipedia.org/wiki/Análise_SWOT

**Attachments**

**Attachment 1 – Strengths and Weaknesses**

**Internal Analysis.**

**STRENGTHS**

- GC's costumer support

- GC plugins are easy to set up

- Great level of customization (one of the most appreciated characteristics by the users)

- Possibility of measure and communicate the efficiency and effectiveness of this plugins

- The products actually represent value for users business

- Free products allow users to know and engage with the brand

**WEAKNESSES**

- Website isn't public

- Grammar errors in the website

- Community has a low level of engagement

- Downloads descent at each new release

- When users download a plugin and advance in the funnel, communication is lost

- Lack of competitors control

- Search results in WordPress plugins directory

**Attachment 2 – Competitors**

| Type | Name | Product URL | Note |
|---|---|---|---|
| SaaS | HelloBar | http://hellobar.com | Main competitor |
| Plugin | Viperbar | http://wordpress.org/extend/plugins/viperbar/ | Deprecated - 2 years |
| SaaS | NotifySnack | http://wordpress.org/extend/plugins/notifysnack/ | SaaS |
| Plugin | Quick Notice Bar | http://wordpress.org/extend/plugins/quick-notice/ | |
| Plugin | SeedProd | http://wordpress.org/extend/plugins/wordpress-notification-bar/ | Coming soon: the flagship product |
| Plugin | Ad-injection | http://wordpress.org/extend/plugins/ad-injection/ | Box competitor |
| SaaS | ManyContacts | https://www.manycontacts.com/ | |
| Plugin | Message Bar | http://wordpress.org/plugins/simple-bar/ | Identical to GC |
| Plugin | Wpfront | http://wordpress.org/plugins/wpfront-notification-bar/ | Identical to GC |
| Plugin | Fluid | http://wordpress.org/plugins/fluid-notification-bar/ | |
| Plugin | Notify bar | http://wordpress.org/plugins/notify-bar/ | Multi-line messages, minimal tool |
| Plugin | Attentin Grabber | http://wordpress.org/plugins/attention-grabber-hello-bar-alternative/ | Hello bar alternative |
| Plugin | Apollo bar | http://wordpress.org/plugins/apollo-bar/ | Hungarian plugin |
| Plugin | InfoBar | http://wordpress.org/plugins/infobar/ | |
| Plugin | Sticky Notification Bar | http://wordpress.org/plugins/sticky-notification-bar/ | |
| Plugin | Floating Footer | http://wordpress.org/plugins/webloggerz-wp-floating-footer-bar/ | Footer plugin |
| Plugin | Notification Bar | http://wordpress.org/plugins/notification-bar/ | |
| Plugin | Foobar Lite | http://wordpress.org/plugins/foobar-notifications-lite/ | |
| Plugin | Orbisius simple notice | http://wordpress.org/plugins/orbisius-simple-notice | Simple competitor from Bulgaria |
| Plugin | WP topbar | http://wordpress.org/plugins/wp-topbar/ | 43.000 downloads |
| Plugin | Easy heads up bar | http://wordpress.org/plugins/easy-heads-up-bar/ | |
| Plugin | PushUp | http://wordpress.org/plugins/pushup/ | Notification tool |

| | | | |
|---|---|---|---|
| Plugin | Announcement bar | http://wordpress.org/plugins/announcement-bar/ | |
| Plugin | WordPress Calls-to-Action | https://wordpress.org/plugins/cta/ | Similar to GC, but allowing several CTA solutions in the same plugin |
| Plugin | Magic Action Box | http://www.magicactionbox.com/ | Focused in opt-in-solutions |
| Plugin | Scroll Triggered Boxes | https://wordpress.org/plugins/scroll-triggered-boxes/ | Scroll focused |

**Attachment 3 – Planned Sequence of Actions**

| | March | April | May | June |
|---|---|---|---|---|
| **Preparation** | | | | |
| - Understanding the market | ■ | | | |
| - Internal evaluation (SW) | ■ | | | |
|    GC story | ■ | | | |
|    The product (s) | ■ | | | |
|    The brand | ■ | | | |
|    Customer relationship | ■ | | | |
| - The business development method | ■ | | | |
| **Dashboard** | | | | |
| - Key Metrics | ■ | | | |
| **Website** | | | | |
| - SEO | ■ | ■ | | |
| - Content optimization | | ■ | | |
| - Customer experience review | | ■ | | |
| - Communication | | ■ | | |
| **WordPress** | | | | |
| - Content optimization | | ■ | | |
| - Statistics review | | ■ | | |
| **Pricing** | | | | |
| - Purchase process | | | ■ | |
| - Plans communication | | | ■ | |
| **Communication** | | | | |
| - Questionnaire | | ■ | | |
| - Social media | | | ■ | ■ |
| - Email marketing | | | ■ | ■ |
| - Partnerships | | | | ■ |
| **SaaS** | | | | |
| - Understanding | | | | ■ |
| - Metrics | | | | ■ |
| - Advantages and disadvantages | | | | ■ |

**Attachment 4 – Keywords WP**

### GC Message Bar.

| Keyword | Popularity | Relevance (content) | Relevance (Tag) |
|---|---|---|---|
| sticky footer | 9.900 | High | Medium |
| sticky header | 1.600 | High | Medium |
| call to action | 22.200 | High | High |
| cta | 246.000 | High | High |
| conversion rate | 40.500 | High | Medium |
| notification bar | 1.900 | High | High |
| sticky bar | 1.900 | High | Medium |
| floating bar | 1.900 | High | Medium |

### GC Message Box.

| Keyword | Popularity | Relevance (content) | Relevance (Tag) |
|---|---|---|---|
| banner | 368.000 | High | High |
| message box | 3.600 | High | High |
| notification | 60.500 | High | Medium |
| cta | 246.000 | High | High |
| conversion rate | 40.500 | High | Low |
| call to action | 22.200 | High | High |
| call to action button | 1.300 | High | Medium |

### GC MailPoet EX.

| Keyword | Popularity | Relevance (content) | Relevance (Tag) |
|---|---|---|---|
| email subscription | 1.600 | High | High |
| emailing | 14.800 | High | High |
| subscribers | 6.600 | High | Low |
| subscription | 40.500 | High | High |
| email | 9.140.000 | High | High |
| email marketing | 135.000 | Medium | Medium |
| mailing  list | 33.100 | Medium | Low |
| newsletter | 165.000 | High | High |
| opt in | 12.100 | High | Medium |
| subscribe button | 4.400 | High | Low |
| lead generation | 27.100 | High | High |

