Impiger technologies

Mobile, Cloud & Web Digital Solutions for Business – Done Right

Digital Engagement
It's Time to Update Your Strategy
5/30/2018 – 12:00pm CST

USA | AFRICA | UAE | INDIA

Speakers

Ritwik Bose
Senior Director Consulting

Pete Di Stefano
VP of Marketing

WHO IS IMPIGER

INNOVATION PARTNER

We believe in staying in the cusp of innovation and at the forefront of technology that can be applied to solve business problems.

- **Latest Technologies**
- **Highly Successful Implementations**
- **Problem Solving, Opportunity Enabling Solutions**

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IMPIGER SNAPSHOT

What we are today

225+ Clients

13 Years Old

300+ Workforce

300+ Mobile Apps

200+ Web Portals

5 Locations

Mobile , Web & Cloud

RPA & AI

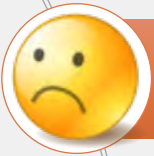**ITIS & IoT**

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AGENDA

Understanding what your digital footprint is and how to enhance it.

Consequences of Poor Digital Engagement

The latest digital strategies - Mobile First, One Page Sites, Push Notifications from mobile and web, progressive Web Apps
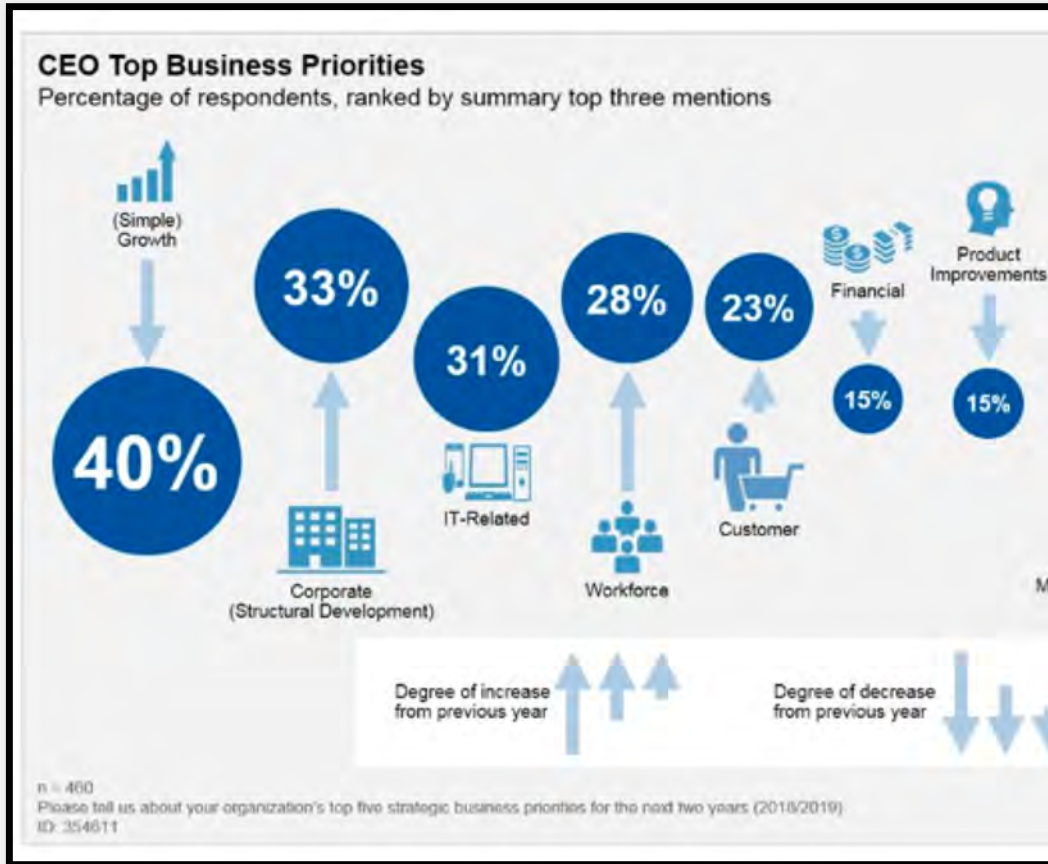
The role of Artificial Intelligence & personalization for better customer engagement

Extending your Reach & Accessibility, the latest on ADA, SEO and SMM

What Next?

CEO Top Business Priorities
Percentage of respondents, ranked by summary top three mentions

- Growth tops the list of CEO business priorities in 2018 and 2019, according to a recent survey of CEOs and senior executives by Gartner, Inc.

