



Online Communications Programs – Design and Implementation Considerations

The purpose of this document is to identify considerations involved in the design and implementation of online communications programs. It is not meant to be a full list of all details but to help drive thinking and discussion around requirements, components, issues, and options.

Goals

- Mission, Core Purpose
- General Company Goals
 - Branding, Positioning
 - Recruiting
- Revenue
 - Customer Acquisition, Lead Generation
 - Customer Retention
 - Revenue: Cross-sell, Up-sell
 - Sales Support - Complement other marketing channels and customer/prospect touch points
 - Fundraising
- Expense
 - Information Dissemination
 - Customer Support
- Relationship
 - Loyalty, Relationship Building
 - Community Development

Sub Goals, such as:

- Creating Emotional Connection
- List Growth
- Store, Web, Event Visits/Attendance
- Conversation Participation
- Customer/Constituent Recognition
- Forward to Friend

Audience

- Relevant Segments of customer base
- Position in customer lifecycle (new prospect, engaged, customer, repeat customer, loyal customer, evangelist, etc.)
- Relevant demographics, psychographics, behaviors.
- Customers
- Prospects
- Active, Non-Active Users
- Employees, Prospective Employees
- Subsidiaries
- Affiliates, Partners, Licensees
- Suppliers, Vendors
- Distributors
- Journalists
- Analysts
- Investors

Channels

- Websites
- Email
- RSS
- Text/SMS
- Blog
- Forum
- Social Networks (Facebook, MySpace, Twitter, Flickr, YouTube, etc.)
- Search Engines
- Events
- Direct Mail
- Phone



Technology

- Database
- Websites, Hosting
- Email
- Social
- Search
- Analytics
- Installed vs. Hosted/Software as a Service

Data, Databases

- Databases
- Data Sources
- Records and Fields
- Data Validity

Tone

Such as:

- Casual
- Exciting
- Expert
- Hip
- Hot
- Humor
- Playful
- Professional
- Self-deprecating
- Serious
- Sincere
- Traditional
- Warm

Content Elements

- Copy
- Graphics
- Forms, Surveys
- Documents
- Audio, Video
- URLs

Design/Creative

- Layout, Headlines, Sections
- Colors
- Font
- Length
- Number of Items, Number of, Takeaway points within a message
- Personalized Content

Message Types, Content

- Account/Transaction
 - Account status, information
 - Account updates
 - Replenishment
 - Surveys
 - Registration
 - Purchase/Donation
- News/Sales/Fundraising
 - Articles
 - Product/Service News
 - New Products, Features
 - Related products
 - Product Usage Notes, Ideas
 - Service Results
 - Company News
 - Recruiting
 - Industry News
 - Advice
 - People Stories: Consumers, Constituents, Staff
 - Fun Facts
 - FAQs
 - Site Features
 - Recommendations
 - Offers, promotions, sales, discounts
 - Contests
 - Referrals (tell-a-friend)
 - Call to Action
- Events
 - Announcements, Alerts, Reminders, Follow-up

Communications Schedule

- Delivery Schedule, Frequency:
 - One Time
 - Regularly Scheduled
 - Event Triggered

Integrated Communications

- Multistep campaigns
- Multi-channel sequencing

Analysis and Reporting

- Audience Descriptive Analysis
- Behaviors
- Results Assessment
- Predictive Analysis, Customer Lifetime Value

Operations

- People, Staffing
- Content Development
- Day-to-Day Operations
- Testing
- Monitoring
- Ongoing Review, Assessment, Evolution