**Attachment 5 – WP Downloads Number of Downloads**

**WP Downloads per day – GC Message bar.**
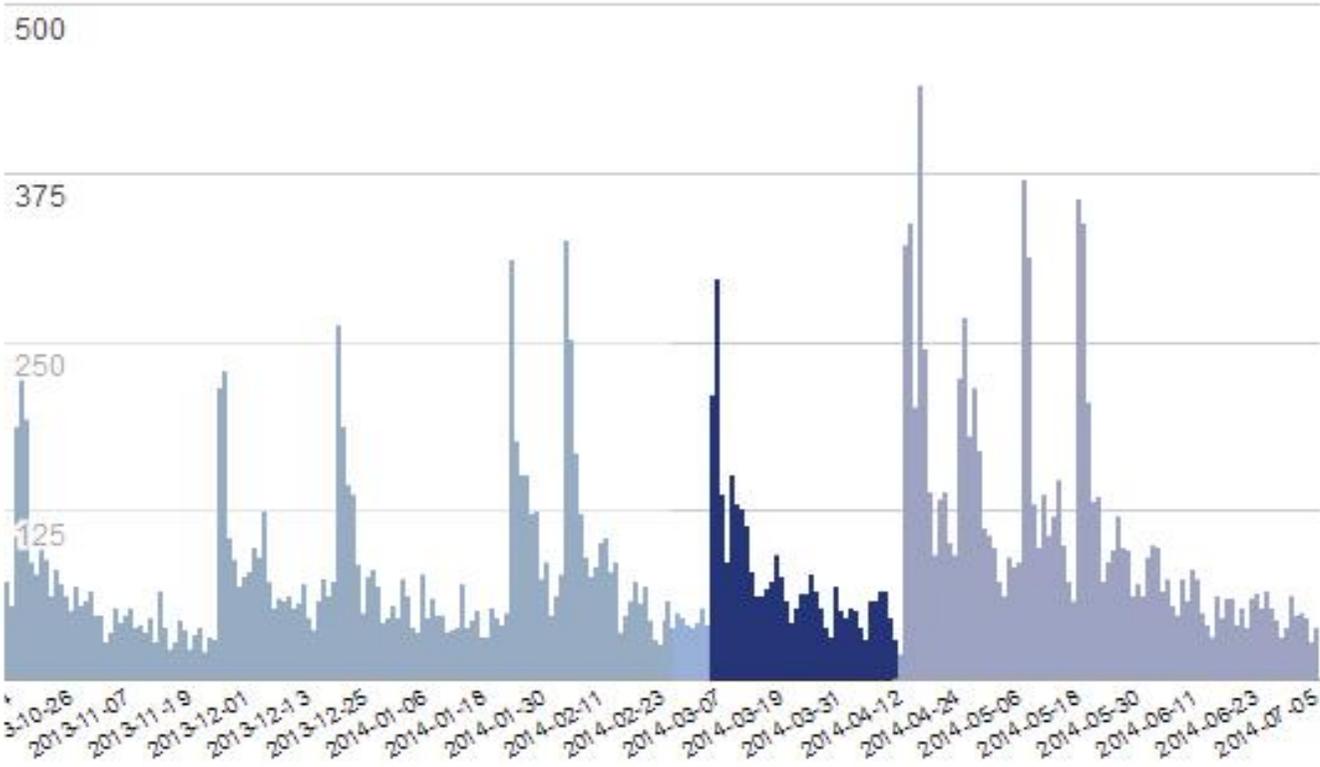


**February**

Number of Downloads: 2376

Number of Subscribers: 50

**March**

Number of Downloads: 2567

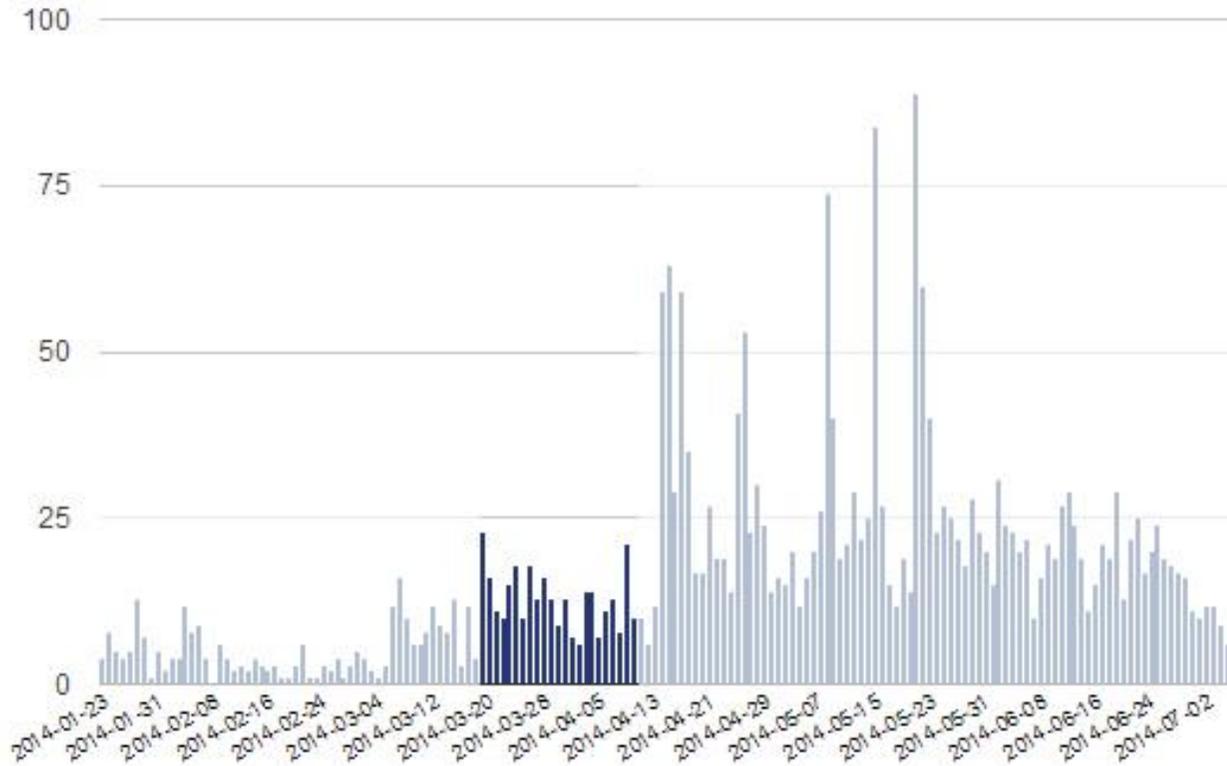Number of Subscribers: 81

**%Δ between February and March**

Number of Downloads: 8.0%

Number of Subscribers: 62.0%

$$\text{Percentage Variation } (\%\Delta) =$$
$$= \frac{\text{Final Value} - \text{Initial Value}}{\text{Inital Value}}$$

NOTE: The darker area is correspondent to the WP optimization period and to the following weeks.

**WP Downloads per day – GC Message Box.**
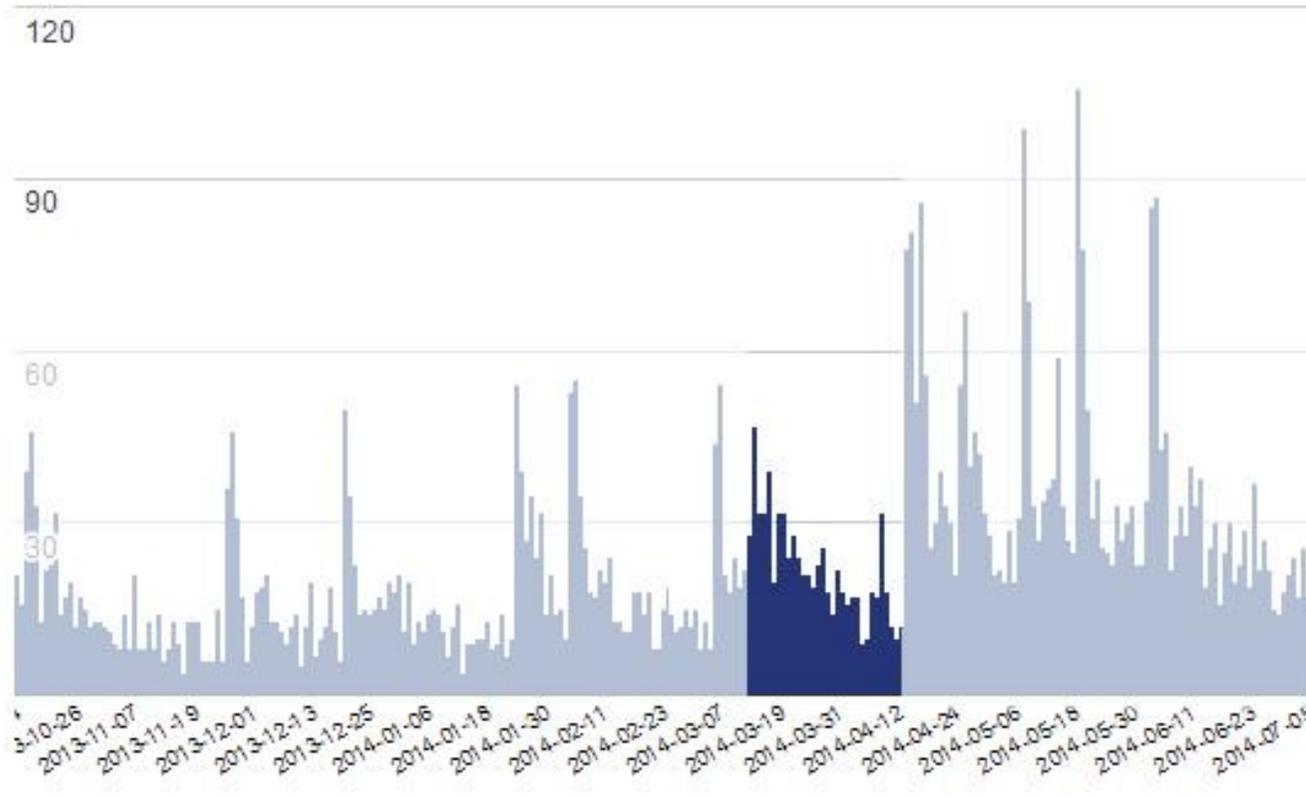


**February**

Number of Downloads: 527

Number of Subscribers: 10

**March**

Number of Downloads: 743

Number of Subscribers: 27

**%Δ between February and March**

Number of Downloads: 41.0%

Number of Subscribers: 170.0%

$$\text{Percentage Variation } (\%\Delta) = $$
$$= \frac{\text{Final Value} - \text{Initial Value}}{\text{Inital Value}}$$

NOTE: The darker area is correspondent to the WP optimization period and to the following weeks.

