



**Results-Driven Website Design,  
Development & Online Marketing**

# ONLINE BUSINESS STRATEGY



# TABLE OF CONTENTS

- **Two Principles to Online Business Strategy**
- **Online Marketing Methods**
- **Four Essential Website Features**
- **Website Examples**
- **Selecting The Right Partner**
- **The Future of Mobile Commerce**



# THERE ARE TWO PRINCIPLES TO BUILDING A SUCCESSFUL ONLINE BUSINESS...



# MARKETING & WEBSITE DRIVE TRAFFIC & CONVERT TRAFFIC

Successful websites go beyond design...

a beautiful website means nothing if no one sees it.

Account for both online marketing and design features when planning your site.





# WHAT ARE ONLINE MARKETING METHODS



# There are four methods of online marketing:



## 1. Pay per Click

## 2. Search Engine Optimization



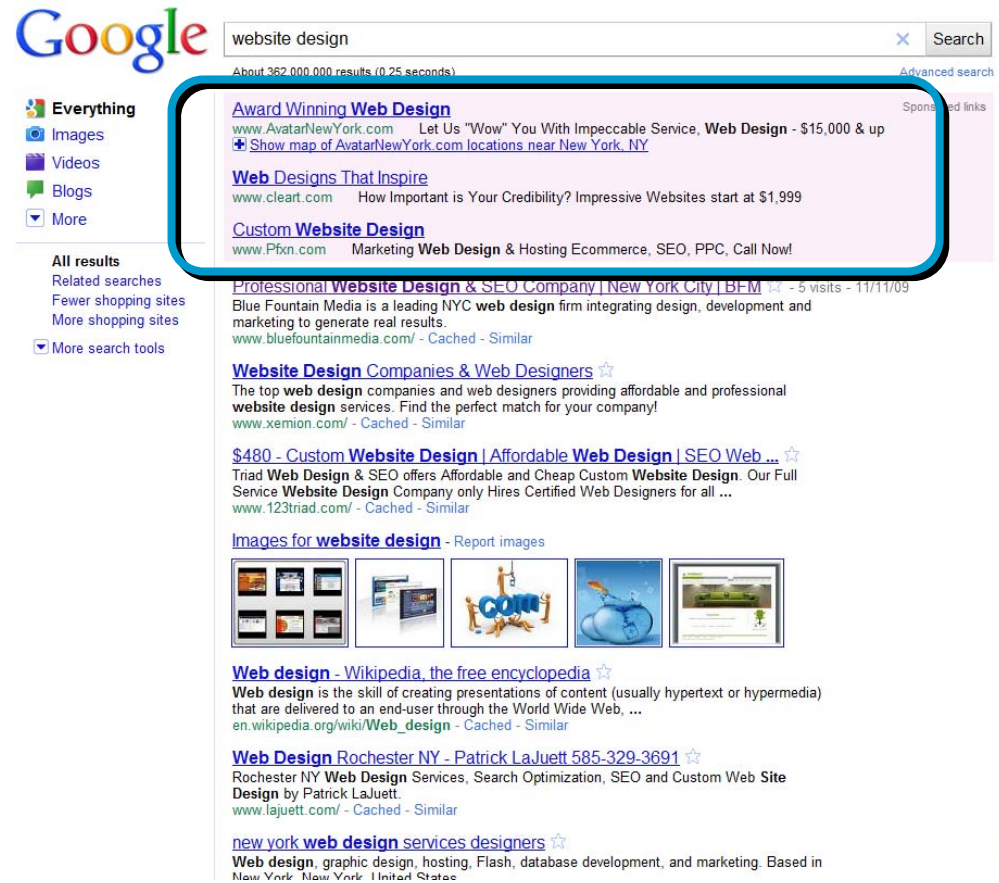
## 3. Social Media Marketing

## 4. Banner Advertising



# PAY-PER CLICK

- Demand based marketing; bringing visitors to your site for specific searches
- See immediate results on investment; ideal for short term campaigns
- Effective for targeted searches, including geographic searches

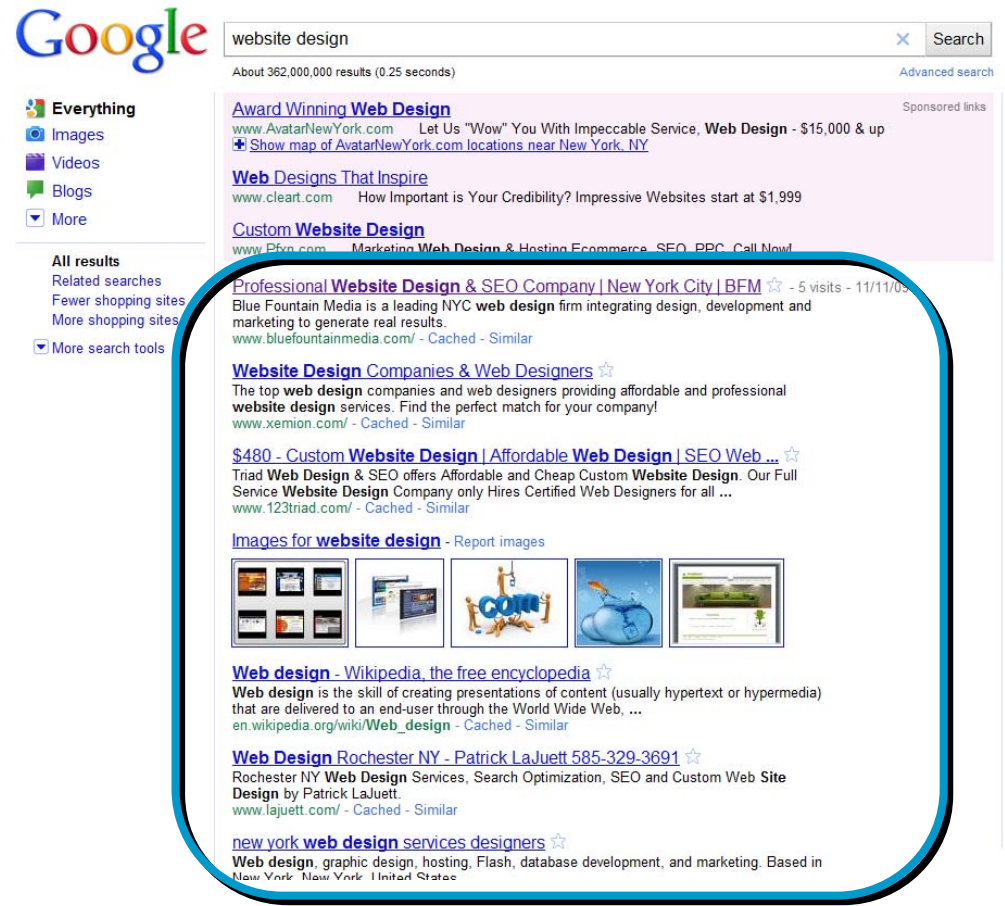


The image shows a Google search results page for the query "website design". The search bar at the top contains the text "website design" and a "Search" button. Below the search bar, the Google logo is visible on the left. The search results are listed on the right, with a blue box highlighting the first three results. The first result is "Award Winning Web Design" from www.AvatarNewYork.com, with a price of \$15,000. The second result is "Web Designs That Inspire" from www.clear.com, with a price of \$1,999. The third result is "Custom Website Design" from www.Pfxn.com. Below these, there are several other results, including "Professional Website Design & SEO Company | New York City | BFM", "Website Design Companies & Web Designers", "\$480 - Custom Website Design | Affordable Web Design | SEO Web ...", "Images for website design", "Web design - Wikipedia, the free encyclopedia", "Web Design Rochester NY - Patrick LaJuett 585-329-3691", and "new york web design services designers".



