

MDIA - 4015

WEB MARKETING PROPOSAL

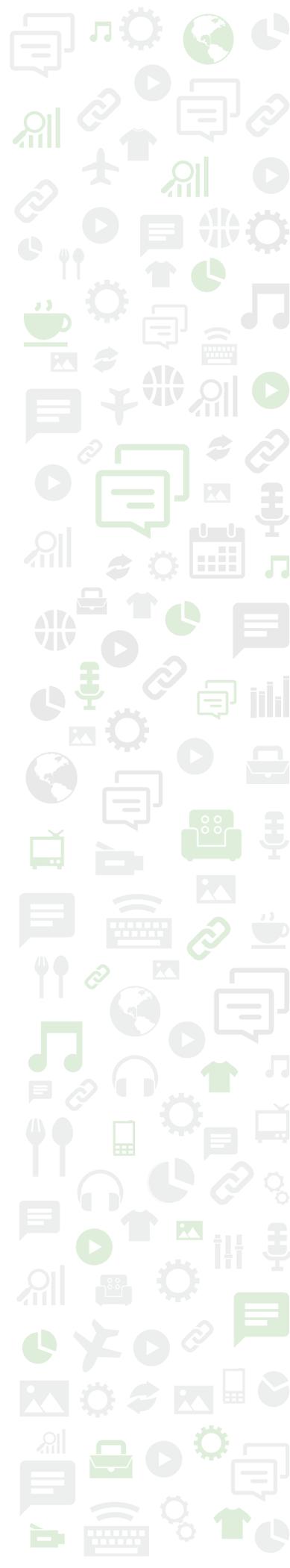
Prepared by
JOHN PICK
A01015768

Date March 9, 2018

COMPANY

People Dynamics Inc.

<https://PeopleDynamics.co/>



CLIENT POSITION SUMMARY

SITUATION

People Dynmics Inc., is in the process of internal restructuring of their organization. This stems from being a business that has no clear “definition” of what it is they represent. The company is currently an affiliate of the owner’s primary company called Profiles Asia Pacific, an HR company that imports products of Profiles International (owned by Wiley) to the country of the Philippines. People Dynmics was created as a business name to make “bid” for projects in the Philippines, and has served as an extension to Profiles Asia Pacific. The restructuring of the company is to differentiate the two firms as separate entities to their respective target markets. People Dynamics is to be a company that sells IN HOUSE products and services, while Profiles Asia Pacific will be branded to sell ONLY Profiles International and Wiley products.

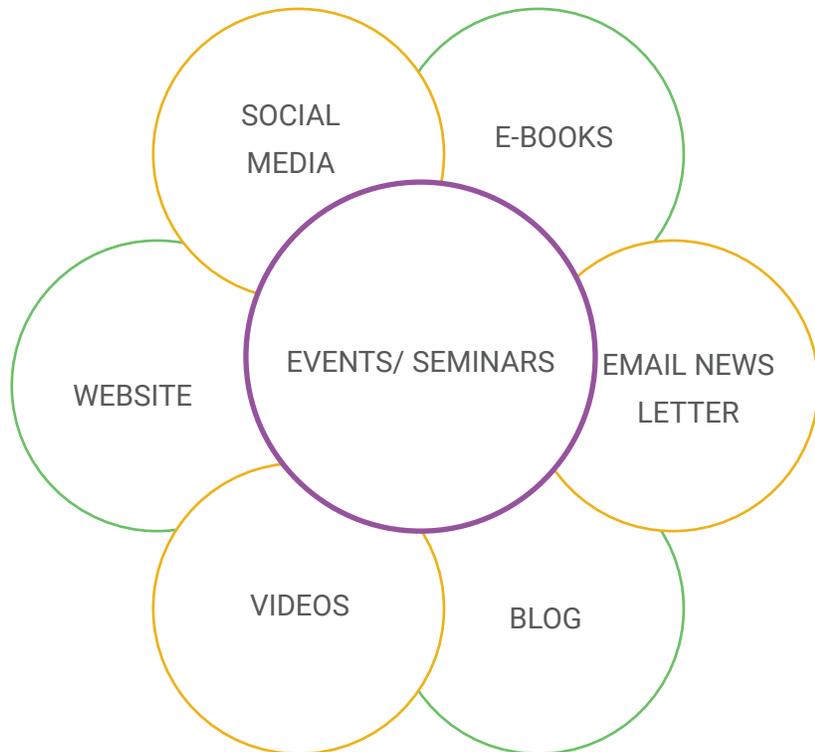
SERVICES

People Dynamics Inc. (PDI) offers Philippine employers HR services, psychometric assessments, skills tests and training programs based off the products of Profiles Asia Pacific, and now developed in house. This includes:

- Job match assessment services for recruitment.
- Interviewing
- Learning and developing proudcts and services based on metrics identified by their assessment tools
- Skills tests and Evaluation of skills.

CURRENT REAL-WORLD SOCIAL PRESENCE

PDI already has a foot in several avenues of social presence. Some of these avenues have a stronger presence than others. Some take up further resources and budgeting compared to other avenues. ROIs have shown to be weaker in some areas and these are aspects we can review and adjust to move resources to more profitable ROIs. The follow are currently PDI's methods of obtaining social presence.