**WP Downloads per day – GC MailPoet EX.**



**February**

Number of Downloads: 98

Number of Subscribers: -

**March**

Number of Downloads: 315

Number of Subscribers: -

**%Δ between February and March**

Number of Downloads: 221.4%

Number of Subscribers: -

$$\text{Percentage Variation } (\%\Delta) =$$
$$= \frac{\text{Final Value} - \text{Initial Value}}{\text{Inital Value}}$$

NOTE: The darker area is correspondent to the WP optimization period and to the following weeks.

**Total Values.**

**February**

Number of Downloads: 3001

Number of Subscribers: 73

**March**

Number of Downloads: 3625

Number of Subscribers: 121

**%Δ between February and March**

Number of Downloads: 20.8%

Number of Subscribers: 65.8%

Percentage Variation (%Δ) =

$$= \frac{\text{Final Value} - \text{Initial Value}}{\text{Inital Value}}$$

**Attachment 6 – GC Website Keywords**

**Page: Home.**

| Keyword | Search Volume | Relevance |
| --- | --- | --- |
| wordpress | 2 740 000 | High |
| plugins | 246 000 | High |
| cta | 246 000 | High |
| online marketing | 74 000 | High |
| wordpress plugins | 74 000 | High |
| marketing strategy | 60 500 | Medium |
| conversion rates | 33 100 | Medium |
| call to action | 22 200 | High |
| website optimization | 9 900 | Medium |
| wordpress extensions | 1 000 | High |

**Page:Product/ GC Message Bar.**

| Keyword | Search Volume | Relevance |
| --- | --- | --- |
| cta | 246 000 | Very High |
| plugins | 246 000 | Very High |
| conversion rate | 40 500 | Very High |
| lead generation | 27 100 | Very High |
| call to action | 22 200 | High |
| sticky footer | 9 900 | Very High |
| website optimization | 9 900 | High |
| website banner | 3 600 | High |
| sticky bar | 1 900 | Very High |
| sticky header | 1 600 | Very High |

**Page: Product/ GC Message Box.**

| Keyword | Search Volume | Relevance |
| --- | --- | --- |
| plugins | 246 000 | Very High |
| cta | 246 000 | Very High |
| conversion rate | 40 500 | Very High |
| conversion rates | 33 100 | High |
| call to action | 22 200 | High |
| website optimization | 9 900 | High |
| message box | 3 600 | Very High |
| website optimizer | 3 600 | High |
| how to promote your business | 2 900 | High |
| plugins for wordpress | 1 000 | Very High |

**Page: Product/ GC MailPoet EX.**

| Keyword | Search Volume | Relevance |
| --- | ---: | --- |
| plugins | 246 000 | Very High |
| email marketing | 135 000 | Very High |
| conversion rates | 33 100 | High |
| lead generation | 27 100 | High |
| emailing | 14 800 | High |
| website optimizer | 6 600 | Very High |
| internet marketing for small business | 2 400 | Very High |
| wordpress newsletter plugin | 2 400 | Very High |
| plugins for wordpress | 1 000 | Very High |
| wordpress extensions | 1 000 | Very High |

**Page: About.**

| Keyword | Search Volume | Relevance |
| --- | ---: | --- |
| cta | 246000 | Very High |
| plugins | 246 000 | Very High |
| marketing strategies | 40 500 | Medium |
| conversion rates | 33 100 | Very High |
| website traffic | 27 100 | High |
| call to action | 22 200 | Very High |
| conversion optimization | 9 900 | Very High |
| best wordpress plugins | 6 600 | Very High |
| interactive marketing | 3 600 | High |
| internet marketing for small business | 2 400 | Very High |
| plugins for wordpress | 1 000 | Very High |

**Attachment 7 – On page SEO**



**Percentage of Visitors Coming from Search Engines.** The data above was collected on October, 8th, from http://www.alexa.com, showing the insufficiency of search traffic to provide more detailed information.

**Internal Links Analysis.**



The results above were originated by the Link Checker tool from W3C website.

**Attachment 8 – Campaign N. 1: Questionnaire: Social Proof**

**Email.**

Complete this 3 min survey and have the opportunity to appear on          View this email in your browser
GetConversion.com

Hi,

I would like to ask for your help. As you already know, your results are our success as well. So we built a **quick survey** wherewith you can have your word on the upcoming development.

Complete the survey please (it takes only **3 mins**) and tell us, what do you think about GetConversion?

**Conversion Effectiveness Survey**

I offer your business the **opportunity to appear on** GetConversion.com as an official success story. Click on the link to access the survey and give an honest review.

Thank you for your time in advance,

Vilmos
GetConversion Co-Founder

Sent on Tuesday, April 15, 2014 at 02:15 pm

**Top locations by opens, by MailChimp.**



As expected once the campaign was targeted to USA, the country appears on the first place.

**Email performance on the first 24 hours, by MailChimp.**
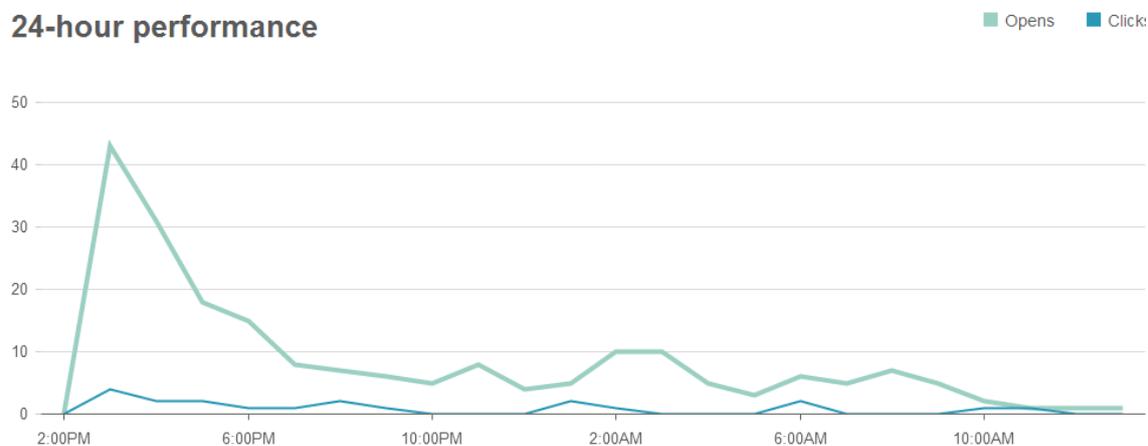


Peak hour: 02:30 pm

Other peaks: 11:00 pm; 02:00 am – 03:00 am; 08:00 am

**Links' clicks, by MailChimp.**

| URL | Total Clicks | | Unique Clicks | |
| --- | --- | --- | --- | --- |
| https://docs.google.com/forms/d/1ayZ3f4DMTlVNdh6eZUubvjzt-IEqTJnGDAqv8Mejlco/viewform | 33 | 66% | 29 | 64% |
| http://getconversion.com | 17 | 34% | 16 | 36% |

The links above correspond to the survey link and the GC website link, respectively.

Complete this 3 min survey and have the opportunity to appear on          View this email in your browser
G 4%

Hi,

I would like to ask for your help. As you already know, your results are our success as well. So we built a **quick survey** wherewith you can have your word on the upcoming development.

Complete the survey please (it takes only **3 mins**) and tell us, what do you think about GetConversion?

C 66% ctiveness Survey

I offer your business the **opportunity to appear on** G 28% m as an official success story. Click on the link to access the survey and give an honest review.

Thank you for your time in advance,

Vilmos
GetConversion Co-Founder

*Copyright © 2014 GetConversion, All rights reserved.*
You are receiving this email because you opted in at one of our websites

**Our mailing address is:**
GetConversion
Victor Hugo st. 11-15
Budapest, Budapest 1132
Hungary

Add us to your address book

unsubscribe from this list    update subscription preferences

*MailChimp*

Above it shows that the main clicks are happening on the link in the middle of text that concerns to the main subject of the email.