# SEARCH ENGINE OPTIMIZATION

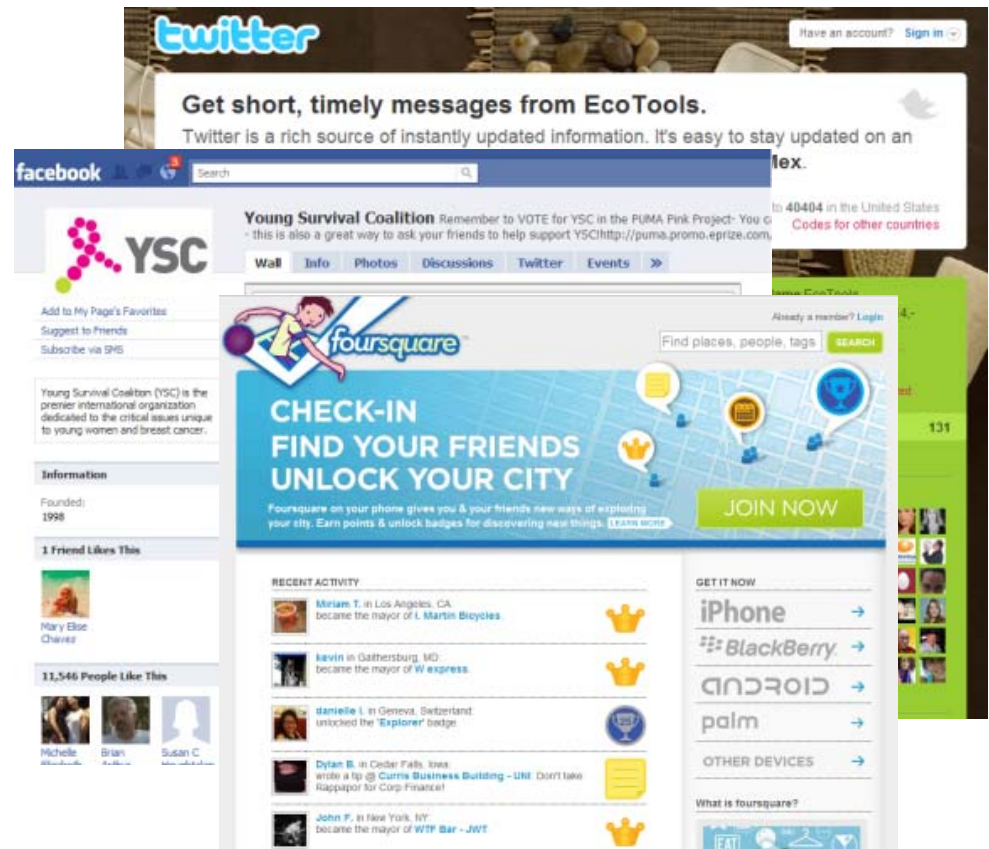
- Demand based marketing; bringing visitors to your site for specific searches
- 75% of users click on organic results
- Residual effects are long lasting; high ROI





# SOCIAL MEDIA MARKETING

- Effective form of marketing to build trust among client base
- Generates word-of-mouth introduction to services & products
- Must be tracked using influencer and action-based metrics



# BANNER ADVERTISEMENT

- Effective at creating brand awareness
- Highlight short-term campaign immediately; compliments social media integration
- Must be purchased in bulk within a vertical to have impact

The image displays two website screenshots. The top screenshot is from CNN, showing a red header with the CNN logo and a search bar. Below the header, there are two main images: one of a fish and one of a woman holding a baby. A blue-bordered banner advertisement is overlaid on the right side of the CNN page, featuring the text "10,000 SMALL BUSINESSES" and "Together we're helping to create economic opportunity." Below the banner is a "LEARN MORE >" link.

The bottom screenshot is from InStyle magazine, showing a white header with the InStyle logo and navigation tabs for CELEBRITY, FASHION, BEAUTY, SHOPPING, HOLLYWOOD MAKEOVER, and DESIGNER CENTRAL. Below the header, there is a large image of a woman in a brown coat. A blue-bordered banner advertisement is overlaid on the right side of the InStyle page, featuring the text "BOTTEGA VENETA THE KNOT" and "ICONIC HANDBAGS" above an image of a red quilted handbag. Below the banner is a "Beauty Your Guide to Getting Gorgeous" section with a "TRY IT ON!" button.

