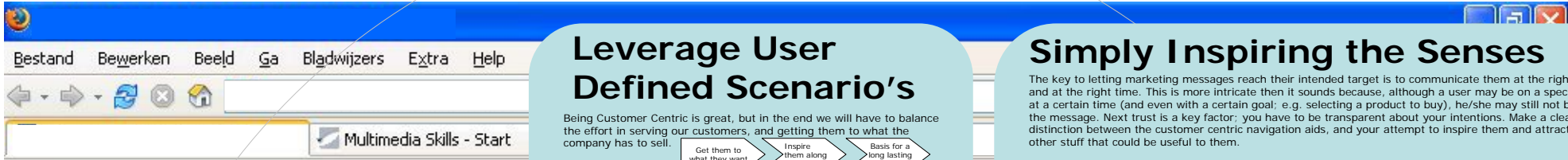
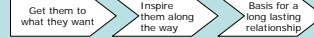


Applying (Banner) Marketing to a Customer Centered Design



Leverage User Defined Scenario's

Being Customer Centric is great, but in the end we will have to balance the effort in serving our customers, and getting them to what the company has to sell.

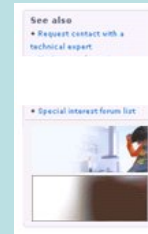


The first (and major) step is to be truly user centered, adapting to the daily work / activities of your users. Once they feel 100% served in their needs, you can start to look at which points the users will be interested in things besides to what they where intentionally looking for.

Earlier this year our client implemented a user defined, scenario based navigation on its global website. This additional navigation provides users context sensitive links to other relevant parts of the site. The main rationale for this addition was the fact that the site could not easily be navigated bottom-up. Next, users commented that, when navigating top-down, they were confronted with a lot of so-called 'marketing fluff' that obstructed the content they are interested in. The follow-up project that we discuss here presents a solution that leverages the user-defined navigation by integrating marketing messages.

Simply Inspiring the Senses

The key to letting marketing messages reach their intended target is to communicate them at the right place and at the right time. This is more intricate then it sounds because, although a user may be on a specific page at a certain time (and even with a certain goal: e.g. selecting a product to buy), he/she may still not be open to the message. Next trust is a key factor; you have to be transparent about your intentions. Make a clear distinction between the customer centric navigation aids, and your attempt to inspire them and attract them to other stuff that could be useful to them.



Marketing messages and especially banners are a truly *underestimated* aid to attract people to what they want. And banner clicks are highly *overestimated* as an indicator of the usefulness of banners.

Let's take the example of buying a book at Amazon. You have a certain title in mind and use the search to find that title. Although the search is fairly quick and usually accurate, you already have been bombarded by all kinds of marketing messages: recommendations, rebates, products of the week, etc. However, most of these messages might have gone right by you (see 'Selective Interest') because you are looking for that specific title. When you reach the result page, a lot of new marketing messages appear: look inside, related areas, customers who bought this item also bought. These messages appear to be a lot more 'inspiring' because not only are they related to your original goal, you are also more open to them because you have reached your initial goal.

Being really Customer Centric also includes giving your customers what they do not want. Inspire your customers, attract them towards items related to their original goal and they will be thankful for it!

They finally got rid of that "Marketing Fluff"

Selective Interest: seeing only that what is relevant

Users of information rich websites or sites with very selective content usually have a quite definitive goal when they access these sites. They are looking for a specific piece of information; they are 'on a mission' so to say.

Any information that is not directly related to the needed information is discarded or not perceived; it is literally 'out of scope'. Unfortunately, most marketing information, especially in form of banners etc., falls out of scope because of this very reason.

You may also like

New & Notable

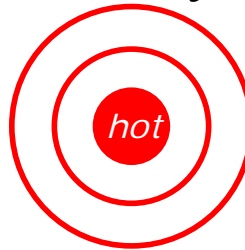


Related Areas

• Search for other items under "how customers think"

PULL

Spot them when they're



PUSH

Narrowcasting: deliver a specific message to a specific audience

In the new Internet age (Web 2.0), users will create their own information spaces, to which information suppliers will have to adapt. This means not only the content of the message but also the delivery of the message will have to be personalized.

In the transition towards this new way of travelling the virtual space, information gathering on visitor's behaviour has never been more important. Finding ways in which a visitor's activity can be defined is crucial for adjusting to their information need and giving them the support they need.

The challenge is to foster a dialog where both company and customer trigger and inspire each other.

Identifying Information 'Hotspots'

A hotspot is defined as a certain place, time and moment where a visitor really is as open as he will ever be for your marketing message: after he reached his initial goal and before he starts his next activity (both Internet related or not). Because of a detailed mental model of visitor's behaviour, we can specify on which moments (= after which activities) visitor's are open for new messages. We also can determine the nature of these messages.

So instead of placing certain (banner) messages on high profile (from an internal viewpoint) pages like the homepage and productcategory pages, it is determined to which user-scenario a marketing message AND to which direct-marketing or product category it is related. Then this banner is dynamically created on all the pages that both have the specific scenario on them (which in itself is determined dynamically, for it depends on previous page visits) and belong to the specified category.

Scenario *
Product category
=
Appearance

Now that's what I call INSPIRATION

'Ambilight' Banners

In addition to the position and the message of the banners we also looked into the configuration of the banners. The intention is to *attract attention* at the right time. Attracting attention at the wrong time is actually *distraction*, which of course we wanted to prevent.

In reference to the new Philips 'Ambilight' Flat TV, we tested ways to attract lateral or maybe even subconscious attention. The tests showed that people see only what's relevant to them on a webpage. It also shows that high impact distraction works as a barrier to access information (Gestaltt principle). By introducing very subtle visual elements at the beginning of an animated banner, thus delaying the actual message, we found a balance between the fine line of attention and distraction.

"Attention vs. Distraction"



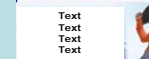
10s



20s



40s or mouse-over



Subscribe