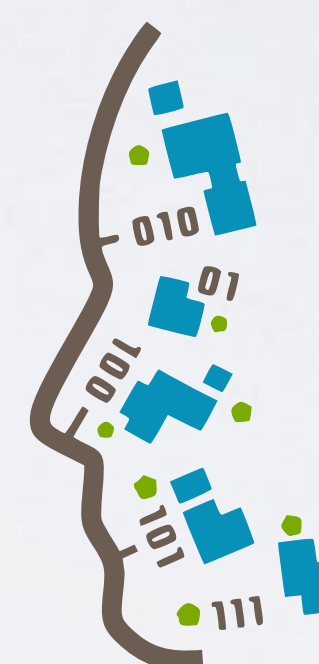


Designing digital experiences. For your future clients.



Pavel Šmejkal



Real people, real stories.

DigiMates

Today

1. Defining the purpose of the website
and the role of digital channels
2. Choosing the right technical platform

Beautiful web applications and digital campaigns are not a mere work of chance:

1. Focus on the **business goals**. And work strategically.
2. Involve **technologists** as well as **artists**. Don't afraid of bold ideas.
3. Like **data**: measure it, evaluate it, and improve it.

How to create successful website?

Defining purpose of the website and the role of digital channels

B2B / B2C?

corporate website / product microsite /
funny campaign page / e-commerce?

how to drive traffic?

any connected campaigns?

what channels should i use?

What digital channels does your company use?

What digital channels does your company use?

Corporate website

Product microsites

Facebook

YouTube

Instagram

E-mail marketing

Off-line channels

...