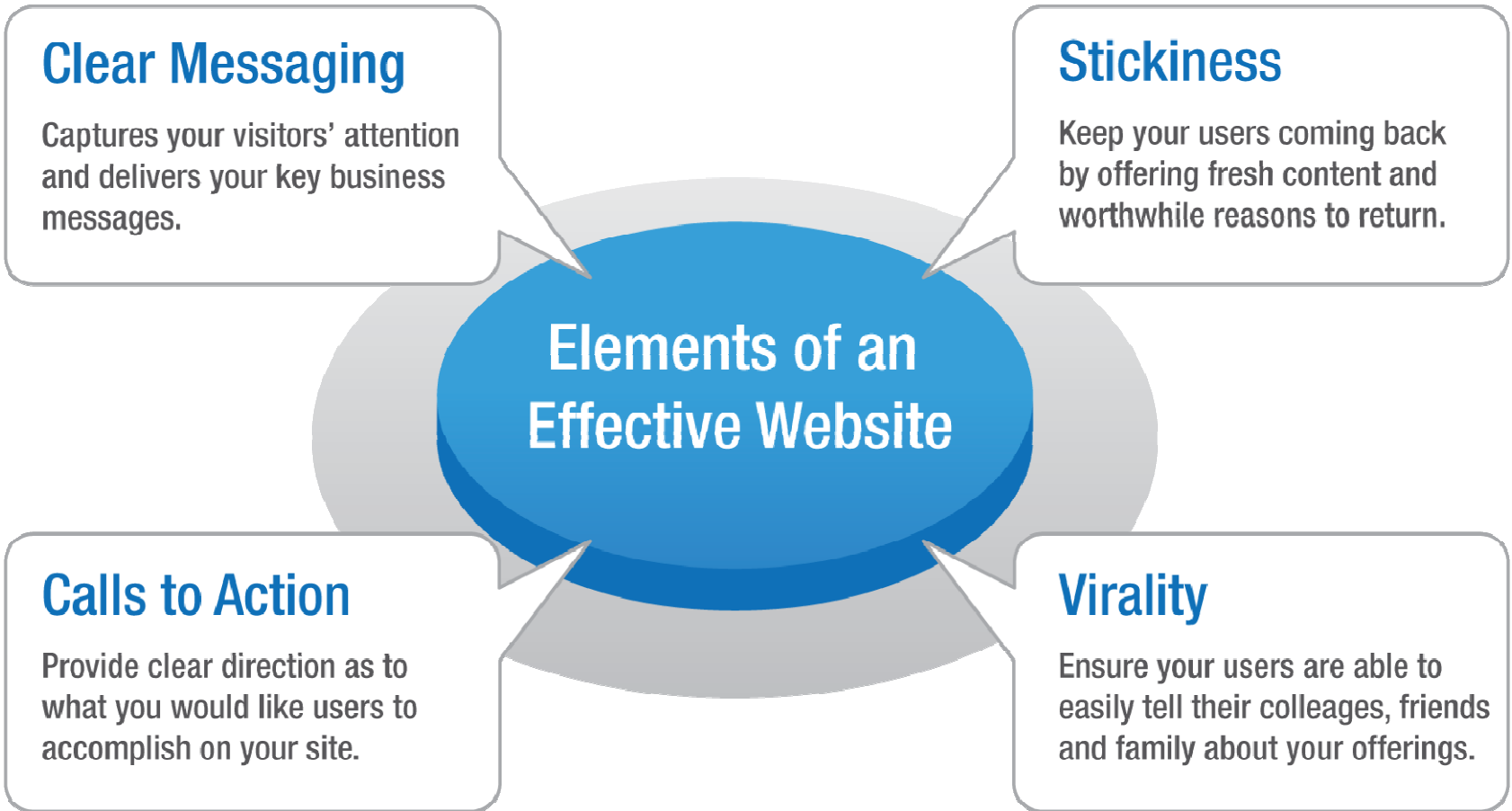




**HOW DO YOU CONVERT TRAFFIC**



# There are four essential elements of an effective website:





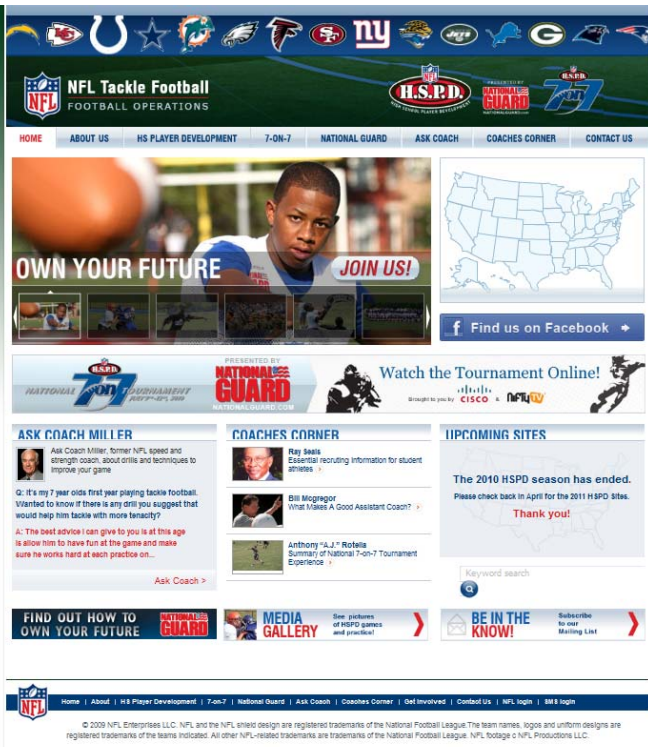
**HOW DO YOU MEASURE SUCCESS**



# Brand loyalty can be measured through...

- Stickiness- Repeat Visits
- Conversion Rates
- Marketing- Referrals
- Bounce Rates
- Time Spent on Site
- Inbound Links
- Online Reputation
- Search Engine Presence
- Alexa Ranking





[Before]

The NFL Youth Player Development league is dedicated to teaching young players not only about the game, but about team work, self- motivation, and accountability.



[After]



