

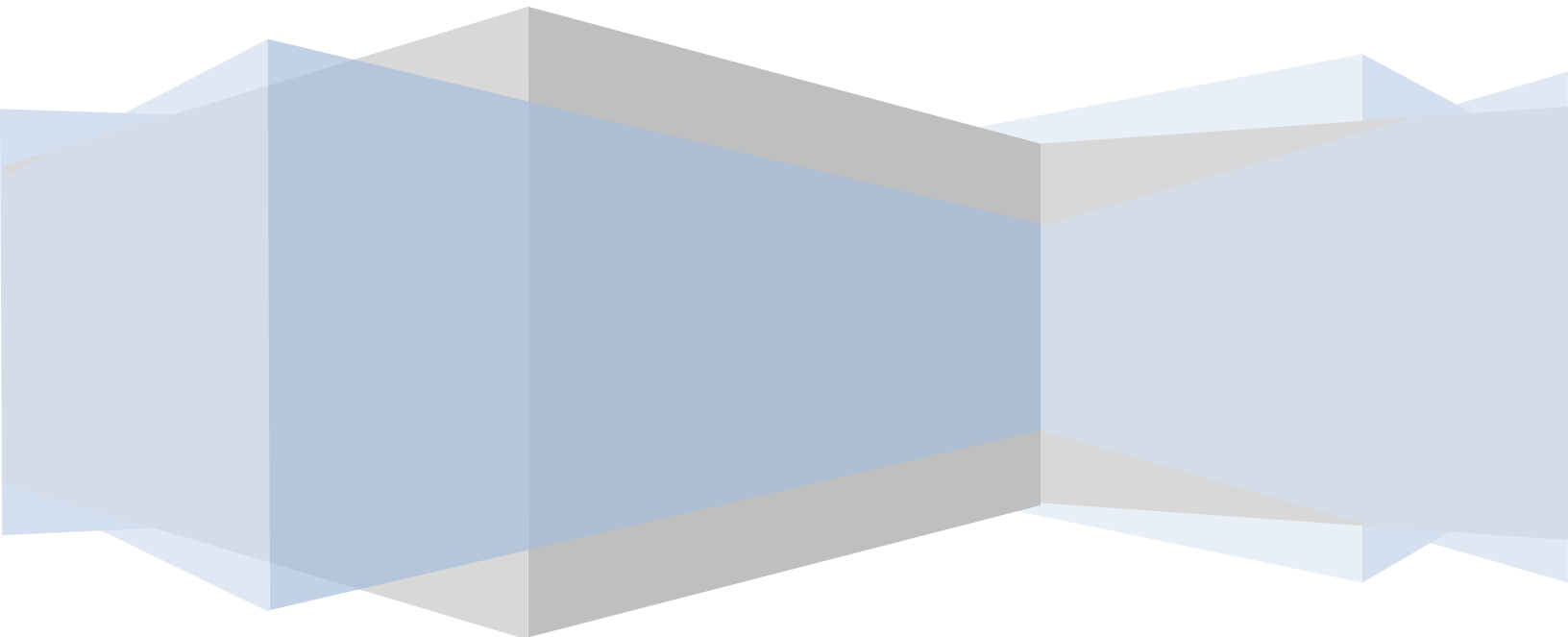
#1 thing while starting your web business

After working with many clients I have realized a common mistake with most of the clients. The mistake is *“Choosing web marketing team at the end of all programming or designing”*. This article will show you the possible disadvantages of not choosing your web marketing team as the #1 thing while starting your web business.

Be web business educated

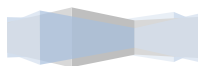
[Weekly Educative series – VI]

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“What is [marketing](#)?” I remember the early days of my post graduation at business school, where we answered it as advertisement (or other synonym of advertisement). After going through various courses on marketing, we realized that marketing is not all about advertisement. It starts even much earlier than product development.

After working with our internal sites and then working with clients, I realized the difference in perception towards the word “[web marketing](#)”. While working with internal sites, the web marketing team is involved from day 1. On the other hand, most of the clients are involving the web marketing team at the end of designing. *“I want to market XYZ.com”* is the goal assigned to a web marketing team. Hopefully, this education article (which we will be making it public) can help many entrepreneurs avoid this major mistake.