- #2 - CEOs are concentrating on changing and upgrading the structure of their companies, *including a deeper understanding of digital business.*

- IT remains a high priority coming in at the third position, and *CEOs mention digital transformation, in particular.*

- Workforce has risen rapidly this year to become the fourth-biggest priority, up from seventh in 2017. *CEOs said a lack of talent and workforce capability is the biggest inhibitor of digital business progress.*

What is a Digital Footprint?
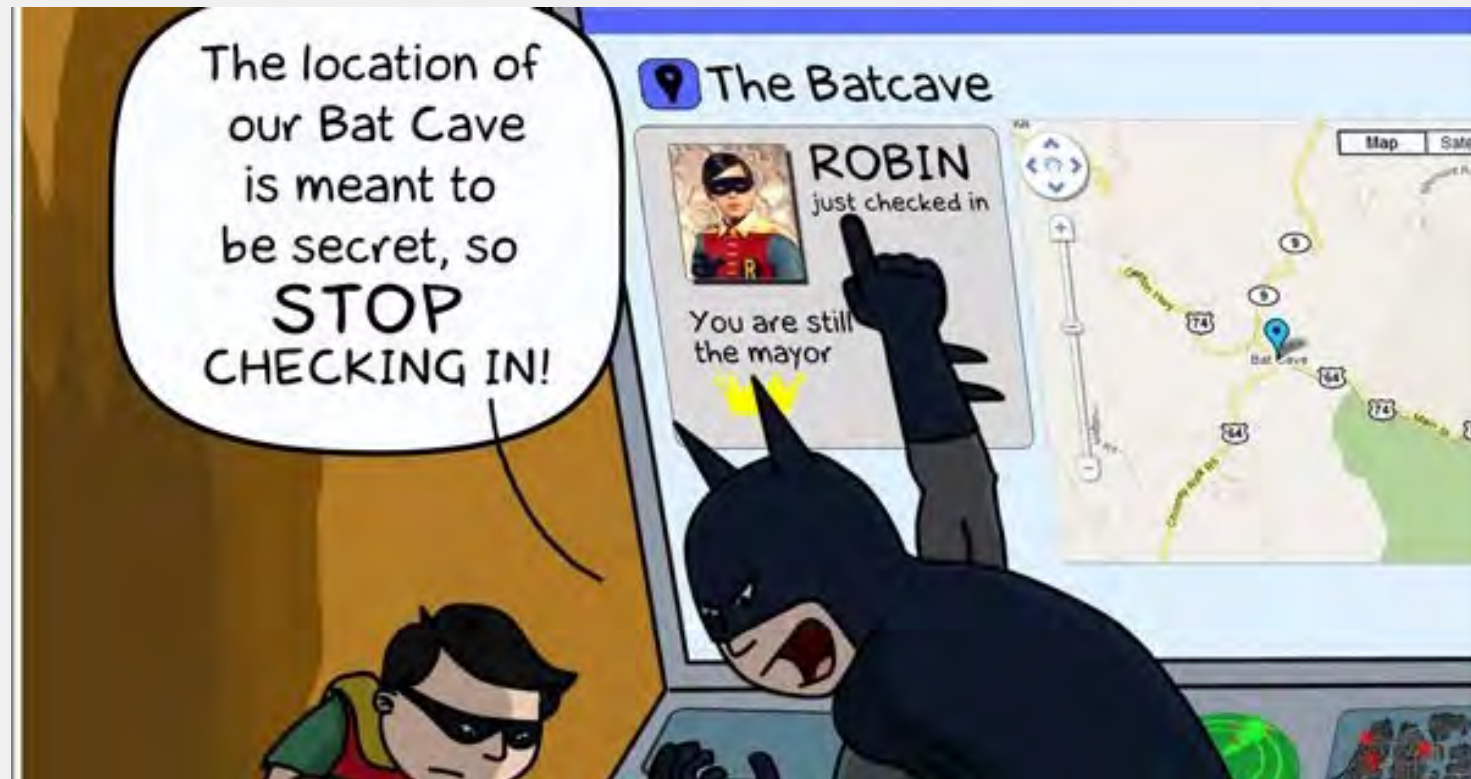
What is a Digital Footprint?

"A unique set of digital activities, actions, and communications that leave a data trace on the Internet or on a computer or other digital device and can identify the particular user or device."

"A company's overall impact, impression, or effect as manifested on the Internet; online presence or visibility."

What is Your Company's Digital Footprint?

Questions you should ask about your business:

- Am I aware of my business footprint?
- Is it positive or negative?
- Is our business footprint consistently working for us?
- Is our website our only digital footprint?
- As a whole, does your footprint contain a straightforward **consistent** targeted message?
- Is the content of my digital footprint secure and protected?
- Does my business have old, broken, non-functioning links?
- Are you aware of what is being posted by employees and business managers and others outside your company?

How to Improve Your Company's Digital Presence?