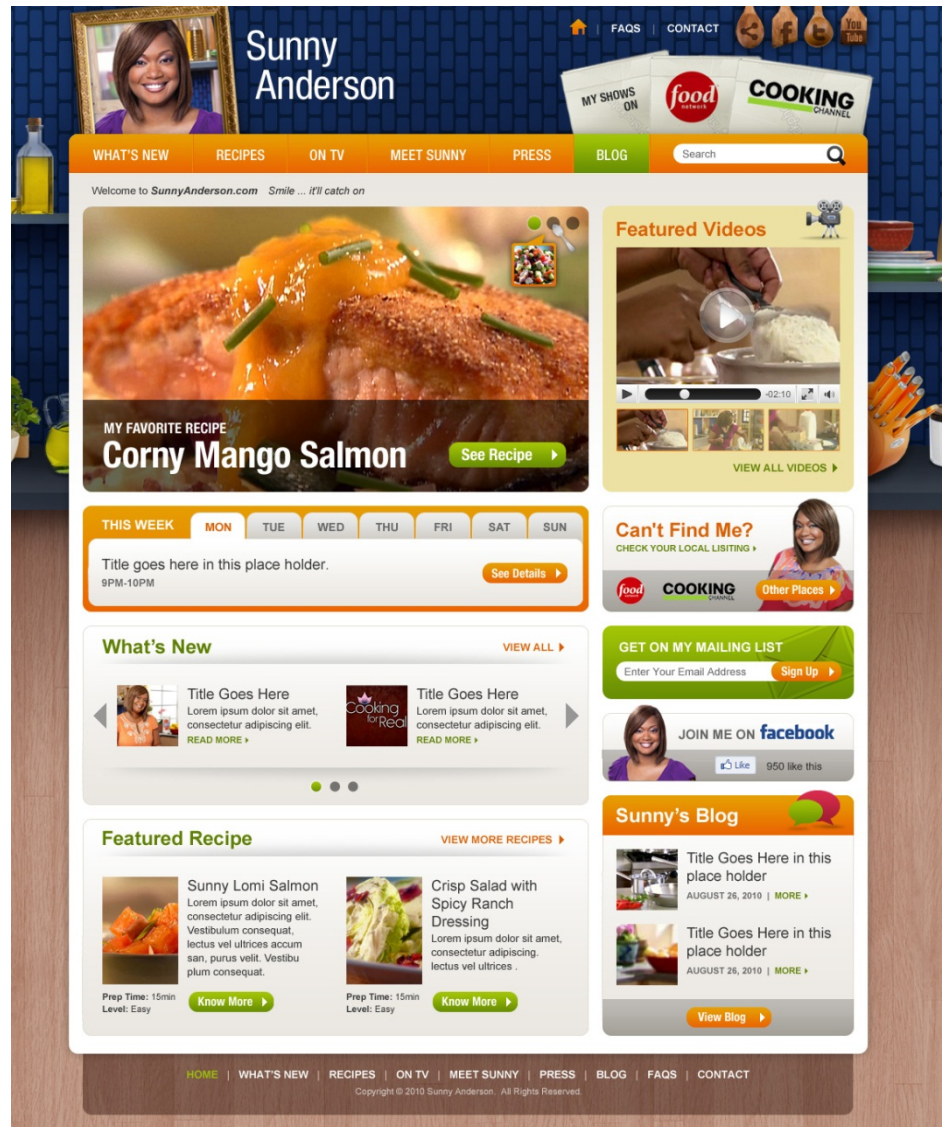






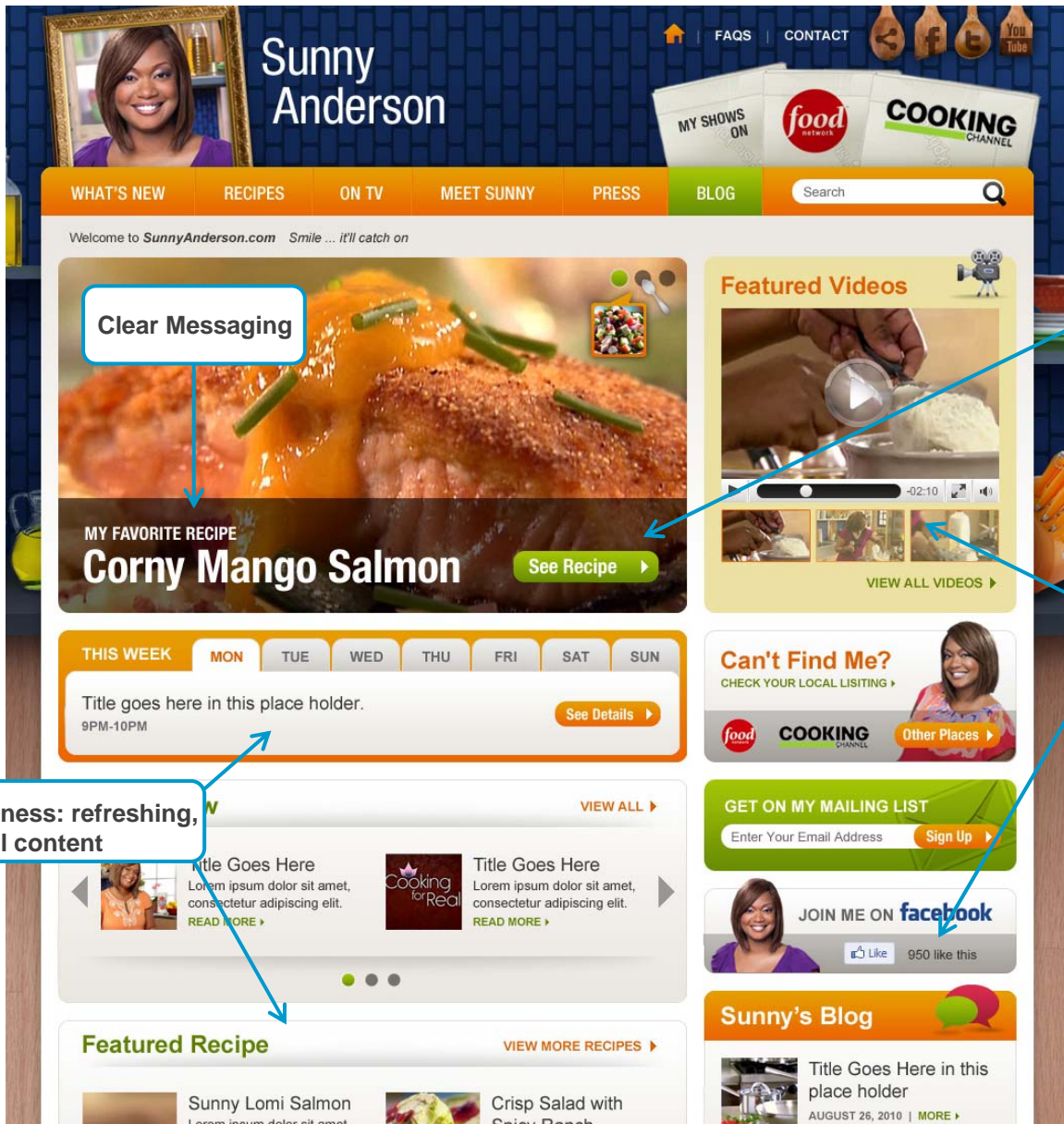
[Before]

Sunny Anderson, a Food Network chef, brings “Real cooking to real people”. Sunny Anderson needed a site that positioned her as a lifestyle brand, reaching beyond her cooking.



[After]





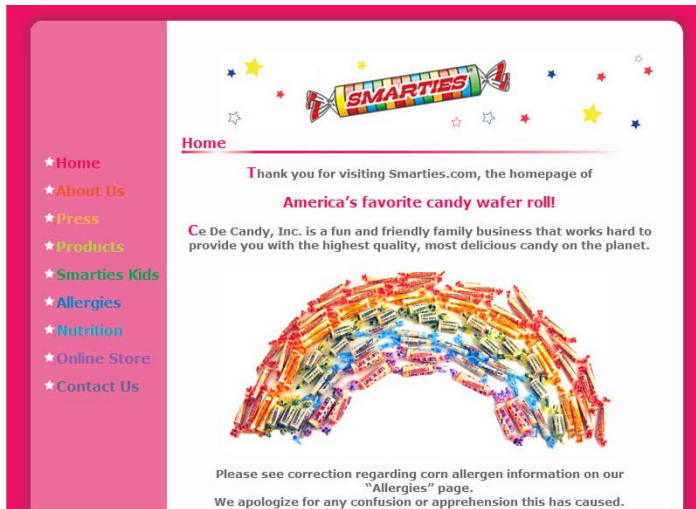
Clear Messaging

Strong Calls to Action

Social Media Features

Stickiness: refreshing, useful content





[Before]

Smarties is an internationally recognized iconic candy brand. Full of fun and nostalgia, Smarties needed an interactive environment to compliment their brand.