What is marketing? (Back to B-school definitions)

In B-School (Business school), this was one question with many answers. **Wikipedia defines it pretty well, so let's copy the definition from it:**

As Marketing is often misinterpreted as just advertising or sales, Chris Newton, in **What is marketing?** (Marketing Help Online, 2008), defined marketing as every strategy and decision made in the following twelve areas:

1. Identifying and quantifying the need in the marketplace
2. Identifying and quantifying the target markets
3. Identifying the optimum cost effective media – online and offline - to reach the target markets
4. Reviewing the priorities of the product offering in your overall product mix 'matrix'
5. Identifying and developing the most effective distribution channels, be they wholesaler networks, partnering alliances, franchising, or any number of conduits to the market.
6. Testing different ways of packaging the concepts or products to find their most 'easy-to-sell' form
7. Testing to find the optimum pricing strategies
8. Developing effective promotional strategies and effective advertising and supporting collateral, offers, and launch strategies
9. Developing and documenting the sales process
10. Finding the optimum execution of the sales process – through testing of selling scripts, people selection, supporting collateral, skills and attitudinal training, tracking, measuring and refining
11. Ensuring that sales projections reflect realistic production capacities
12. Developing nurture programs to optimize the lifetime value of the customer

7 areas of website marketing

Chris Newton defines 12 areas of website marketing, we will cut short it with 7, which are (*Each needs an elaborate explanation, which is out of scope for this article*):

1. **Planning:** How website fits into the business? And various other business questions. Also deciding about “who will handle the website”, the whole process etc (*This can be elaborated*).
2. **Selecting the platform and language** (*I call it architecture phase*): It is so important to choose the right platform and language. “*Today we build building and later they build us*”, it is so important to choose the right architecture. The right platform and language depends on the nature of business. We always suggest open source applications for small business as it helps you reduce the cost per feature.
3. **Designing and programming:** Keeping the code object-oriented and clean. I haven't seen many companies doing the right coding. We are using fifth generation languages but still the code quality is way back. Choosing the right function name, right class

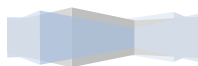
name, right file name, right file location etc is important. Designing with proper divs and cleaner code is as important.

4. **Beta Testing the designing** (Try cheapest testing). What looks good to a designer might be confusing to a normal user. Try the beta testing before launching and accepting the design. The user experience part is also very important.
5. **Redesigning and making it live:** (Also check for proper backup system and mail notifications).
6. **Promotion** (Introduction phase): Letting the world know that a new website has arrived. Thousands of websites arrive every day but the main focus should be on the unique offer made by the website. The USP should be flashed right in to the targeted crowd.
7. **Continuously optimizing sales (SEO/SEM, web analytics, adding features etc):** This is where most clients ask for web business team help.

8 reasons on why to involve web marketing team from day 1

There are various reasons, but let me pen down the top 8 reasons in random order:

1. Salesman knows what is sellable. Salesman or the web marketing team, whose sole responsibility is to develop the brand and increase the sales, can add a very valuable dimension to various discussions.
2. **Avoid the redo cost:** There are various occasions when we had to redo the whole design as it wasn't simple and targeting the right segment.
3. Access to various tools: Web based research keeps on changing. **Example:** Google's latest search volume is now a part of our research (which was launched just a few weeks back). It's always good to use the best tools for research.
4. Pros and Cons analysis: While choosing anything, one needs to do pros-cons analysis. An expert can help you add various points to pro-con analysis.
5. Web marketing team gets more time to understand business: Generally web team takes few months to fully understand a business. If a team is involved right from the beginning, then it is more aware of the business and more importantly, are prepared with the right strategies.
6. Client can learn more: In the Designing phase, the client doesn't need to get involved much. During planning phase and designing phase, client can expertise, with the help of web marketing team, various basic areas to avoid common entrepreneurial mistakes.
7. Pre-launch promotions: Pre-launch promotions can be really useful. A good web marketing team can help you achieve this.
8. Helps you in budgeting: There are no standard rates in website industry; everything is customized. A good web marketing team can help you budget better.
9. Others: There are various other advantages of involving web marketing team from day 1.



It's not client's fault but an industry fault

After asking few clients about the possible reasons behind not involving a web marketing team in the initial phase of planning, here are the major reasons:

1. The client wasn't aware of the whole process.
2. The client wanted the website to be up and running. The client always thought that web marketing is all about ranking #1 in search engines.
3. Web marketing companies charge huge amount of money per month. While the website is not up, the web marketing team can't do any work but still **why should they charge the client?**
4. We had a person helping us with web marketing.
5. And other reasons.

One of the major reasons is the cost factor. Industry doesn't offer (It is there in terms of consultancies but is not packaged well) a package for these phases. It will be unfair to pay thousand dollars for these advices and guidance.

How to correct the industry fault?

There are various ways to minimize the possible cons of not having a package for various phases of website promotion. Some are hiring a consultant; hiring a web marketing expert; using the public forums etc but here, I will suggest a better solution. Choose a web marketing team as the **#1 business**. I will suggest an enquiry about a web marketing team that has close partnership with designing and programming team. One should hire a web marketing team to get all the work done. I haven't seen this practice prominently but at DA Web Marketing, we have clubbed with all the needed teams to offer a complete package. It is not necessary to select the firms/teams suggested by the web marketing team but keep them involved at all the possible phases of web business.

By making "Hire a web marketing team" your #1 thing for your web business, you can thus ensure great competitive advantage over your competitors.