Digital Brand Discovery
- Understanding your customers and the way they engage will provide you with insight into what is necessary to take your brand to the next stage of development

Value Chain Analysis
- Step back and analyze who you are and how you service your customers. This will allow you to reflect on the opportunities presented by a Digital Presence and proper use of Technology

Create Omni-Channel Strategies
- Your customers are your lifeblood in business, so understanding their needs and connecting with them in the Digital world presents an opportunity to expand your business

Business Offering Analysis
Keeping your product/service offerings updated will ensure that you stay relevant. When developing your Digital Presence you need to evaluate these offerings to be sure that you position your company properly in the Digital Space

Consequences of Poor Customer Engagement
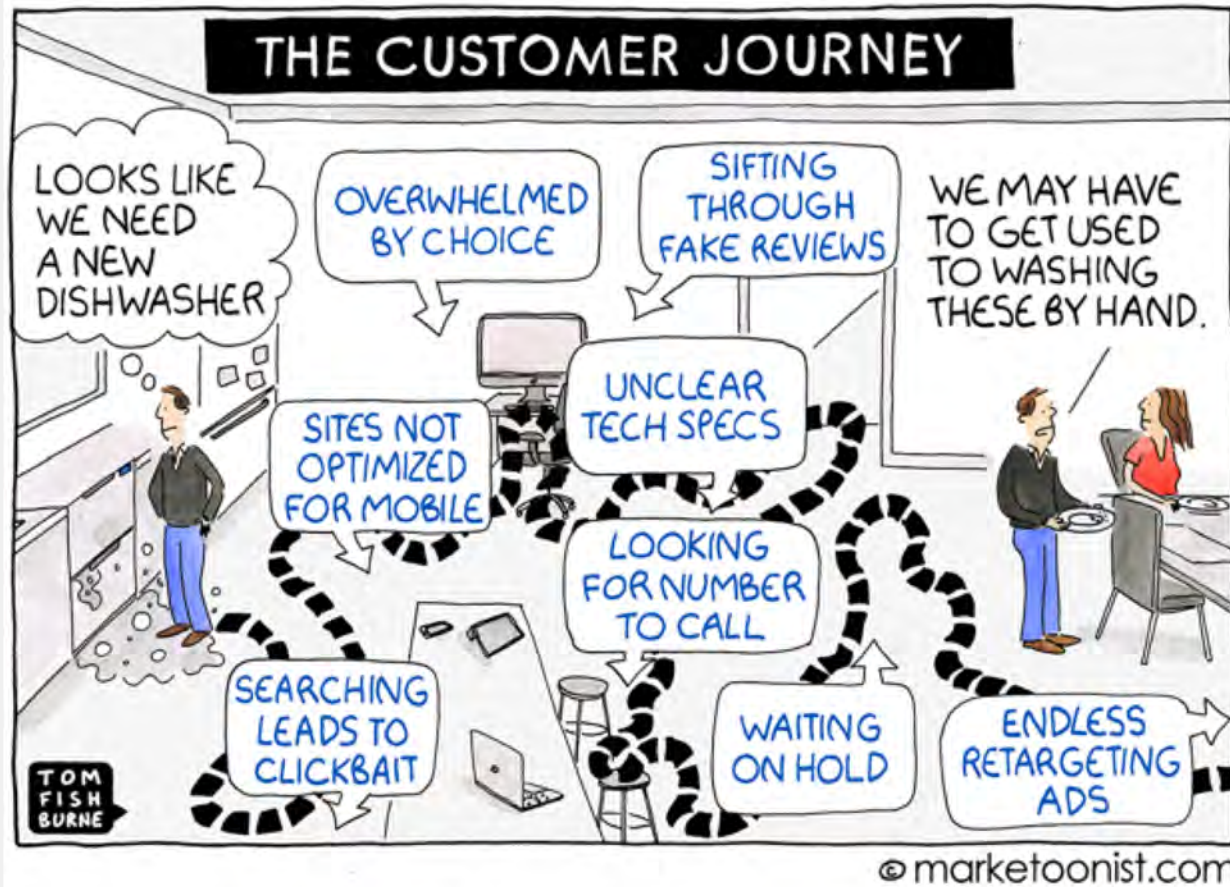
- **A Damaged Reputation**

- **Leads Don't Convert**

- **Your Customer Lifetime Value Drops**

- **You Lose Your Best Employees**

- **You Enter a Profit-Sucking Cycle**

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Why is This Important - *The numbers don't lie!*

Digital engagement – 2 Trillion Google Searches a Year

63% of all web traffic is mobile, moving to 2/3 by the end of 2018

95 percent of consumers are mobile and 70 percent are highly engaged through their mobile applications.

27% listed digital communication via a website, blog or social channel as their preferred method of communicating with brands.

65% of respondents reported that a single bad customer experience is enough for them to swear off a brand, even if they really value its products.

Customers increasingly high expectations of brands have reached a critical point and will impact behavior

60% consider not getting a response on social channels to be a bad experience.

It's a wakeup call for brands to realize that providing a great digital experience is the surest path to attracting and retaining happy customers."

CUSTOMER ENGAGEMENT

Digital Strategy?