[After]



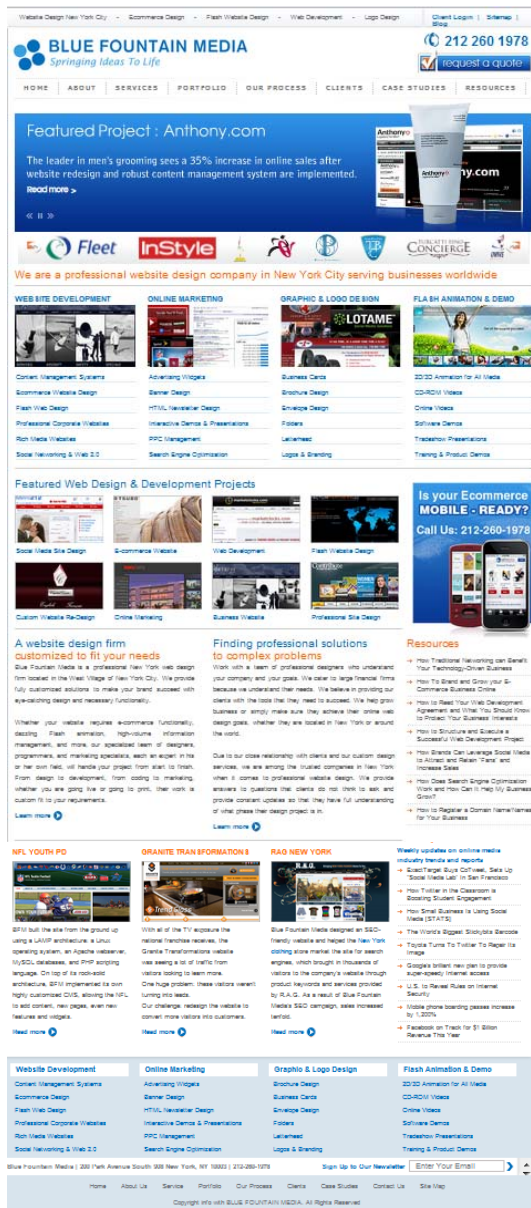


Social Media Features

Strong Calls to Action

Stickiness: refreshing scenery and movement





[Before]



[After]



Recent News: Look, we're in the New York Times! | Blog | Business Learning Center | 212-260-1978 | Request a Quote

**BLUE FOUNTAIN MEDIA**  
springing ideas to life

Home | Our Work | Services | Solutions | About | Clients | Case Studies | Resources | Contact

Contact

# RESULTS-DRIVEN

## Website Design & Online Marketing

From small start-ups to Fortune 500 companies, we empower brands to succeed online.

[View Our Work](#)

★★★★★  
5 Star D&B Rating  
FOR OUTSTANDING SERVICE & QUALITY

View Recent Success Stories:

P&G | UNITED STATES MINT | NFL | OppenheimerFunds | InStyle | Sotheby's

PROFESSIONAL WEB SITE DESIGN COMPANY IN NEW YORK SERVING BUSINESSES WORLDWIDE

### Website Design & Development

- Website Design
- Ecommerce Design
- Flash Development

[View Our Web Sites](#)

### Online Marketing

- Search Engine Optimization
- Social Media Marketing
- Online Reputation Management

[View Our Results](#)

### Branding & Print Graphics

- Logo Design
- Print Design
- Brochures & Business Cards

[View Our Print Work](#)

### Business Learning Center

From launching a new business, to online marketing, learn the latest.

- [Moolie E-Commerce is here to Stay](#)
- [How to Find and Reach Your "Older" Target Audience Online](#)

[View All Posts](#)

### Client Testimonial

Blue Fountain Media transformed our website into a vital part of our sales efforts, redesigning our old site on a tight deadline, doubling our traffic from a year ago & significantly increasing. This is a quick, effective team that really cares for their clients' success.

Carl Griffenkrantz, VP of Marketing  
Granite Transformations

### Press Coverage We've Received

The New York Times | THE WALL STREET JOURNAL | Bloomberg Businessweek | CRAI'S NEW YORK BUSINESS | SmartMoney | About.com | Inc. | Mashable | FOX BUSINESS

[See Our Press Mentions](#)

Our Main Message with Strong Calls to Action

Calls to Action throughout site

Stickiness: refreshing, useful content

Calls to Action throughout site



# SELECTING THE RIGHT PARTNER

Choosing a website company is a critical decision. You're not just putting a project in their hands; you are trusting your business to them.



# QUESTIONS TO ASK

- **What is their track record?**
- **What is the company's reputation?**
- **What does their operation look like?**
- **What are the company's core competencies?**
- **Who is their real competition?**





# WHAT IS THEIR TRACK RECORD?

Perhaps the most important question of all because it will show you the return you'll make on your investment with them.

- What clients have they worked with?
- What kind of **results** have they delivered for those clients?
- Do they have **hard figures** to prove their results?
- Do their clients back to them for future projects?



# WHAT IS THE COMPANY'S REPUTATION?

You want to ensure the company you are trusting your business to are respected professionals in their industry.

- Are the key players **recognized industry leaders**?
- Do key personnel speak at industry events?
- Has the company been called upon for expertise in **major media**?
- Does the company publish articles that are used industry wide?



# WHAT DOES THEIR OPERATION LOOK LIKE?

Before getting into a relationship with a company, make sure you go visit their operation and see the people eye to eye who will be responsible for the success of your project.

- Are they fully staffed with professionals or do they rely on freelancers or outsourcing for heavy lifting?
- Is there an account and a project manager directly assigned to your project and held **accountable for your results**?
- Do you get the sense from talking to staff members that they are skilled, passionate and trustworthy? Simply put, do you get a good vibe? **Would you trust your business to them?**



# WHAT ARE THE COMPANY'S CORE COMPETENCIES?

A company that has the capability to handle your entire project, from planning, to design, to development and market success is better qualified to do it right from the start.

- Are they fluent in the latest coding languages and trends?
- Can they program on multiple platforms?
- Do they have experience developing mobile applications?
- Do they have search engine optimization expertise and a **proven track-record of achieving Page 1 Google results?**



# WHAT ARE THE COMPANY'S CORE COMPETENCIES?

- Are they heavily involved in **social media** and have the copywriting ability to create marketing-driven content?
- Do they have the ability provide both **design and marketing services?** (Adding SEO after a site build is like adding plumbing after building a house)



# WHO IS THEIR REAL COMPETITION?

Who is their **real competition**? Compare apples to apples. Don't compare a reputable company's prices to a guy working out of a tiny office with a 'team' halfway around the world.