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iPad

iPhone

Watch

TV

Music

Support



Apple WATCH

SERIES 2



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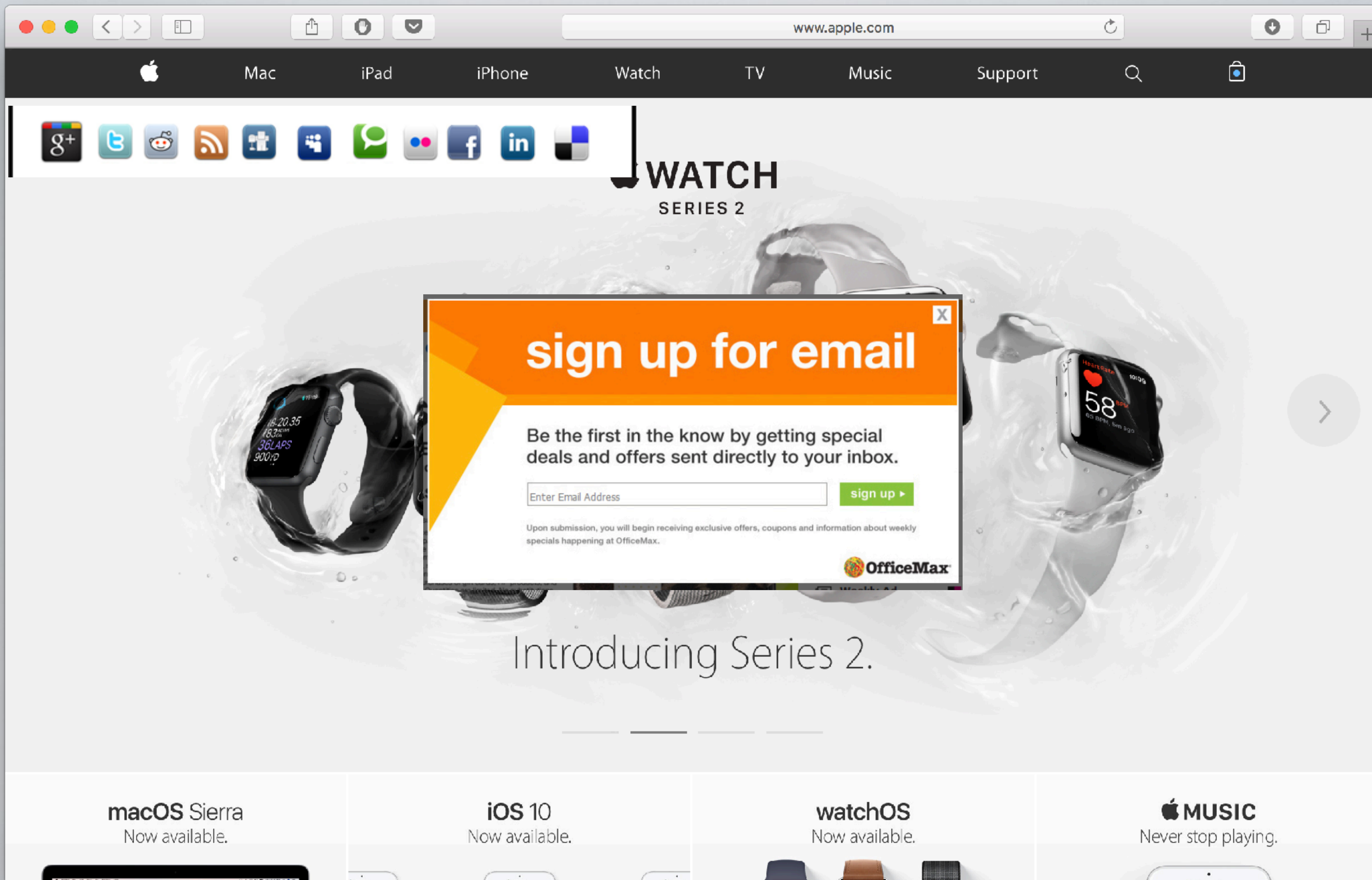