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Measuring Success, Establishing Goals and Measuring Them

Reach & Reputation

YOUR BUSINESS NEEDS TO BE FINDABLE ONLINE
- 93% of online experiences begin with a search engine
- Do you know what your ranking/position is? Are you happy with it?
    - Improve SEO, add PPC, Social engagement, etc.
- No matter what you end up trying, **consistency is of the upmost importance**
- We recommend you check your rankings/position at least monthly

WEBSITE ACCESSIBILITY IS KEY
- Is your site mobile friendly
    - 80% of internet users own a smartphone
    - Mobile traffic surpassed desktop traffic in 2016
- Are you reaching all your potential customers
    - 20% of the US population has a disability

IF ITS ON THE INTERNET, IT MUST BE TRUE
- 91% of people trust what they see and read in search engine results
- 65% of people trust these results more than any other source
- The importance of maintaining and managing our online reputation grows

Engage

ESTABLISH TRUST

Now you need to establish authority by clearly communicating who your company is.

- Add testimonial videos on your home page
- Video introductions to your employees
- Prominently display any sort of awards or certifications on your home page as well.

BE INFORMATIVE AND ANSWER QUESTIONS

- Ensure the information your potential customers find is helpful. Consumers are more empowered than ever before
- B2B researchers do 12 searches on average prior to engaging on a specific brand's site
- 81% of shoppers conduct research online before buying.

STAY IN TOUCH WITH YOUR CUSTOMERS

- If content is king, then consistency in queen
- After you've provided services to a customer, stay engaged
- Make communication with your customers a priority
  - e-Newsletters, weekly, monthly, quarterly
  - e-Surveys
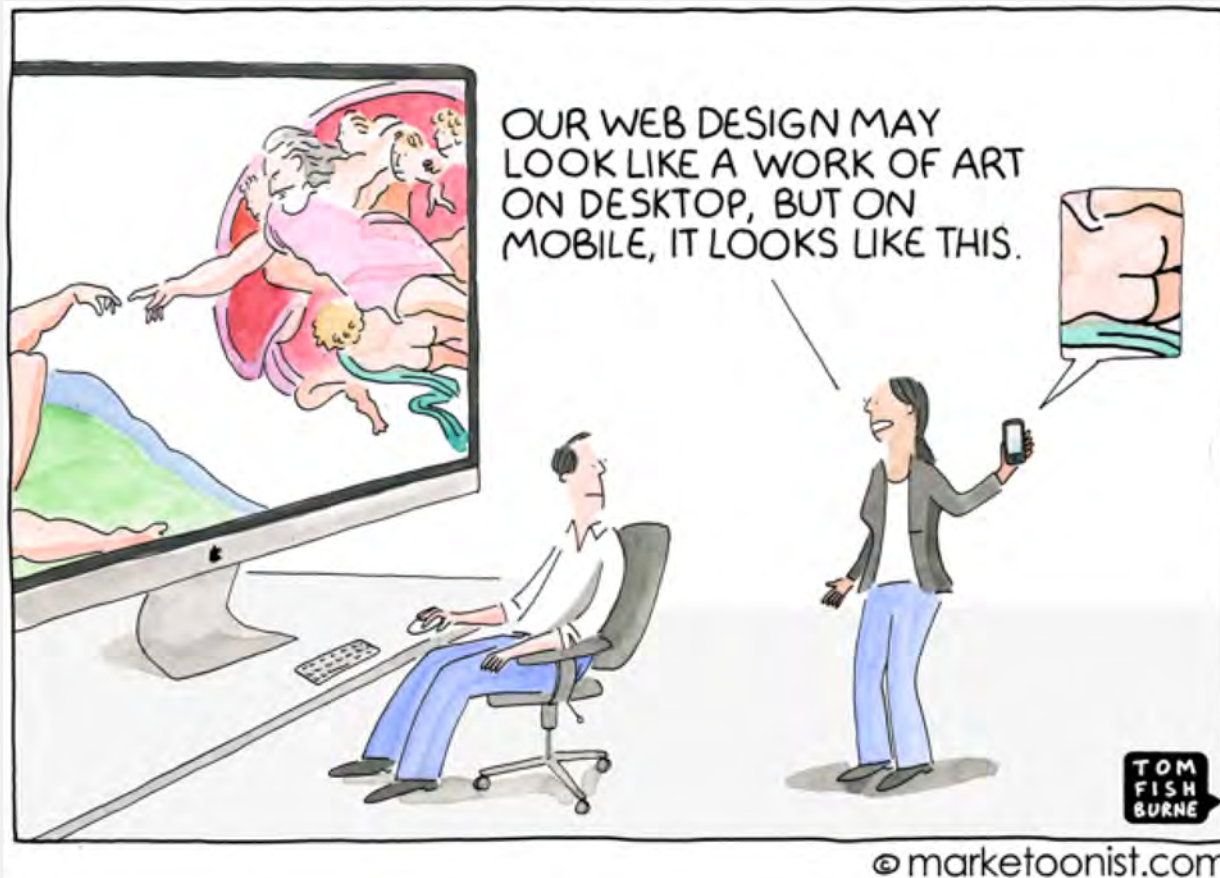 - Engage when they engage on your social platforms

Website Design Considerations

- **You Need to Design Your Website for Users' Preferences**
  - Colors, navigation, content, etc., from your users perspective (Outside in)
- **Less is more**.
  - It's easy to clutter up a website. But the goal should be to make it easy for visitors to find what they're looking for and take action.
- **Make mobile a priority**.
  - One of the challenges of mobile design is that website creators work on large monitors with the best resolutions.
  - User design for mobile needs to be bumped up to the top of the priority list
- **Personas are evolving**.
  - While buyer personas help marketers understand a target audience
    - How people engage with a website
    - Marketers should design websites to reflect web habits of their most important personas

Mobile First Strategy

In a mobile first strategy, a company's web presence is designed for mobile devices first and desktop second.