# THE FUTURE OF MOBILE COMMERCE

- **What is Mobile Commerce?**
- **Why Mobile Commerce?**
- **Barriers to Entry**
- **The Solution**
- **Features**
- **Customization**
- **Case Study – North Face**





# WHAT IS MOBILE ECOMMERCE





# Mobile Commerce, also known as mCommerce, is the ability to conduct business using a mobile device





# WHY MOBILE ECOMMERCE



**150 million people...** will use mobile devices to purchase goods and services worldwide in 2012

**2.2 billion dollars...** in physical goods will be purchased by shoppers via mobile devices in this year alone

**119 billion dollars...** of goods and services are estimated to be purchased via a mobile phone in 2015

\*Sources: Gartner Group & ABI Research Study



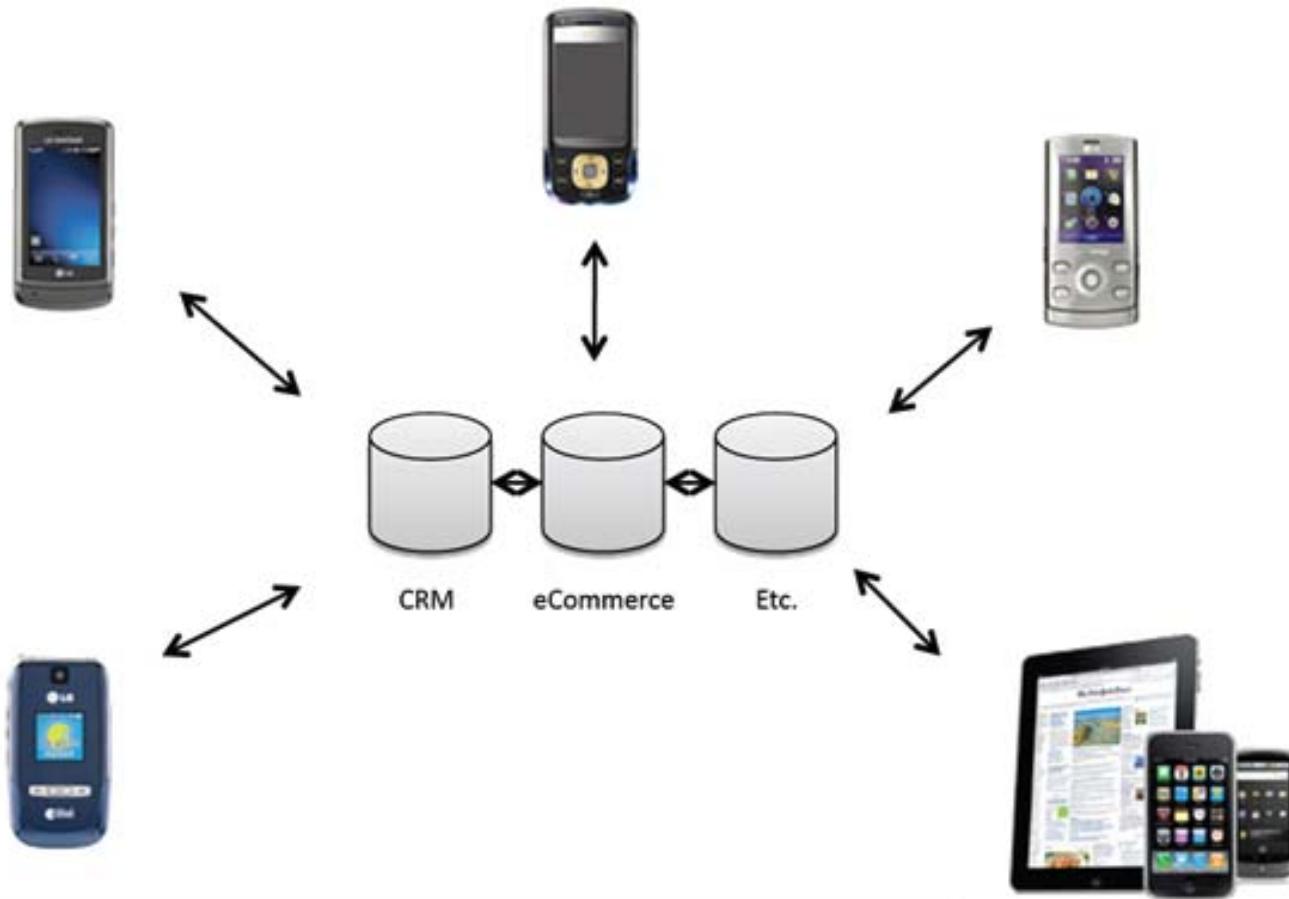
# CURRENT BARRIERS TO ENTRY

Mobile ecommerce is the way of the future; however, there are several barriers to entry.

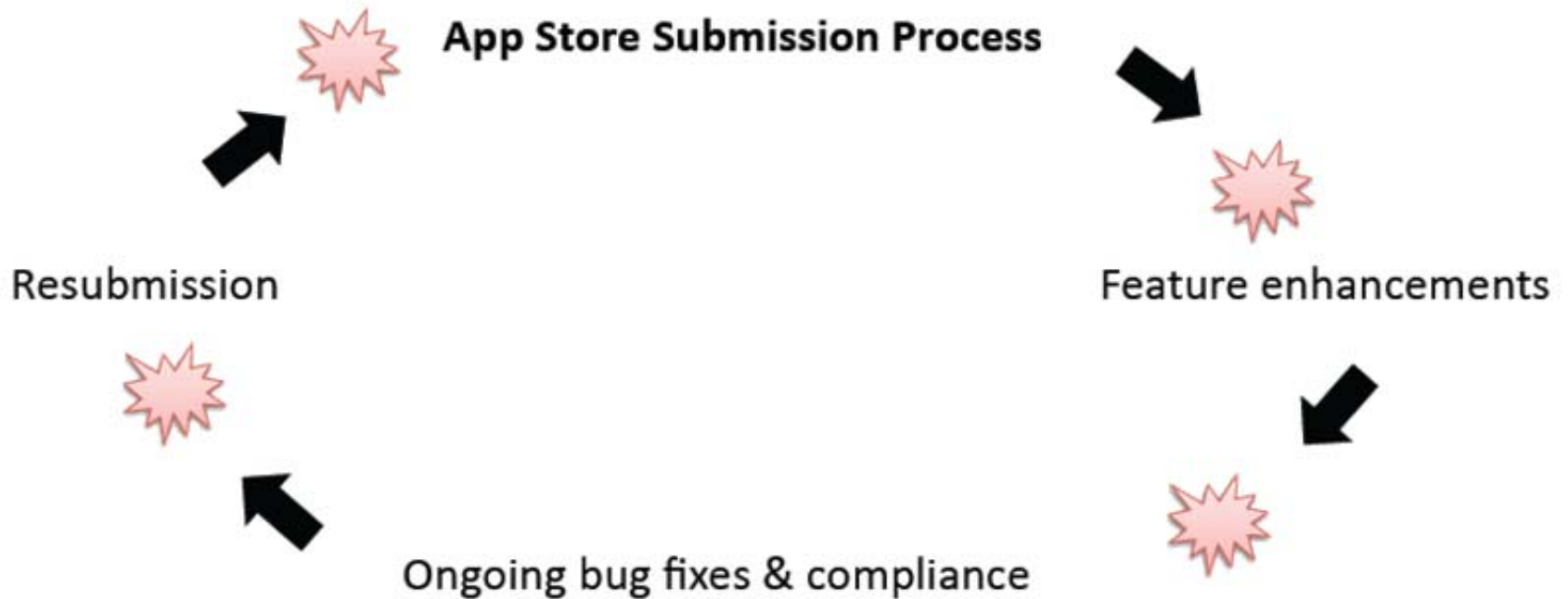


# HURDLE 1: SCALE

Quickly building & managing multiple device- specific apps is challenging.