**GC Website Statistics, by Google Analytics.**



72
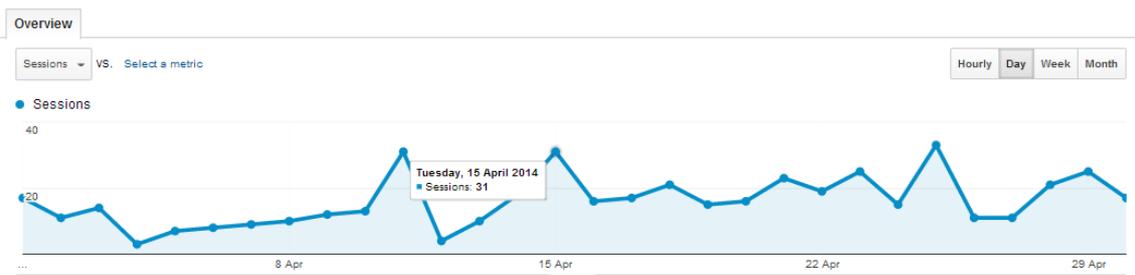
**Attachment 9 – Campaign N. 2: MailPoet EX PRO release 1.**

**Email.**

```
Hi,
First of all thank you for the lots of answers on our survey.
With your help we can build your favorite plugin each time better
and can build new tools for you to improve your conversion
processes.

Great news for the MailPoet users
Announcing the first step of this process: GC MailPoet EX PRO
released!
Check the link:

==> http://getconversion.com/products/gc-mailpoet-ex-pro/

How can GC MailPoet EX PRO help you?

      * Use First name, Last name field or both to personalize
your communication. Develop a direct relationship with your
customers, call them by their own name.

      * Compose your own success and error messages on your
language. Use your own words, be formal, humorous, funny or
whatever your audience prefers. Your relationship with your
customers starts here.

      * Get quick help via the priority support, your email will
be the first in our list. Your customers won't wait so you
shouldn't as well. Feel more comfortable and benefit from our
expertise.



Click the link below to find out more about the plugin:
==> http://getconversion.com/products/gc-mailpoet-ex-pro/


If you have any questions, just answer to this email.
I look forward to hearing from you,

Vilmos
GetConversion Co-Founder


===============================================
*|LIST:DESCRIPTION|*

Unsubscribe *|EMAIL|* from this list:
*|UNSUB|*

Our mailing address is:
*|LIST:ADDRESS|*
```

Sent on Tuesday, May 6, 2014 at 03:00 pm

On this campaign the open tracking tool was disabled, so it wasn't possible to take conclusions for what concerns to the opening data.

**Email performance on the first 24 hours.**
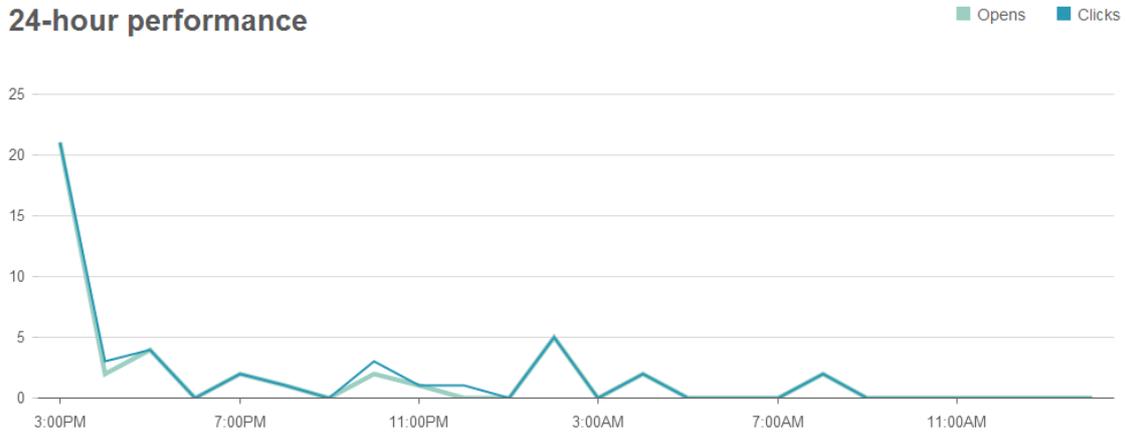


Peak hour: 03:00 pm

Other peaks: 10:00 pm; 02:00 am; 08:00 am

**GC Website Statistics, by Google Analytics.**

**Attachment 10 – Campaign N. 3: MailPoet EX PRO release 2.**

**Email.**

Get GC MailPoet EX PRO with **30% discount NOW**                    View this email in your browser

GC MailPoet EX **PRO**

The complete lead generation
tool for MailPoet

**30% DISCOUNT**

Subscribe to my first newsletter

Firstname

Email address

**Subscribe**

Hi,
Did you think that the great news were over?
I have to say, we have more!

Get GC MailPoet EX PRO with **30% discount NOW**, just click on the link below

GC MailPoet EX PRO - 30% discount

This offer is available until 31st of May, don't miss it.

Also you can benefit from the **improved performance** with the new CSS caching
solution. Select between the available methods like:

- **Cached (fastest)** - the CSS will be generated to a static file with your custom
  settings.
- **Dynamic** (slowest) - the CSS is based on a script, so it is built dynamically.
- **Inline** - the style with your settings will be generated in your website's HTML
  source. If you have special security settings and can't write into your Wordpress
  directory, this solution is for you.

Your website will be faster, your customers will be more satisfied.

The clock is ticking, so click and get the 30% discount now:

GC MailPoet EX PRO - 30% discount

Talk to you soon,

Vilmos
GetConversion Co-Founder

Copyright © 2014 GetConversion, All rights reserved.
You are receiving this email because you opted in at one of our websites

**Our mailing address is:**
GetConversion
Victor Hugo st. 11-15
Budapest, Budapest 1132
Hungary

Add us to your address book

unsubscribe from this list
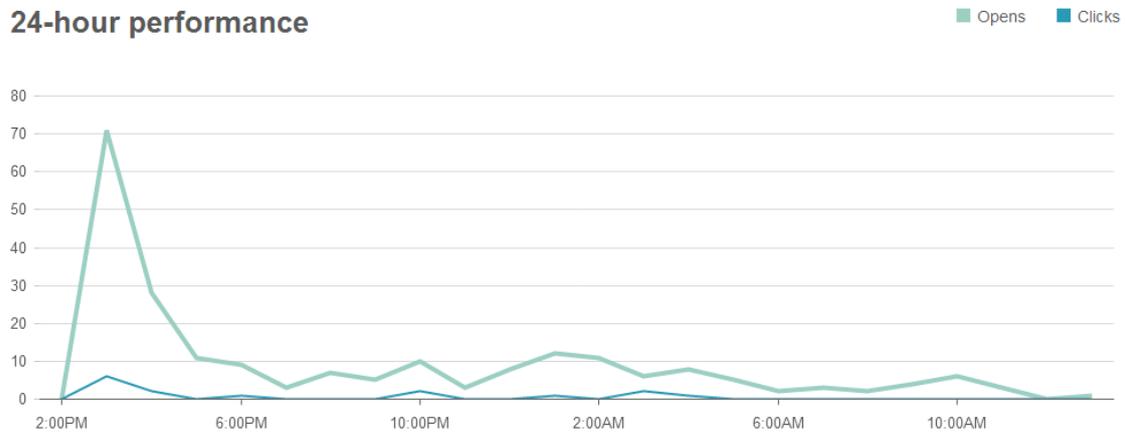
MailChimp

Sent on Tuesday, May 13, 2014 at 02:30 pm

**Top locations by opens.**

| | | |
|---|---|---|
| 🇺🇸 | USA | 229 52.5% |
| 🇳🇱 | Netherlands | 52 11.9% |
| 🇬🇧 | United Kingdom | 26 6.0% |
| 🇫🇷 | France | 21 4.8% |
| 🇨🇦 | Canada | 11 2.5% |

As expected once the campaign was targeted to USA, the country appears on the first place.
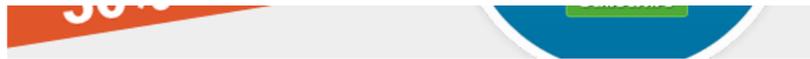
**Email performance on the first 24 hours.**



Peak hour: 02:30 pm

Other peaks: 10:00 pm; 01:00 am – 02:00 am; 10:00 am

**Links' clicks.**

| URL | Total Clicks | | Unique Clicks | |
|---|---|---|---|---|
| http://getconversion.com/products/gc-mailpoet-ex-pro/?coupon=EARLYBIRD | 25 | 100% | 22 | 100% |

The link above corresponds to the GC product GC MailPoet EX PRO link.