OUR WEB DESIGN MAY LOOK LIKE A WORK OF ART ON DESKTOP, BUT ON MOBILE, IT LOOKS LIKE THIS.
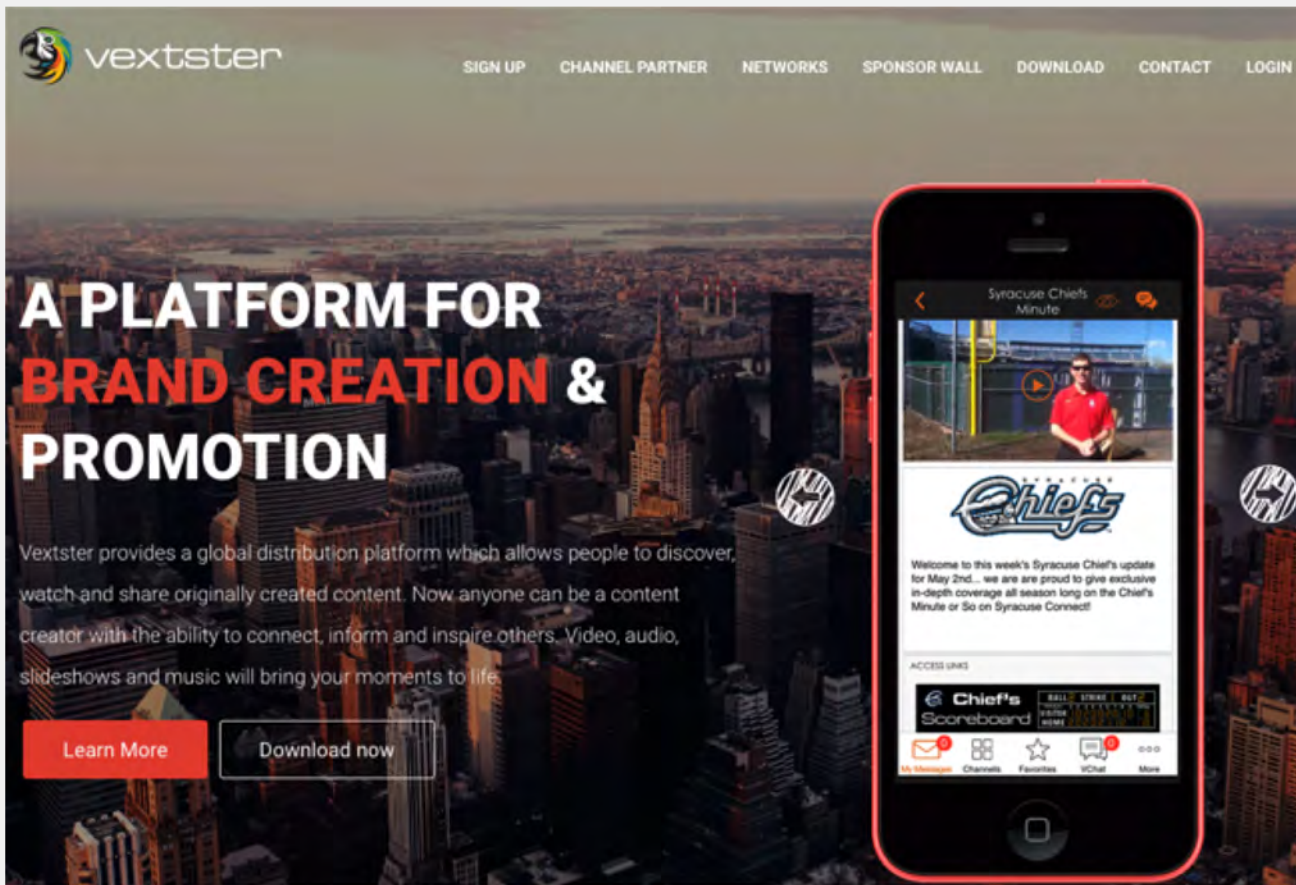
TOM FISH BURNE

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- This is in contrast to a desktop first strategy in which a website is built to the company's satisfaction and then has its non-compatible elements stripped to create a mobile site.

- Mobile first strategy also takes advantage of technology that is specific to mobile users (GPS, data-collecting, built-in cameras), to create features that are unavailable to desktop users.