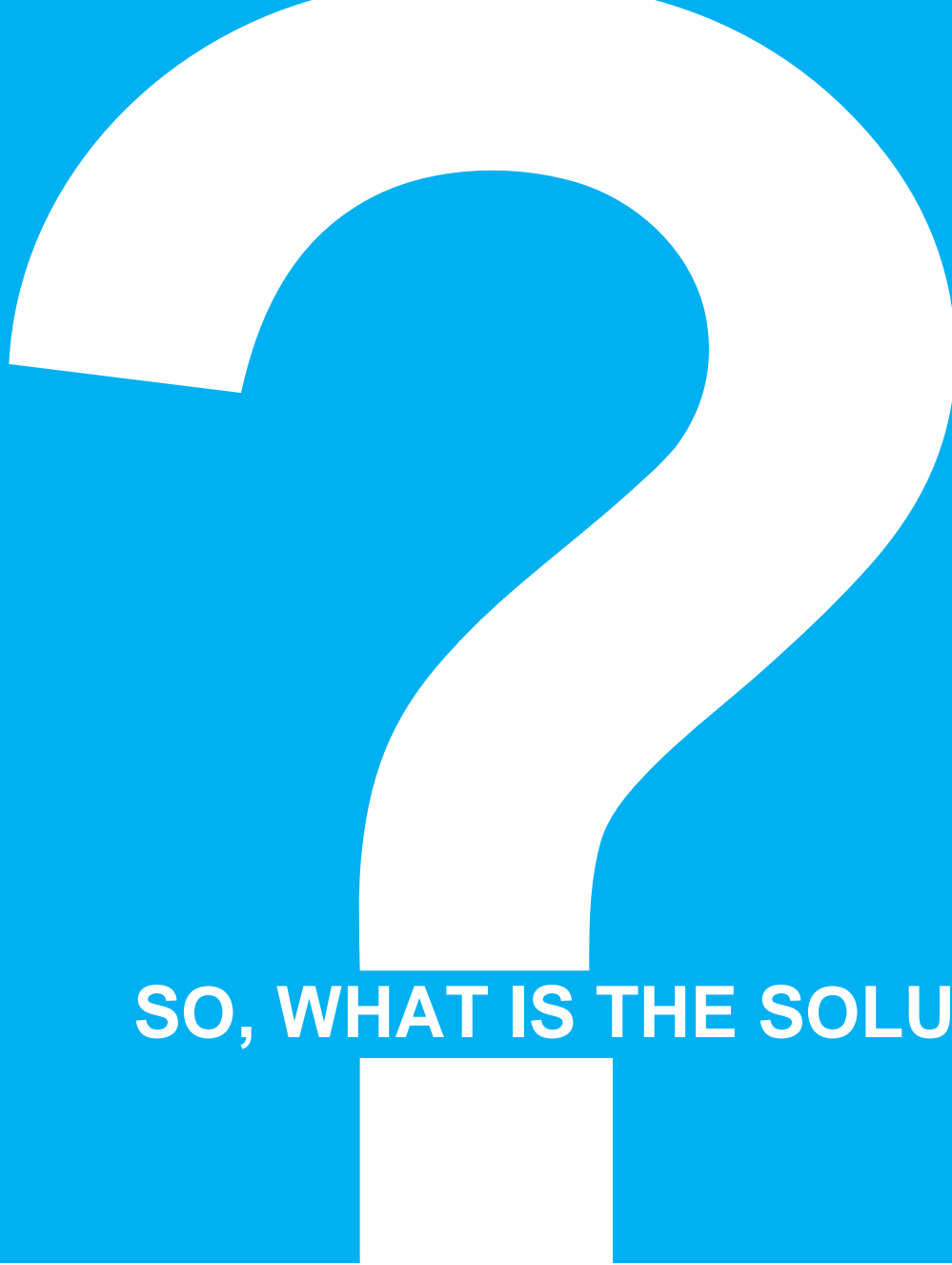


# HURDLE 2: SUBMISSION & SUPPORT



# HURDLE 3: COST





**SO, WHAT IS THE SOLUTION**





# MAGENTO MOBILE

Blue Fountain Media streamlines the process with Magento Mobile to allow for easy expansion to other devices, eliminate submission problems, and significantly reduce cost

- 1 Blue Fountain Media integrates your website with the new App



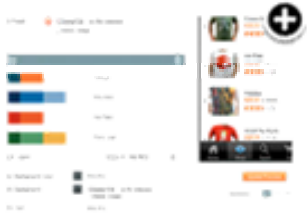
- 2 Blue Fountain Media customizes the Mobile App with your branding and colors



- 3 Blue Fountain Media manages the iTunes submission process and maintains code for a low annual or monthly fee.