PDI's primary ROI are from hosting Events and Seminars as a means for direct communication with their market, the advantage is being able to educate their market with the value/benefits of their HR services and psychometric assessments. **The Value of education is proven to be effective here, a tactic we will explore will derive in providing this education through their other social platforms that provide less of an ROI (website, videos).**

While social media costs less to maintain, according to the client, there are a few platforms hardly for interactions used such as their twitter account.

Competitor's Environment

HR Avatar

- Employment Testing Products
- <https://www.hravatar.com>



Assessment Analytics

- HR Services
- Psychometric Assessments
- <http://assessmentanalytics.com/>



Vanguard Assessments

- Psychometric Assessments
- <https://www.vanguardassessments.com>



Behavioral Dynamics Inc.

- HR Services
- Psychometric Assessments
- No website (affiliate of Vanguard Assessments)

Goals

Primary Goal



We want to apply the same means of education from their seminars (measured from ROIs) to other aspects of their social presence, mainly their **website** as this is primarily the first point of entry for their market to be introduced to them. This can be done by directing users from the landing page via an effective “call to action” to an educational page about a primary product or service and measured via bounce rates and metrics gathered by the Google Analytics Console. For this analysis we will select the DDP product page.

Our goal is to increase clicks to the “DDP” product page from the landing page by 5% within then next 6 months. This can be measured via bounce rates and clicks via Google Analytics

Secondary Goal



Currently, People Dynamics Inc. does not appear on the first page of Google’s search listings when searching “HR Assessments Philippines” and Profiles Asia Pacific is the 4th listing.

While accomplishing the primary goal, **our secondary goal will be to achieve a listing with these keywords on the first page**, as it it represents the key product they are offering and as of now they are losing visibility to their competitors who are appearing with these keyword searches.

These can be measured via the Google Search Console. The goal can be implemented as part of our primary goal’s website strategy.



Strategy - 1

Website Hero - Redesign

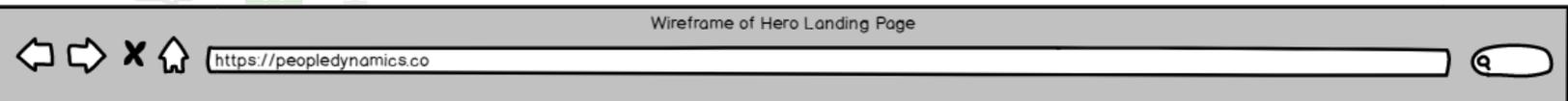
Apply techniques from Information Architecture to redesign website's landing page to "feature" a specific product or service with a call to action button.



Strategy Analysis

- Current website does not give a clear picture of company services as a whole.
- Current call to action is an e-book that requests e-mail inputs to download. Not as effective and too early to request data.
- New method proposed will feature a specific product meant to educate the value of the product or service. Including a feature video with a call to action

Proposed Desktop Wireframe



- CALL TO ACTION - TRY THIS PRODUCT OR REQUEST A QUOTE-

PDI LOGO

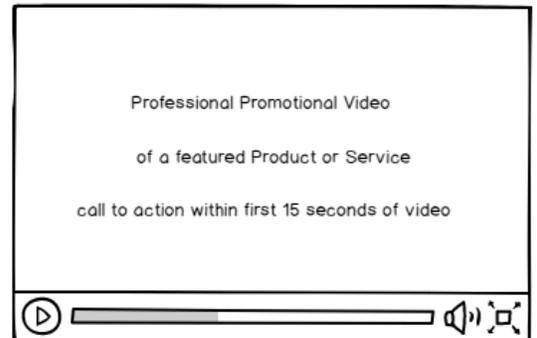


[HOME](#) | [HR ASSESSMENTS](#) | [PERSONALITY \(DISC\)](#) | [LEARNING & DEVELOPMENT](#) | [HR CONSULTING](#) | [BLOG](#) | [CONTACT](#)

FEATURED PRODUCT HEADLINE

Placeholder text for the featured product headline, consisting of several lines of dummy text.

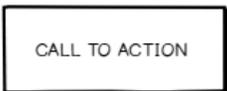
Placeholder text for the featured product headline, consisting of several lines of dummy text.



Professional Promotional Video

of a featured Product or Service

call to action within first 15 seconds of video





MOBILE OPTIMIZATION TECHNIQUES

Furthermore, while the website is responsive, it is not featuring anything in its mobile form. To improve bounce rates, the call to action button is proposed to be prominent and easy to push on the landing page.

Measurable via Bounce Rates over time:

Sessions 2,096	Users 1,755	Page Views 3,875
Bounce Rate 63.26%	Organic Search 615	Pages/Session 1.85
Time on Page 00:01:18	Page Load Time 13.92	Session Duration 00:01:06

Strategy - 2

SEO - Expand Inbound Outbound Links



Content Management - News Letter + Blog

PDI currently maintains a blog and a once a month newsletters. The Newsletter, while following a modern layout design, is proposed to include a call to action to further increase bounce rates. Further more an adjustment to the blog's content strategy to put a meta focus on "HR Assessments" and Philippines to boost SEO rankings.