  - Such interconnectivity and convenience helps make smartphones indispensable

  - A mobile first strategy also facilitates connections with customers, as smartphones are always close at hand

Web Examples

One Page Web Design

PROS

- Simple & Easy to Navigate
- Immersed in linear experience
- Straight Forward
- Could result in higher conversions
- Scrolling is easier then clicking

CONS

- Trap – 10 lbs. stuff in a 5lbs. Bag
- More categories and content, less viable
- Less search optimized
- Could load slower based on how much is jammed into the page

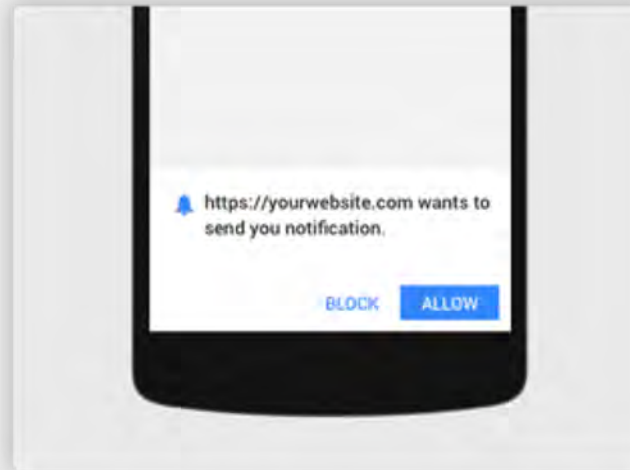# Push Notifications from Web

Websites have to explicitly take permission from their users to send them push messages.

This is how website push notifications work:

The first step is getting opt-in from visitors. As soon as someone arrives on a website, an opt-in box is triggered. If the visitor clicks on "Allow", he/she is added to your subscriber list.
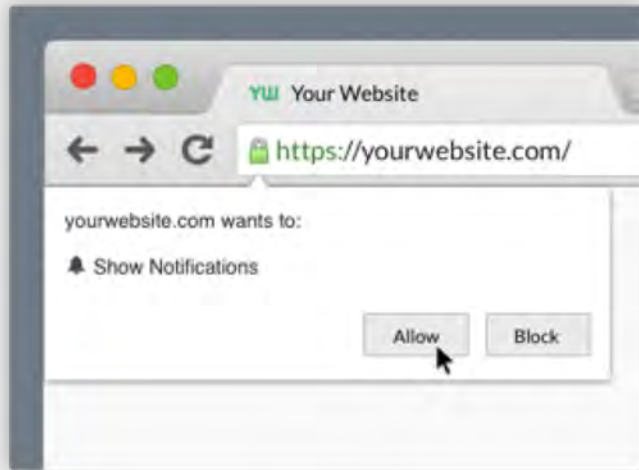
Desktop Opt-in

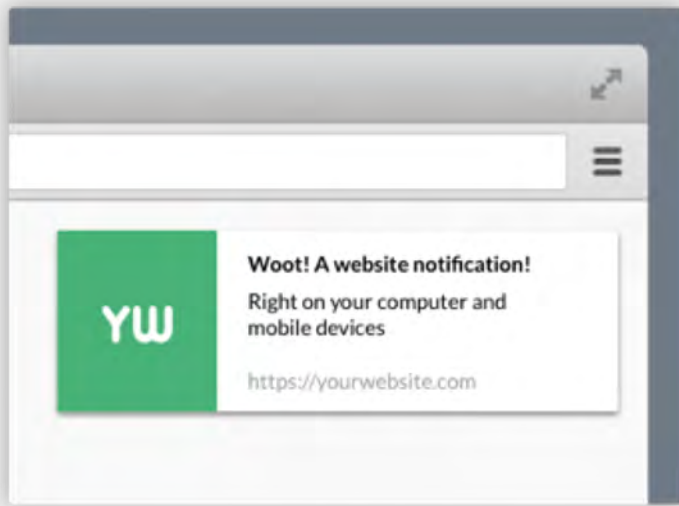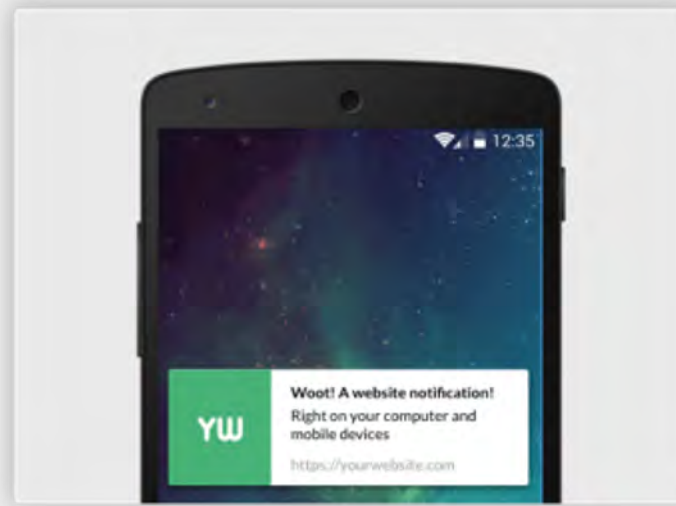Mobile Website Opt-in

Push Notifications from Web

As soon as a 'visitor' becomes a 'subscriber', you can send them push notifications from your website.

