



Online Marketing: Implementation Planning

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Overview

Planning

No matter what type or size of website you run, once you have decided to deploy elertz on your website you will need an implementation plan. Don't be put off by the word 'plan'. It isn't hard to create one and assuming you have the technical skills (basic html) the only resources your plan will need is you!

Resources

For the implementation you will need people with skills and some technology knowledge..

People

- An individual who knows what communications are used within your organization who can suggest useful elertz that fits in with your current communication strategies...
HINT: Most people use elertz newsletters for their phase 1 implementations.
- Someone who can code html to create the elertz linking code on your web pages. This is normally a reasonably technical person with basic html coding knowledge such as your webmaster. For advanced elertz you may require some JavaScript or server side scripting knowledge
- People who are able to test the elertz signup and notification process and make sure the elertz are working properly and in conjunction with your decided communication strategy

Resources

Technical

- The ability to add html code to your web pages
- A test web page to test your elertz pages on without exposing them to the public 'live'
- If you wish to have more complex elertz signups you may need to use a more dynamic web technology such as JavaScript, asp or php
- If you wish to handle tracking of elertz yourself you should have a server script that can capable of accepting http 'gets'.

HINT: Elertz can do your tracking for you.

The Plan

What to send?

Firstly think through your elertz. What kind of messages do you want to send? Of course this largely depends on the kind of website you have. For example, if you are running an on-line store your elertz might be special offers notifications, or elertz that can be signed up to when a product is out of stock and elertz the end-users when it comes back into stock. If you're a website with stocks and shares information, you can offer your end-users elertz that are fired when a particular share hits a predefined price. If you are running a blog or forum site, you can create elertz that will dynamically notify people when a topic has been updated, or you can also use it for newsletters and updating users on the latest events on their favourite sports team or celebrity that is of interest to them. There are many ways you can implement elertz and with its accuracy and real time delivery, it can offer your site some superior advanced communications features at the forefront of technology.

The Plan

How will your customers receive the elertz?

Will you deliver the elertz via an elertz toolbar or elertz desktop client? These are important decisions to make – remember to choose the method you and your customers' are going to be the most happy with. Do you want a browser based delivery method that will bring your organisations name to your customer on a daily basis? Or perhaps you want a platform independent solution if your users have a wide range of client PCs and internet browsers?

Track your elertz?

Elertz comes with statistics which lets you know how many clients you have and how many elertz you have delivered. However, it is by default an anonymous product so if you need to know which elertz are in use by whom and if they received your notifications then you need to turn on tracking. Tracking allows you to assign a tracking id (most people use their end-users e-mail address or account number) and this allows you to see which of your users receive which elertz and when. You may handle the tracking yourself or if you prefer elertz.com can do it for you.

Decide where you will put elertz on your live site

Some clients are never sure where to put their elertz signups, and to be honest there is no right or wrong answer. Often putting them next to your e-mail newsletter signups is a good idea. If you are going to use tracking and want to track users by their username or e-mail then placing an elertz on a page that is only accessible *after* login is useful as you can read their details when they sign up to the elertz.

The Plan

Create a sandbox or test page

Create a page on your site or on a staging site that your users at large are not aware of that you can create and refine your elertz on. It is important to test the elertz before putting them 'live' on the real site so you may test usability and iron out any bugs.

Generate the elertz

Build the elertz using the control centre and generate the linking code. Once you have the code you need to place it in your test page. This is very simple, for example a newsletter or special offer elertz code could be something as simple as this:

```
<input type="button" value="Subscribe" onClick="do_onClick()" />
```

Test your page(s)

Test your elertz, make sure you are happy with the signup and notification process. Get a few different people to look at the elertz and get their opinions and useful feedback.

Inform your user community

Create some explanatory text that explains what elertz is in a style that fits your user base. This will help people decide if they want to use elertz and ultimately improve take up of the elertz client. Some clients do this before launching to give their users a heads up before it happens.

Test again

Test again and make sure that you elertz definitely work how you expected them. Check it on a few different computers make sure you are happy with it.

Go live

Once you are ready you can implement the change on your web pages. If you can have a feedback form so users can provide you with their experiences, so much the better as user feedback is perfect for helping you fine tune your elertz delivery.

Summary

Elertz implementation is not technically hard, in fact the hardest part it deciding how to best use elertz for maximum benefit. Often clients start with a few basic elertz to get them and their user base comfortable with elertz. Using a basic plan with some forethought and you can deploy elertz on your website with very little difficulty and realise the benefits almost immediately.