Hi,
Did you think that the great news were over?
I have to say, we have more!

Get GC MailPoet EX PRO with **30% discount NOW**, just click on the link below

G̲**⬚60%⬚**̲**̲PRO - 30% discount**

This offer is available until 31st of May, don't miss it.

Also you can benefit from the **improved performance** with the new CSS caching solution. Select between the available methods like:

- **Cached (fastest)** - the CSS will be generated to a static file with your custom settings.
- **Dynamic** (slowest) - the CSS is based on a script, so it is built dynamically.
- **Inline** - the style with your settings will be generated in your website's HTML source. If you have special security settings and can't write into your Wordpress directory, this solution is for you.

Your website will be faster, your customers will be more satisfied.

The clock is ticking, so click and get the 30% discount now:

G̲**⬚40%⬚**̲**̲PRO - 30% discount**

Above it shows that the main clicks are happening on the link in the middle of text, as it happens on the previous campaign.

**GC Website Statistics, by Google Analytics.**

## Attachment 11 – Campaign N. 4: MailChimp EX PRO release

### Email.

2 great news: a new feature and a new extension          View this email in your browser

Hi,

I have 2 great news for you, the first is a **new feature** on page filters on GC Message Box and GC Message Bar. The second one is especially for **MailChimp** users.

## Add a group of filtered URLs with only 1 line using the "Begin with" property
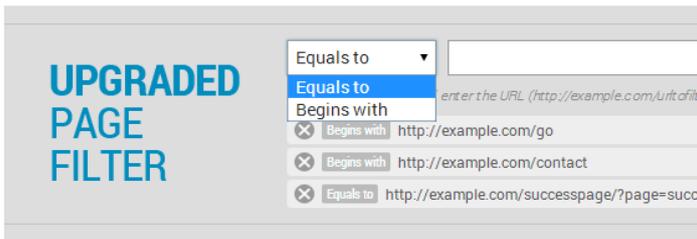


With the new release of GC Message Bar and GC Message Box you can use a more advanced filter for: Allow on specified pages / Deny on specified pages
Set for each URLs that it is "Equals to" or "Begins with" the entered path.

**Save your time and effort** on setting up the filter, and spend more on your message and engaging your customers.

## New extension for the MailChimp users



Lots of you asked us for other newsletter providers, so we've been working on a new extension (and more will come). Announcing GC MailChimp EX PRO, the **complete lead generation tool for MailChimp**. Enjoy the same benefits as GC MailPoet EX PRO.

Learn more by clicking on the link and get the **30% discount until 31st of May**.

**GC MailChimp EX PRO**

If you have any questions, just answer to this email.
I look forward to hearing from you,

Vilmos
GetConversion Co-Founder

Sent on Wednesday, May 21, 2014 at 02:15 pm

**Top locations by opens.**



As expected once the campaign was targeted to USA, the country appears on the first place.

**Email performance on the first 24 hours.**
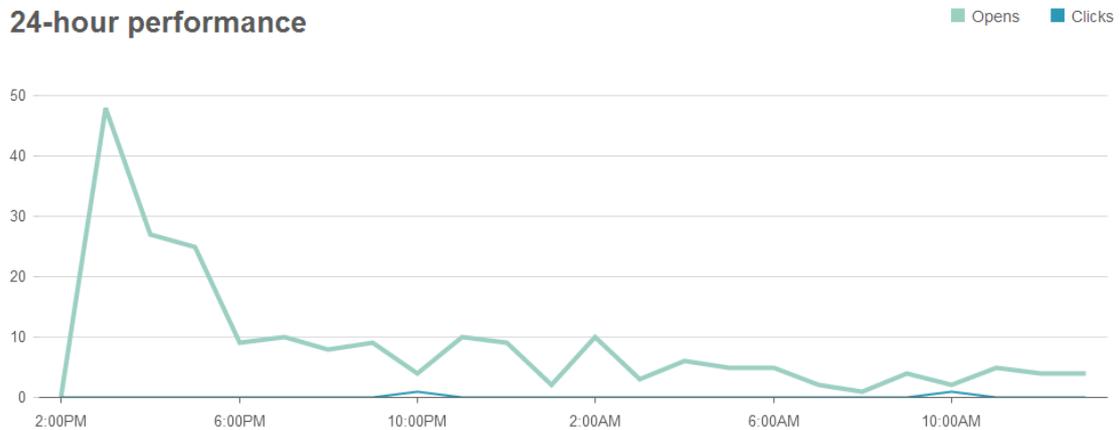


Peak hour: 02:30 pm

Other peaks: 11:00 pm; 02:00 am; 11:00 am

**Links' clicks.**

| URL | Total Clicks | | Unique Clicks | |
|-----|-----|-----|-----|-----|
| http://getconversion.com/products/gc-mailchimp-ex-pro/?coupon=EARLYBIRD | 19 | 100% | 11 | 100% |

The link above corresponds to the GC product GC MailPoet EX PRO link.

New extension for the MailChimp users

31.6%

Subscribe to my first newslett

GC MailChimp EX **PRO**

Firstname

COMPATIBLE WITH

Email address

MailChimp

Subscribe

EARLY BIRD COUPON **30% DISCOUNT**

Lots of you asked us for other newsletter providers, so we've been working on a new extension (and more will come). Announcing GC MailChimp EX PRO, the **complete lead generation tool for MailChimp**. Enjoy the same benefits as GC MailPoet EX PRO.

Learn more by clicking on the link and get the 3 36.8% il 31st of May.

G 31.6% EX PRO

Above it shows that the main clicks are happening on the link in the middle of text, which is also a text link. Faced to the close number of clicks among text links and images, it's premature to jump into conclusions of which works better.

**GC Website Statistics, by Google Analytics.**
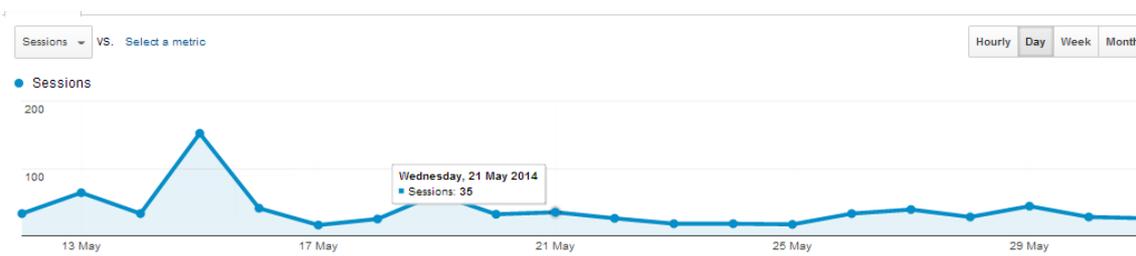
**Attachment 12 - Campaign N. 5 - Early Bird expiration**

    **Email.**

Your 30% Early Bird Offer Is Closing in 2 Days!        View this email in your browser

Hey,

The high interest about our **Early Bird Offer** has just been amazing so far and widely outperformed our expectations. Unfortunately it is time for us to **close down** on this special offer which will happen **in 2 days**, on this Saturday!

BUT you still have 2 days to get it...
Click one of the 2 links below NOW to take advantage of your **30% Early Bird Discount**:

Get It Here Now for MailPoet or
Get It Here Now for MailChimp

With one of these add-ons you can **make email subscription twice easier for your visitors** by adding a small subscription form directly into your GC Message Bar or GC Message Box.

This ultimately translates to more subscribers for you!  Better hurry though, as in 2 days this special offer is closing down and we'd hate to see you miss out on locking in such a ridiculously low price.