These notifications will arrive in real-time even if the browser is not open at that point of time. Clicking on the notification will take the subscriber to the URL specified.
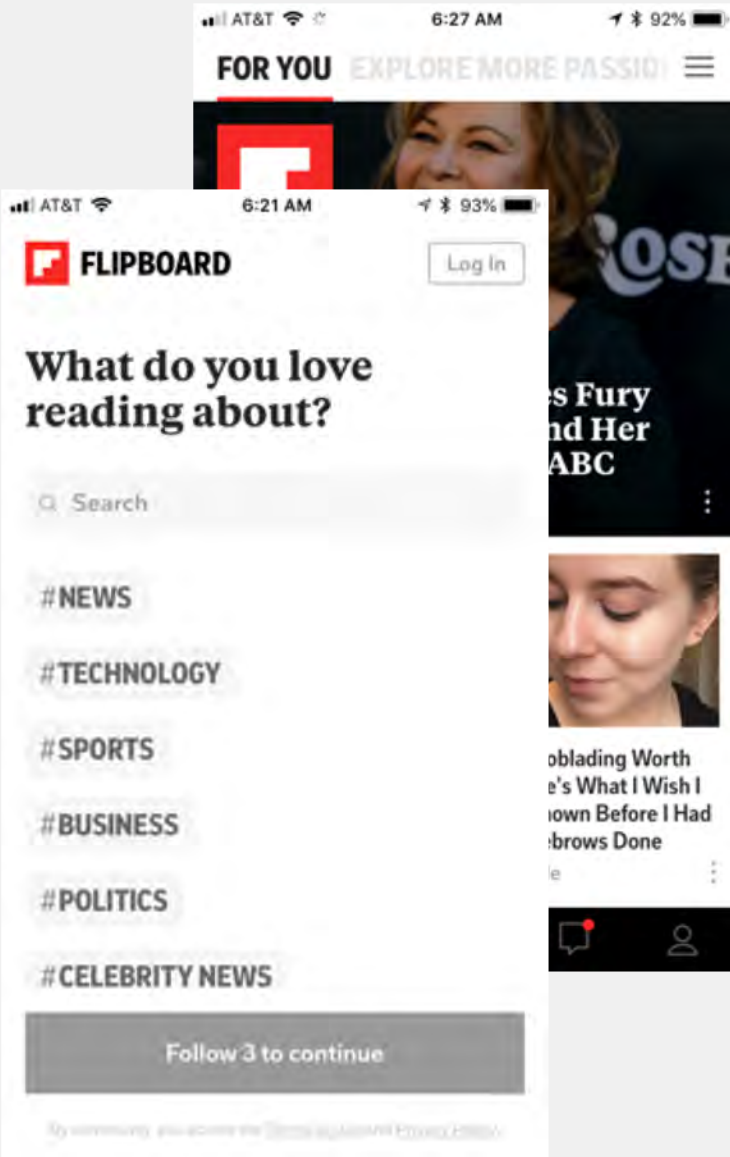
Desktop Push Notification

Mobile Website Push Notification

Progressive Web Pages

- **Progressive** - Works for every user, regardless of browser choice

- **Responsive** - Fits any form factor: desktop, mobile, tablet, or whatever is next.

- **Connectivity independent** - Enhanced with service workers to work offline or on low-quality networks.

- **App-like** - Feels like an app, because the app shell model separates the application *functionality* from application *content* .

- **Safe** - Served via HTTPS to prevent snooping and to ensure content hasn't been tampered with.

- **Discoverable** - Is identifiable as an "application" thanks to W3C manifest and service worker registration scope, allowing search engines to find it.

- **Re-engageable** - Makes re-engagement easy through features like push notifications.

- **Installable** - Allows users to add apps they find most useful to their home screen without the hassle of an app store.

Progressive Web Pages

PROS

- Fast loading
- Responsive + app like features
- Works best on slow internet connection types
- Offers offline support – caches website content, if you are not connected to the internet
- Provide app like interface – web browser in full-screen mode will not even let you know that you are working on a website.