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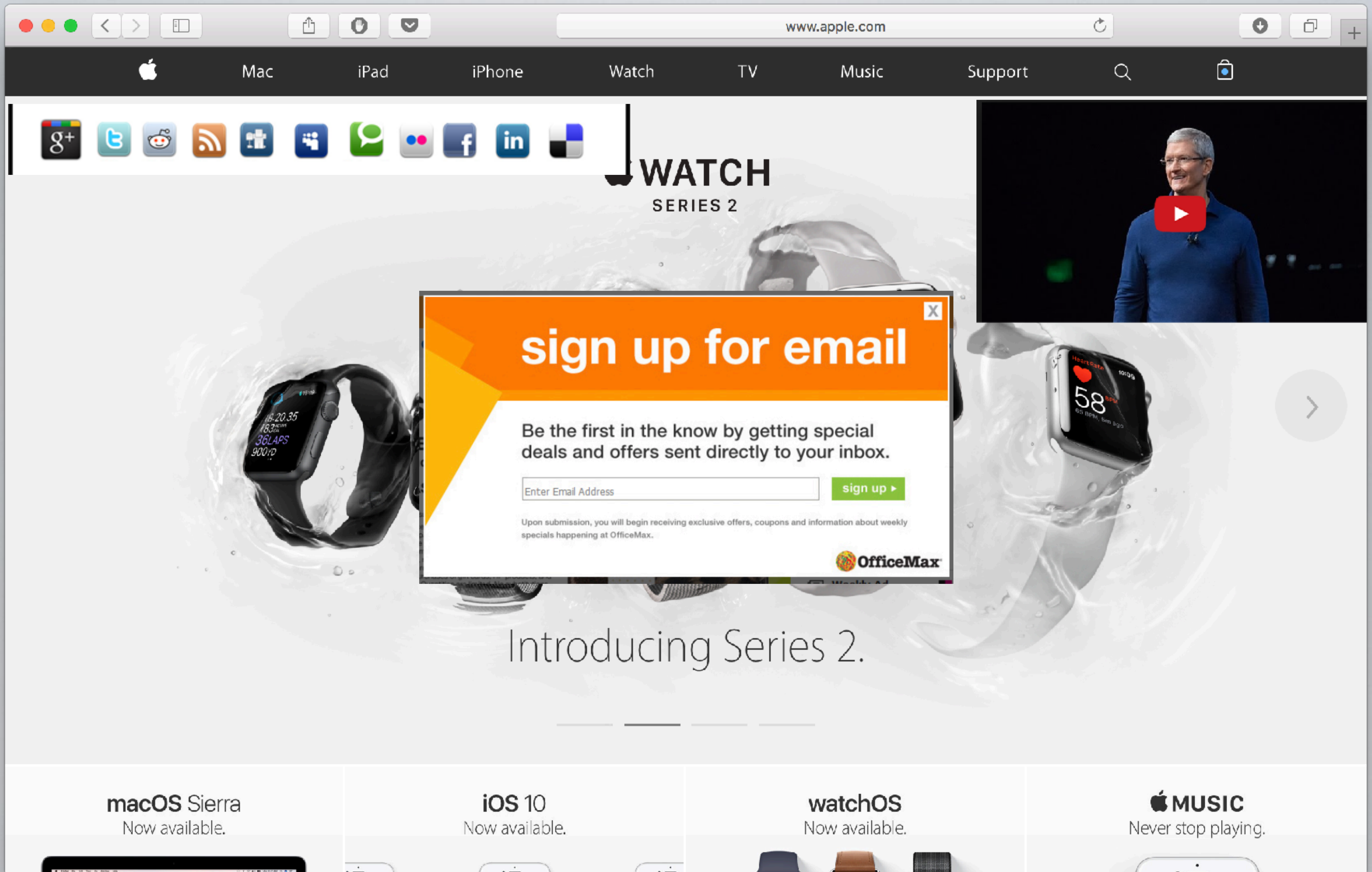
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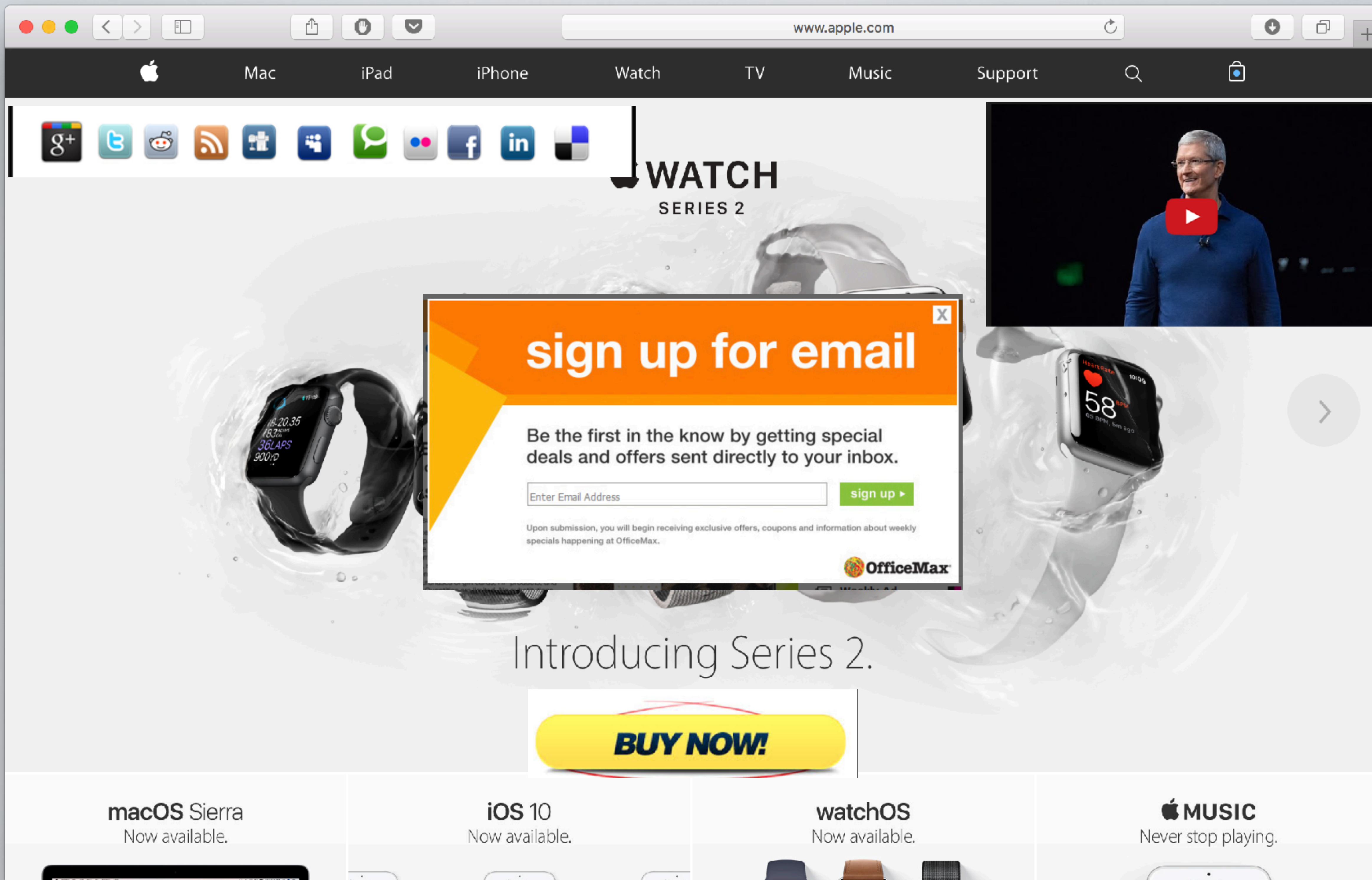