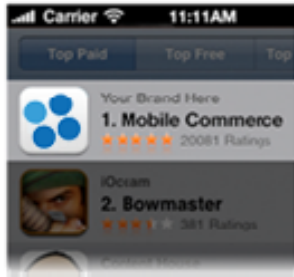
# FEATURES



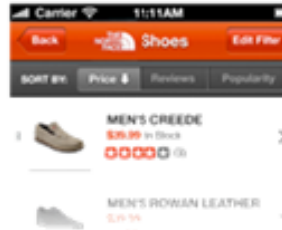
**Seamless Storefront Integration**



**Manage Multiple Devices**



**Hassle Free Submissions**



**Fully Customizable**



**Engage Your Customers**

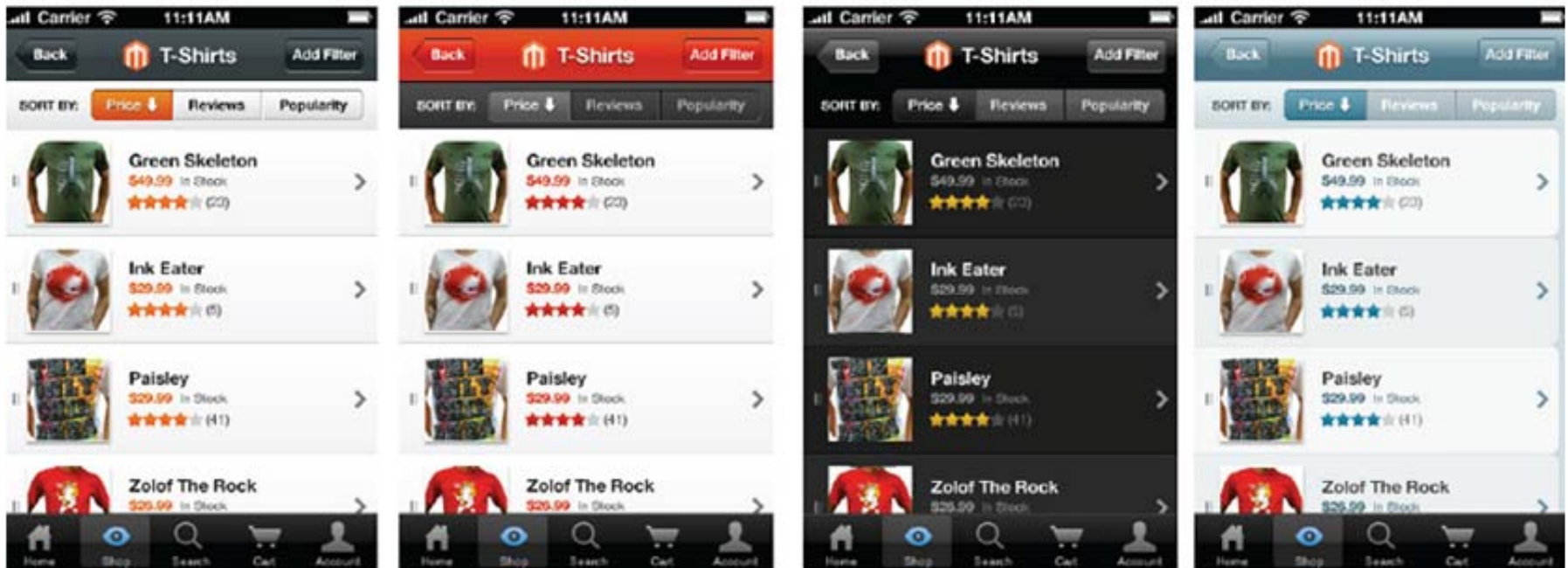


**Low Cost of Ownership**



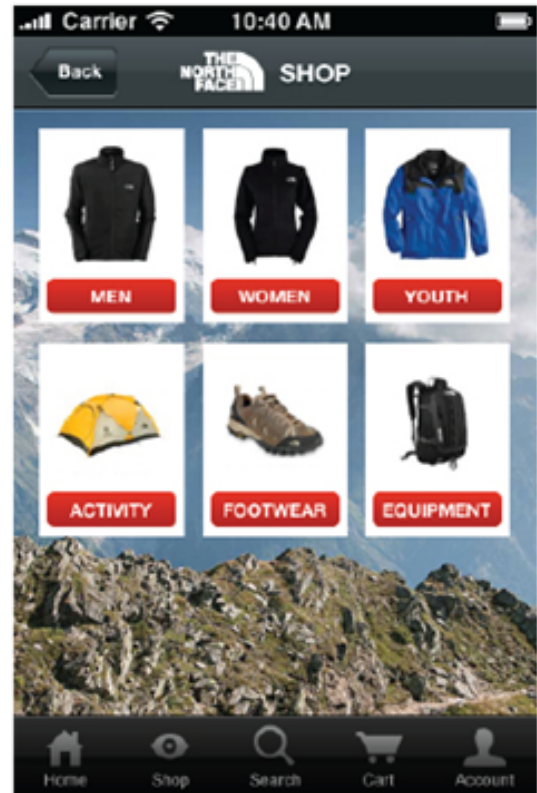
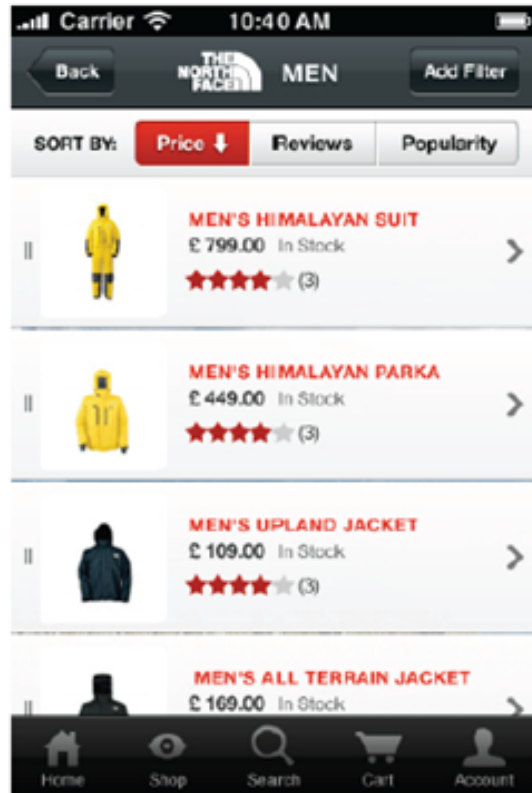
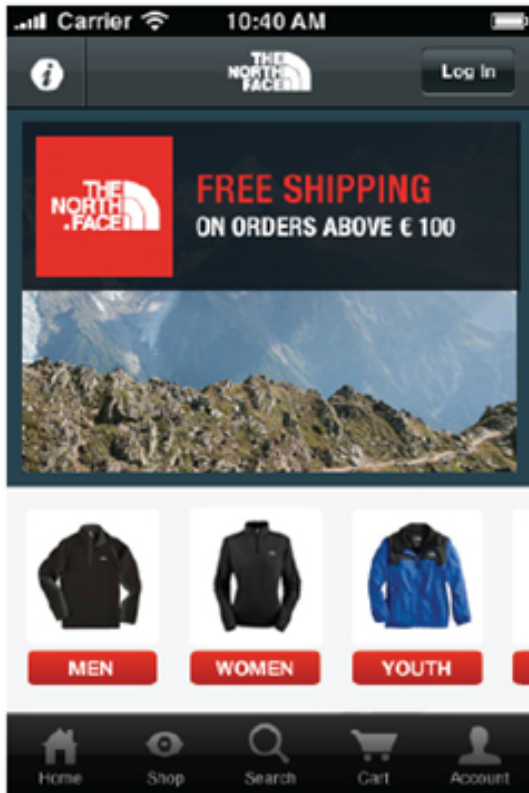
# CUSTOMIZATION

Your app automatically gathers your inventory and presents your products to users with the colors and branding as your store



# CASE STUDY : NORTH FACE

This app is currently available in Sweden & UK, and can be purchased through iTunes



# THANK YOU.

Visit us at:

[www.bluefountainmedia.com](http://www.bluefountainmedia.com)

Follow us at:

**@BFMweb**