Just click one of the links below to take advantage of this bargain:

Get It Here Now for MailPoet or
Get It Here Now for MailChimp

Vilmos
GetConversion Co-Founder

Copyright © 2014 GetConversion, All rights reserved.
You are receiving this email because you opted in at one of our websites

**Our mailing address is:**
GetConversion
Victor Hugo st. 11-15
Budapest, Budapest 1132
Hungary

Add us to your address book

unsubscribe from this list

MailChimp

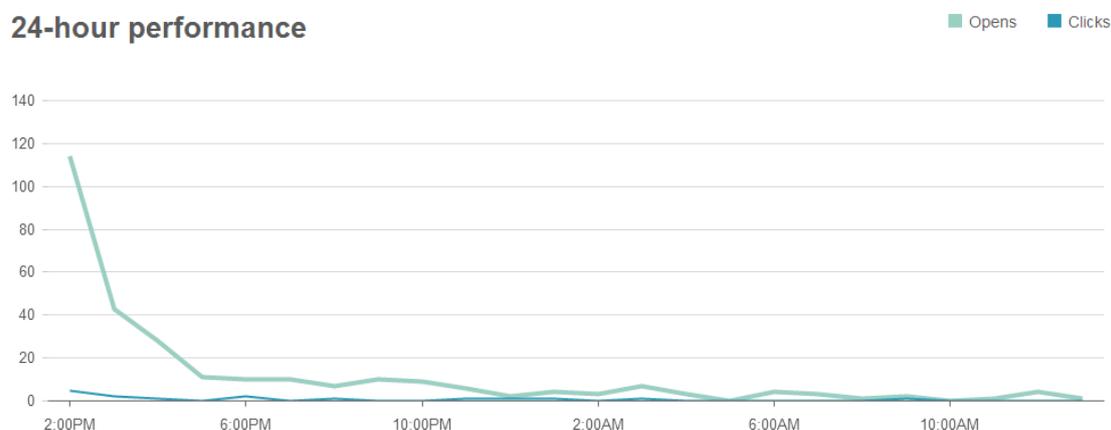Sent on Thursday, May 29, 2014 at 02:00 pm

**Top locations by opens.**

| | | |
|---|---|---|
| 🇺🇸 | USA | 261 68.1% |
| 🇬🇧 | United Kingdom | 18 4.7% |
| 🇨🇦 | Canada | 11 2.9% |
| 🇫🇷 | France | 10 2.6% |
| 🇪🇸 | Spain | 9 2.3% |

As expected once the campaign was targeted to USA, the country appears on the first place.

**Email performance on the first 24 hours.**



Peak hour: 02:00 pm

It doesn't show any more strong peaks.

**Links' clicks.**

| URL | Total Clicks | | Unique Clicks | |
|---|---|---|---|---|
| http://getconversion.com/products/gc-mailpoet-ex-pro/?coupon=EARLYBIRD | 15 | 58% | 14 | 56% |
| http://getconversion.com/products/gc-mailchimp-ex-pro/?coupon=EARLYBIRD | 11 | 42% | 11 | 44% |

The link above correspond to the GC products GC MailPoet EX PRO and GC MailChimp EX PRO links, respectively.

Your 30% Early Bird Offer Is Closing in 2 Days!                    View this email in your browser

Hey,

The high interest about our **Early Bird Offer** has just been amazing so far and widely outperformed our expectations. Unfortunately it is time for us to **close down** on this special offer which will happen **in 2 days**, on this Saturday!

BUT you still have 2 days to get it...
Click one of the 2 links below NOW to take advantage of your **30% Early Bird Discount**:

G [50%          ] for MailPoet or
G [42.3%        ] for MailChimp

With one of these add-ons you can **make email subscription twice easier for your visitors** by adding a small subscription form directly into your GC Message Bar or GC Message Box.

This ultimately translates to more subscribers for you! Better hurry though, as in 2 days this special offer is closing down and we'd hate to see you miss out on locking in such a ridiculously low price.

Just click one of the links below to take advantage of this bargain:

G [7.7%         ] for MailPoet or
G [0%           ] for MailChimp

Vilmos
GetConversion Co-Founder
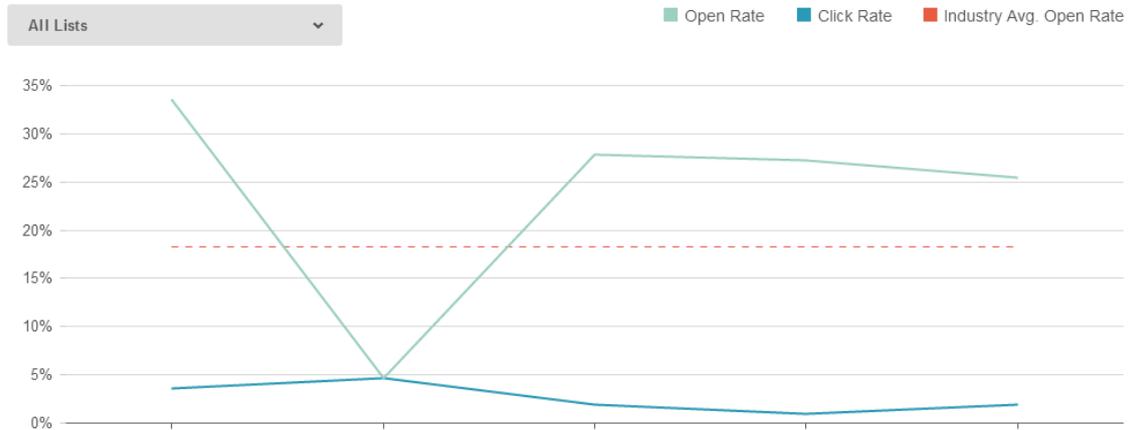
Above it shows that the main clicks are happening on the link in the middle of page, the same way it has been hapenning all along.

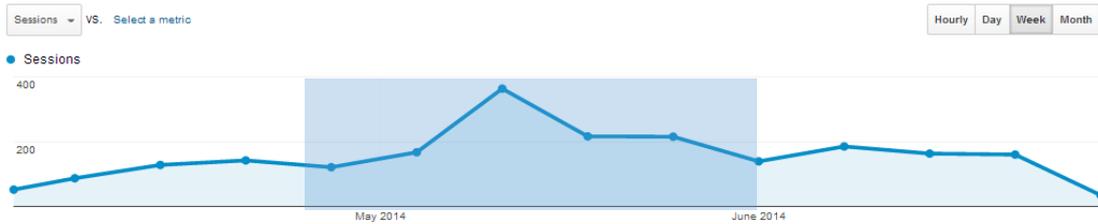**GC Website Statistics, by Google Analytics.**
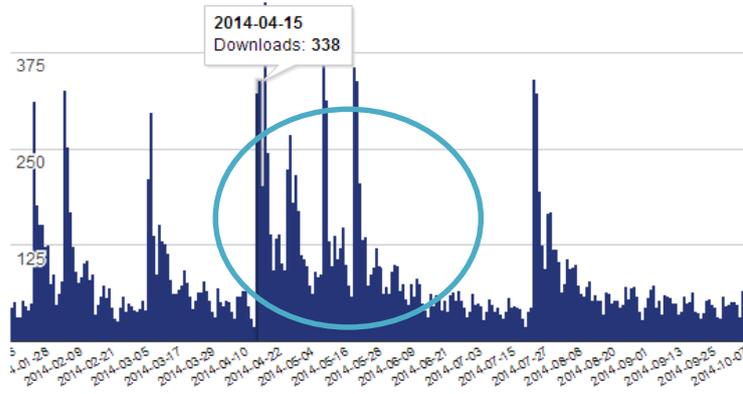
**Attachment 13 – Campaigns General Overview**



With the exception of the second campaign's open rate, it's possible to analyse a certain consistency along the time, but with a slightly decrease both on open and click rates.
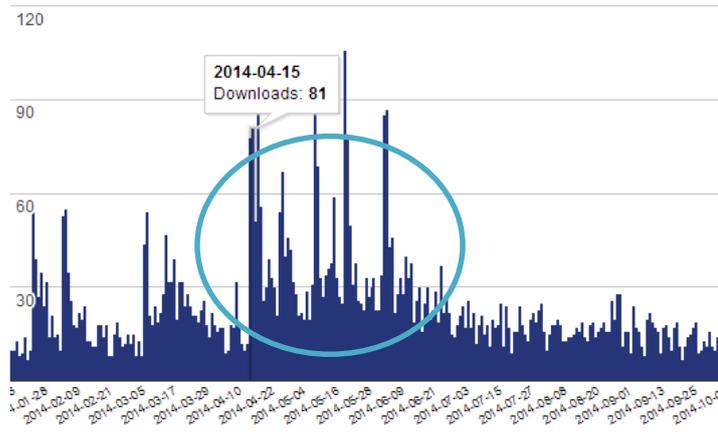
**GC Website visitors.**



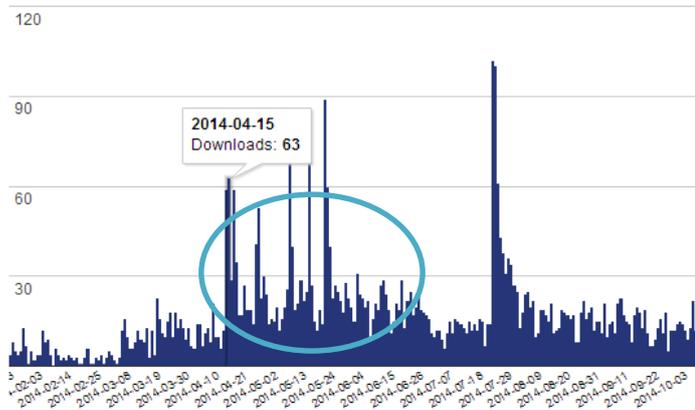The darker area indicates the period on which email marketing campaigns were performed.