Data Analysis Review

This strategy involves monitoring the Bounce Rates and Queries (Search Console) over time and adjusting the content strategy plan based on results. Identifying the correct query will determine the content strategy used, aside from "HR" terms, target keywords like "Filipino" or "Philippines" is important here because we do not sell in other countries.



Social Media Marketing via Profiles Asia Pacific

The affiliate company Profiles Asia Pacific is a power inbound link tool for PDI that is being underused. Having its own maintained blog, a rank in the search results and international products (soon to be exclusive) is the key to both differentiating the two companies and using an exchange of inbound links to PDI's advantage.

PAP also maintains the social media accounts, I propose scheduled blog and facebook posts from PAP's social platforms directed to People Dynamics Inc. targeted product pages. Due to the authority PAP has already established with google in the HR field, this will improve PDI's own search listing rankings.

Implementation

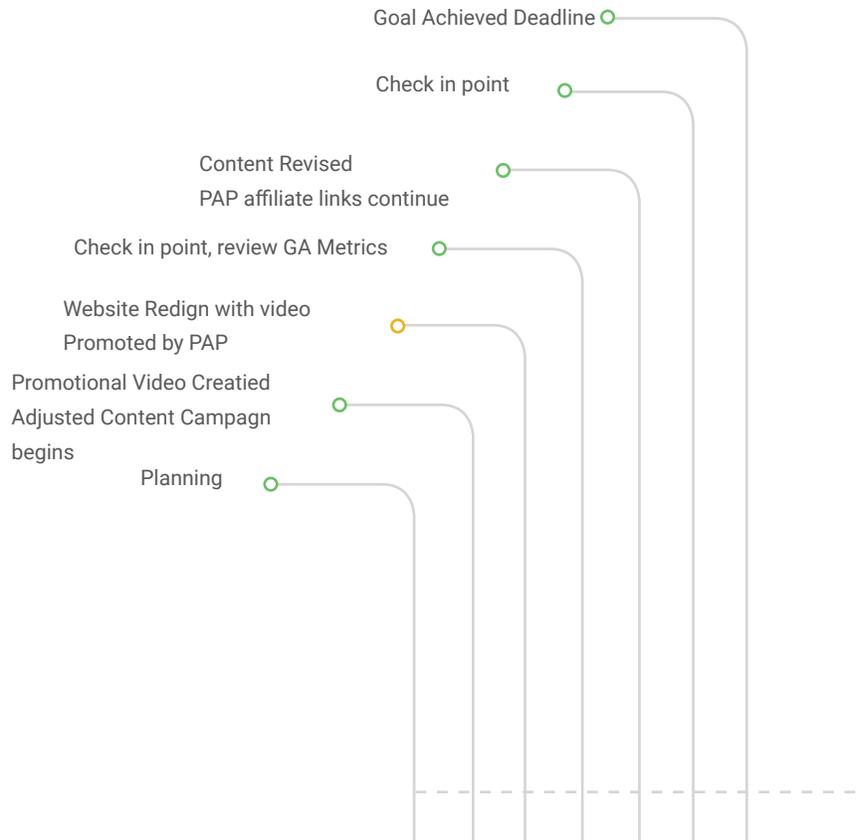
Proposed strategies are to be implemented over the course of six months between April - September. Myself (John Pick) is proposing to spend my own time and resources on Strategy 1 (Hero + Mobile Revamps). PDI's Marketing department consisting of content writers, and social media managers will be in charge of the content campaign refinements targeting the new keywords.



Team:

John Pick - Website
Redevelopment + Data
Analyst

PDI Marketing Team
- Content Strategy,
Writing, Social Media
Management



Timeline Apr May Jun Jul Aug Sep

The timeline is broken down to the general check in points. Because PDI already invests a budget into content strategy and a marketing team, the current budget will largely remain unaffected. Only the techniques applied will change.

Notes:
Content Strategy will be adjusted based on review + analysis of GA metrics

Summary

In conclusion, the implementation of the above strategies and tactics are selected precisely to achieve our stated goals. Our primary goal being to increase traffic to a specific product/service page (for educating our market) is being boosted with these tactics.

A website layout redesign with call to actions will encourage users to click on this page, furthering our bounce rates and educating the client for conversions. The featured video on the said home page further adds to market education. I would work as a web developer to create the new website layout and build a proof of concept promotional video.

We want to push new traffic to our website redesign by boosting our SEO rankings. We fortunately have a budget and team in place, and a powerful affiliate link to accomplish this, our strategy is to rework how our content campaigns are written. This is to use more appropriate keyword targets relevant to the searches within our market. We lack keywords such as Philippines or Filipino making People Dynamics none existent to its competitors.

Profiles Asia Pacific, while not perfect is a recognized authority in HR by google, and being an affiliate company to People Dynamics, we should use its affiliate links and social media channels to promote PDI's new website redesign.