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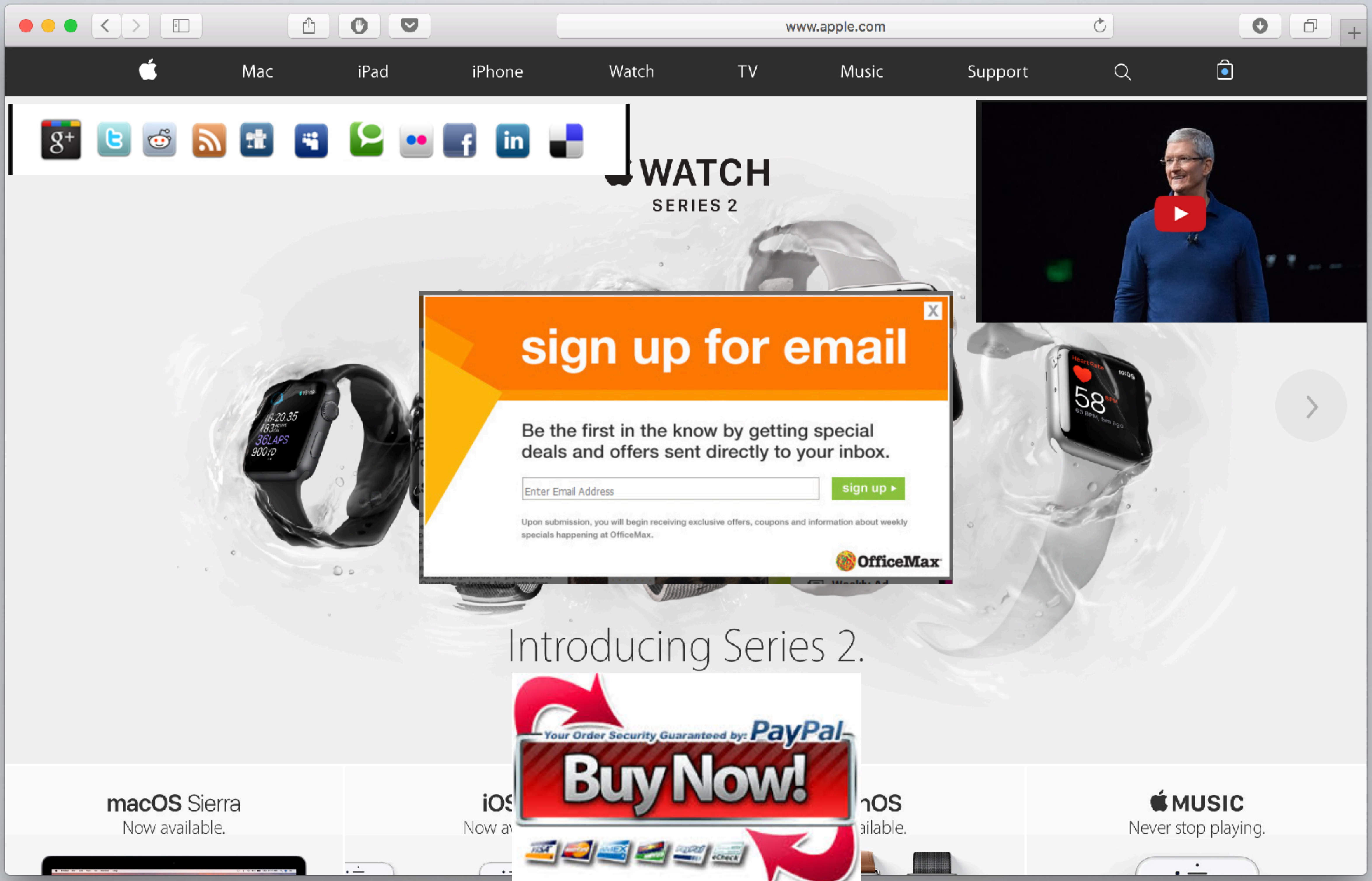
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The Problem:

Connecting digital channels to the website after completion, without any strategy.

Correct procedure

1. Start writing the **purpose of your website in one sentence**
2. Create list of possible **scenarios** in which visitors might find themselves
(WHO achieves WHAT by doing WHAT)
3. **List all the digital channels** you have right now
4. Select relevant channels from the list
5. Strategically **design all connections** from which you can take advantage

Example:

Connecting Website and YouTube

- have an easy way to embed video in web / articles
- create short news / article about every video on web / blog
- have a great tool to promote important videos on website
- in YT channel, properly connect the website
- in the end of videos, add a minimalist link to website
- in every video description, link relevant page from web (not homepage)
- ...

Example:

Connecting FB and YouTube

- share relevant YT videos on FB
- promote the most important videos via FB ads
- create teasers specially for FB
- ask people to like your FB page at the end of YT video
- . . .



intoit approach



Rule #1

Plan the connections of
your channels strategically.
It's an ecosystem.

3. Choosing the right technical platform.

What CMS / web
platforms do you
know?









Open source platforms

- WordPress
- Drupal
- OpenCart
- Joomla
- PrestaShop

Commercial platforms

- Wix
- CMS Lars
- WebProduction
- jNetPublish
- WebNode

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Commercial platforms

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- WebNode

**developed
by agency**

Open source platforms

- Developed by community of enthusiasts
- Evolution is up to them, sometimes they follow what the users want, but sometimes not very conceptionally
- You can hire developer for customization
- Usually free

Hosted platforms

- Developed by companies
- Evolution is up to them, they follow what the users want, conceptionally
- You can improve the website by buying new modules, but the customization is usually not possible
- Fee is usually monthly-based

Agency- developed

- Developed by companies
- Evolution is based on needs of the market
- It's customizable
- Fee is usually fix price for licence + t&m for imp. / customization

Open source platforms

Hosted platforms

Agency- developed

UX, custom design, unique	yes, but sometimes expensive	yes, but very limited	yes
supplier changeable	yes	no	usually no
custom modules development	yes	no	yes
Security	bit risky	good	good
Time to prod	days	days	weeks / months
Who will you work with	freelancer or agency	computer	agency
Price	free + t&m of freelancer or agency	monthly + modules / templates	fee + t&m of agency

Rule #2

Hiring a freelancer means
managing a freelancer(s).
And that means being a
project manager.

Most common scenarios

Open source platforms

Hosted platforms

Agency- developed

Can make by yourself	yes, but no	yes	no
Can manage content by y.	yes	yes	yes
Testing an idea	good	great	depends on solution
Offers guarantees	no!	SLA defined	SLA negotiated
Want to fluidly improve	yes	not so much	yes
Have an account manager	no directly	usually no only helpdesk	yes
Want some added value	limited	no	yes

Rule #3

Define what you need.
Then choose the platform,
cooperation model and
then the supplier.

Rule #1

Plan the connections of your channels strategically. It's an ecosystem.

Rule #2

Hiring a freelancer means managing a freelancer(s).
And that means being a project manager.

Rule #3

Define what you need. Then choose the platform, cooperation model and then the supplier.

Q+A?