**Plugins' Number of Downloads on WP.**



GC Message Bar, Message Box and MailPoet EX, respectively represented, have a peak on the day of the campaign and on next few weeks the general scenario also increases.

April 15 – May 29:

7246 downloads

March 1 – April 14; June:

3861 downloads

$\%\Delta = 87,7\%$

**Campaigns Results.**

| Campaign | Subscribers | Opens | Opens % | Industri Avg. | % Opens Variation | Clicks | Clicks % | Industry Avg. | % Clicks Variation | Bounced | Unsubscribed | Successful deliveries |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Questionnaire | 1128 | 368 | 33,6% | 18,3% | 15,3% | 39 | 3,6% | 2,5% | 1,1% | 32 | 31 | 97,2% |
| MailPoet EX PRO release 1. | 1173 | - | - | 18,3% | - | 53 | 4,6% | 2,5% | 2,1% | 24 | 20 | 98,0% |
| MailPoet EX PRO release 2. | 1174 | 321 | 27,9% | 18,3% | 9,6% | 22 | 1,9% | 2,5% | -0,6% | 23 | 26 | 98,0% |
| MailChimp EX PRO release | 1185 | 316 | 27,2% | 18,3% | 8,9% | 11 | 0,9% | 2,5% | -1,6% | 23 | 11 | 98,0% |
| Early Bird expiration | 1210 | 302 | 24,5% | 18,3% | 6,2% | 23 | 1,9% | 2,5% | -0,6% | 22 | 17 | 98,2% |
| Average values | 1174 | 326,75 | 28,3% | 18,3% | 10,0% | 29,6 | 2,6% | 2,5% | 0,1% | 24,8 | 21 | 97,9% |

**Attachment 14 – MailChimp Partnership**
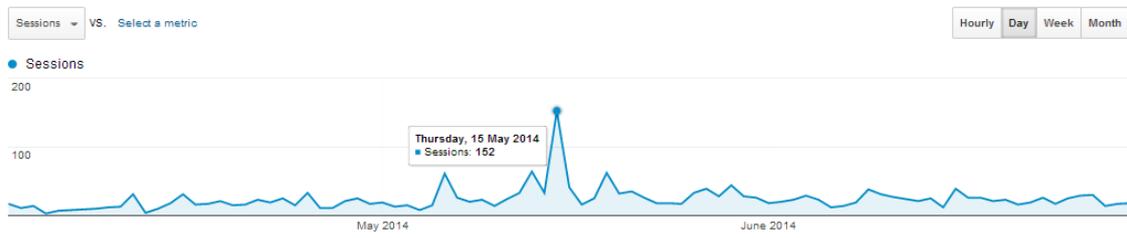


The graphic above was provided by Google Analytics, and the marked day corresponds to the date in which MailChimp published GC as a partner on their website, www.mailchimp.com.

**Attachment 15 – Questionaire: Social Proof**

      **Survey.**

## Conversion Effectiveness

Help us improving our products so we can help you better to improve your business too!

*Obrigatório

**Are you currently using GC plugins?** *
- ○ YES
- ○ No

## How are you using GC plugins?

**Which GC plugins are you using?** *
- ☐ GC Message Bar
- ☐ GC Message Box
- ☐ GC MailPoet EX

**How long are you using the GC plugins?** *
Consider the average value
- ○ Less than 1 month
- ○ 1-3 months
- ○ 4-6 months
- ○ 7-9 months
- ○ 10-12 months
- ○ 13+ months

**On how many websites are you using the GC plugins?** *
- ○ 1
- ○ 2-5
- ○ 5-25
- ○ 25+

**How long are you using the GC plugins?** *
Consider the average value
- ○ Less than 1 month
- ○ 1-3 months
- ○ 4-6 months
- ○ 7-9 months
- ○ 10-12 months
- ○ 13+ months

**On how many websites are you using the GC plugins?** *
- ○ 1
- ○ 2-5
- ○ 5-25
- ○ 25+

**How long do you have your website(s)?** *
Consider the average value
- ○ Less than 1 month
- ○ 1-6 months
- ○ 7-12 months
- ○ 1-3 years
- ○ 3+ years

# Are your GC plugins converting?

**How many average weekly conversions did you have BEFORE you start using GC plugins** *
Please enter the WEEKLY average value

[                    ]

**How many average weekly conversions did you have AFTER you start using GC plugins** *
Please enter the WEEKLY average value

[                    ]

**How long did it take to achieve this numbers?** *

○ Less than 1 week
○ 1-2 weeks
○ 3-4 weeks
○ 5-8 weeks
○ 8+ weeks
○ No changes

**How would you feel if you could no longer use GC plugins?** *

○ Very disappointed
○ Somewhat disappointed
○ Not disappointed
○ Not sure

# Become a success story

**Give a short review about GC plugins**

[                                        ]

**Your name**

[                    ]

**Your website**

[                    ]

**Your email address** *
The email address for which we can contact you

[                    ]

**Would you want to have the opportunity to appear on GetConversion.com as an official success story?** *

○ YES, I would like to have this opportunity
○ No

[ « Anterior ]  [ Continuar » ]

80% concluído

89

**Conversion Effectiveness**

Help us improving our products so we can help you better to improve your business too!

*Obrigatório

**Are you currently using GC plugins?** *

○ YES

○ No

## Ooooh NNOOOOOOOOOOOOOOOO!

**Please tell us why** *

[                    ]

The survey above was displayed when users answered "YES" to the first question "Are you currently using GC plugins?". This is justified by the fact that following quentions didn't apply to non-users. Bellow there's the questionnaire layout and content when customers answered "NO" to that same question.

**Results.**

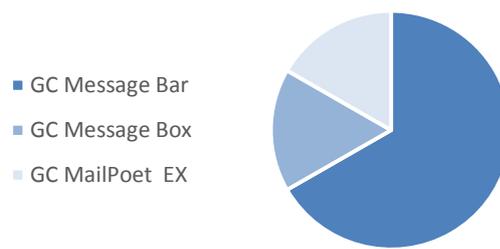Number of Total Responders: 10

Number of Clicks on the Link: 33

Bounce Rate: 69.7%

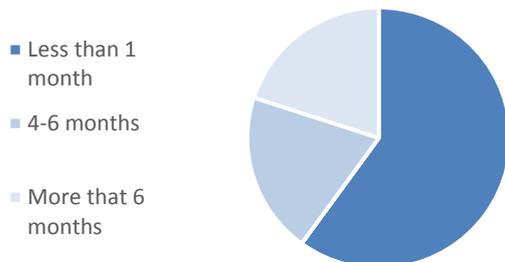The following graphics are merely ilustrative, not having any statistics significancy.
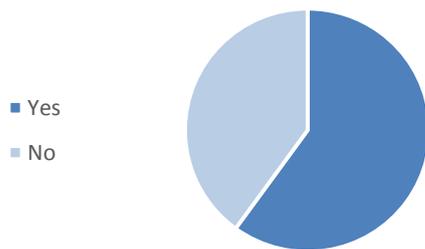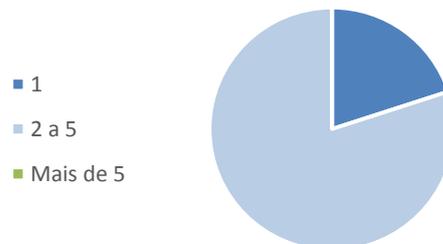
### Are you currently using GC plugins?

- Yes
- No

### Which GC plugins are you using?

- GC Message Bar
- GC Message Box
- GC MailPoet  EX

### How long are you using the GC plugins?

- Less than 1 month
- 4-6 months
- More that 6 months

### On how many websites are you using the GC plugins?
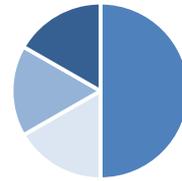
- 1
- 2 a 5
- Mais de 5

## How long do you have your website(s)?

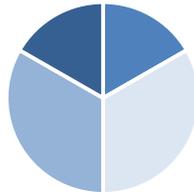- Less than 1 month
- 7-12 months
- 1-3 years
- 3+ years
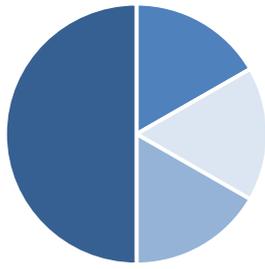
## How many average weekly conversions did you have BEFORE you start using GC plugins
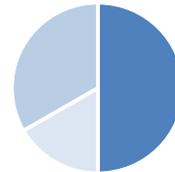
- 1
- 2
- 3
- 12

## How long did it take to achieve this numbers?

- No changes
- Less than 1 week
- 1-2 weeks

## How would you feel if you could no longer use GC plugins?

- Somewhat disappointed
- Not sure

**Attachment 16 – General analysis**

**Website traffic, by month, provided by  Google Analytics.**

| Period | Pageviews | Avg. Session Duration | Bounce Rate | Users | Sessions | Pages/Session | %New Sessions | %Returning visitors |
|---|---|---|---|---|---|---|---|---|
| April | 1 252 | 0:02:31 | 50,10% | 354 | 483 | 2,59 | 71,43% | 28,57% |
| May | 2 233 | 0:02:14 | 62,70% | 759 | 1 008 | 2,22 | 72,92% | 27,08% |
| June | 1 465 | 0:01:45 | 66.57% | 540 | 682 | 2,15 | 75,51% | 24,49% |
| Average | 1 650 | 0:02:10 | 56,40% | 551 | 724 | 2,32 | 73,29% | 26,71% |

**Website traffic variation along time.**

| Period | Pageviews | Avg. Session Duration | Bounce Rate | Users | Sessions | Pages/Session | %New Sessions | %Returning visitors |
|---|---|---|---|---|---|---|---|---|
| May - April | 981 | 0:00:17 | 12,6% | 405 | 525 | -0,37 | 1,49% | -1,49% |
| June - May | -768 | 0:00:29 | 3,9% | -219 | -326 | -0,07 | 2,59% | -2,59% |
| June - April | 213 | 0:00:46 | 16,5% | 186 | 199 | -0,44 | 4,08% | -4,08% |
| Average | 142 | 0:00:31 | 11,0% | 124 | 133 | -0,29 | 2,72% | -2,72% |
| Variation Rate | 17,01% | -30,46% | 32,87% | 52,54% | 41,20% | -16,99% | 5,71% | -14,28% |

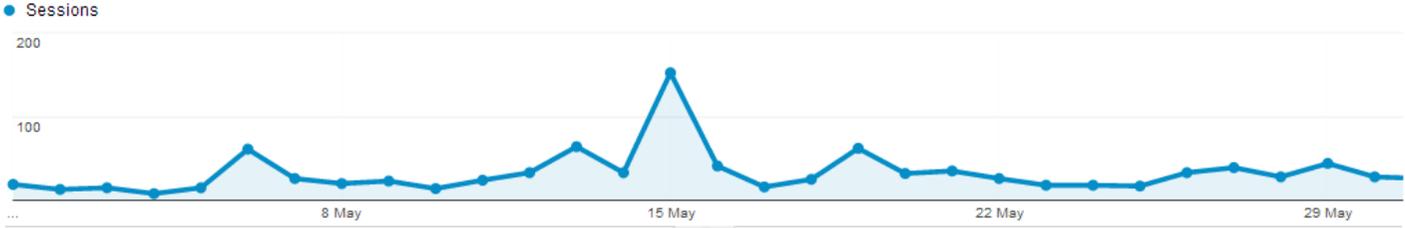<span style="background-color:#d99">       </span> Decrease

**Website number of visitors evolution along April, May and June, by Google Analytics.**
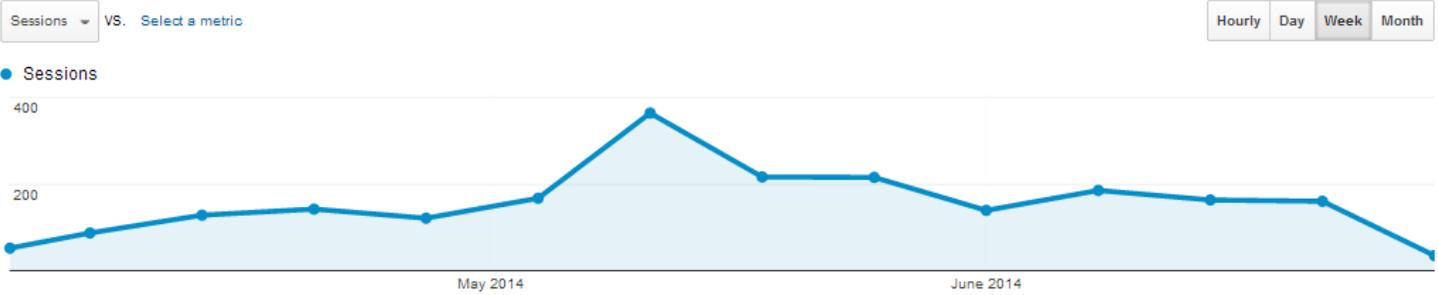


**Website number of visitors evolution along April, by Google Analytics.**



94
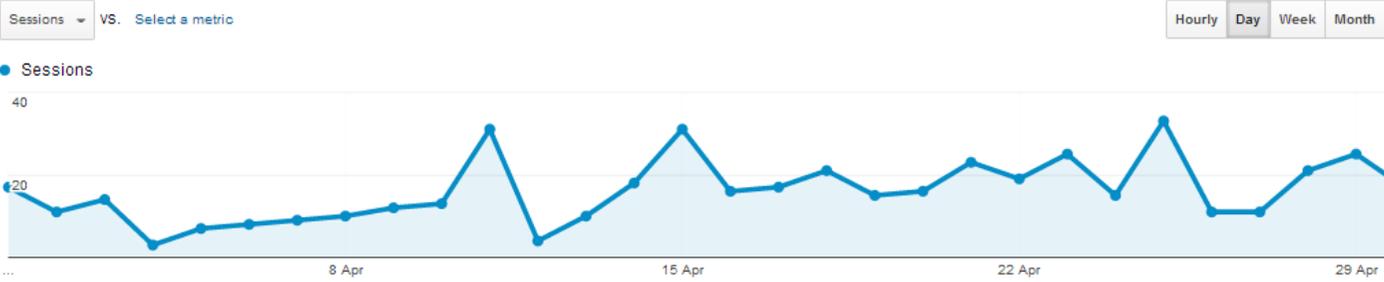
**Website number of visitors evolution along May, by Google Analytics.**



**Website number of visitors evolution along June, by Google Analytics.**

**Attachment 17 – Sequence of Actions' Detour**

| | March | April | May | June |
|---|---|---|---|---|
| Preparation | | | | |
| - Understanding the market | ■ | | | |
| - Internal evaluation (SW) | ■ | | | |
| GC story | ■ | | | |
| The product (s) | ■ | | | |
| The brand | ■ | | | |
| Customer relationship | ■ | | | |
| - The business development method | ■ | | | |
| Dashbord | | | | |
| - Key Metrics | ■ | | | |
| Website | | | | |
| - SEO | ■ | ■ | | |
| - Content optimization | | ■ | | |
| - Customer experience review | | ■ | | |
| - Comunication | | ■ | | |
| WordPress | | | | |
| - Content optimization | | ■ | | |
| - Statistics review | | ■ | | |
| Pricing | | | | |
| - Purchase process | | | ■ | |
| - Plans communication | | | ■ | |
| Communication | | | | |
| - Questionaire | | ■ | | |
| - Social media | ■ | ■ | ■ | ■ |
| - Email marketing | | | ■ | ■ |
| - Partnerships | | | | ■ |
| SaaS | | | | |
| - Understanding | | | | ■ |
| - Metrics | | | | ■ |
| - Advantages and disadvantages | | | | ■ |

■ Non-performed