CONS

- PWAs can't use device underlying hardware components including sensors, LED lights, etc.
- Functionality is quite limited as compared to native and web apps
- Best for demonstrating the preview of your native app to users
- Not good for apps that require heavy processing
- Not supported on all web browsers
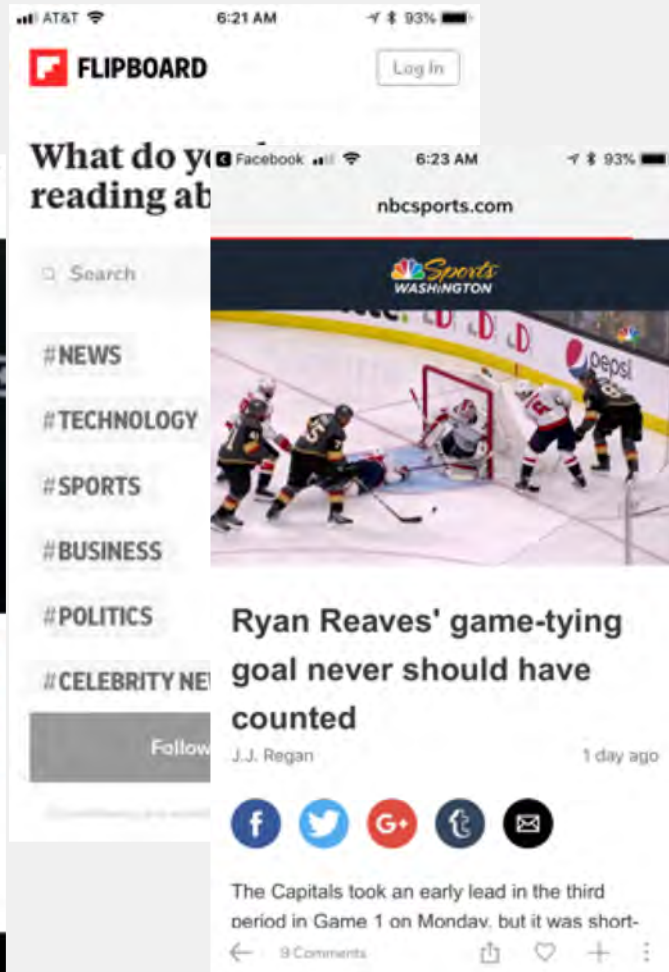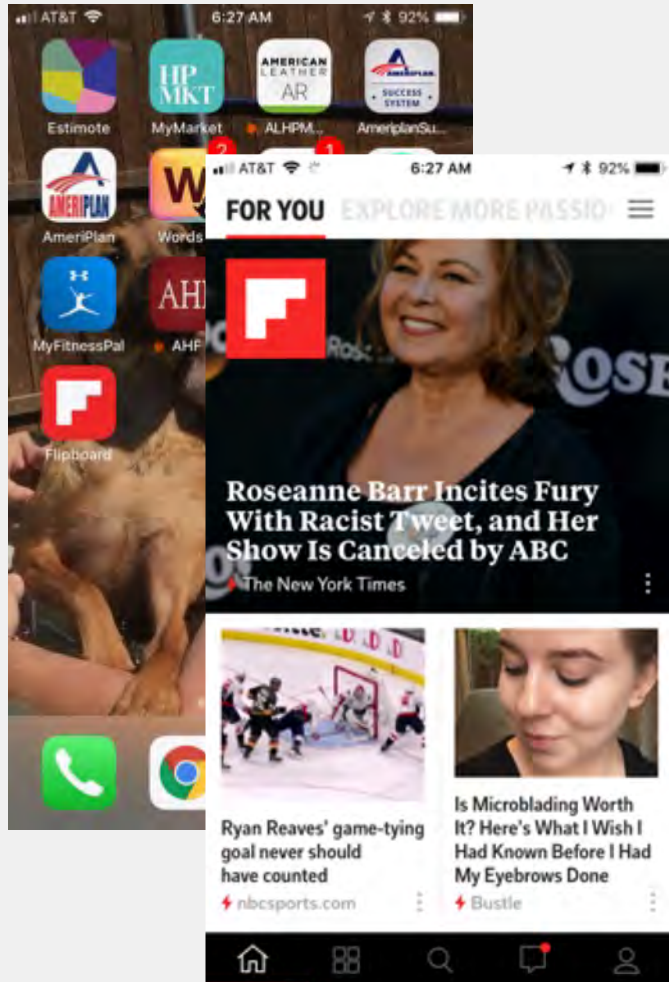
Mobile App Engagement Strategies

1. **Easy Onboarding**
   - **Providing a seamless onboarding experience can help significantly reduce abandonment rates. The more difficult it is to begin using an app – too many steps to sign up, too many information fields, complex features/functions, etc.**

2. **Use Push Notifications (The Right Way)**
   - **Push notifications have been shown to increase user retention, with statistics showing anywhere from a 56% to a 180% improvement. Users who have opted into receiving push notifications exhibit 88% higher app engagement**

3. **Include Elements of Mobile Personalization**
   - **Mobile personalization is arguably one of the most important aspects of a compelling application. Personalization helps provide a more unique, relevant experience to the user.**

4. **Offer Incentive Program**
   - **To drive engagement and retention you need to give users incentive to use your app. Mobile-specific rewards, specialized content access, coupons, special promotions, and other offers will help drive conversions and encourage engagement.**

5. **Encourage Two-Way Communication**
   - **Asking your users for feedback will show that their input is being considered to drive the app in the direction they want it to go. The added benefit is that they won't be as likely to post a negative review on the app stores if they can tell you first.**

Mobile App Example

The Role of Artificial Intelligence?

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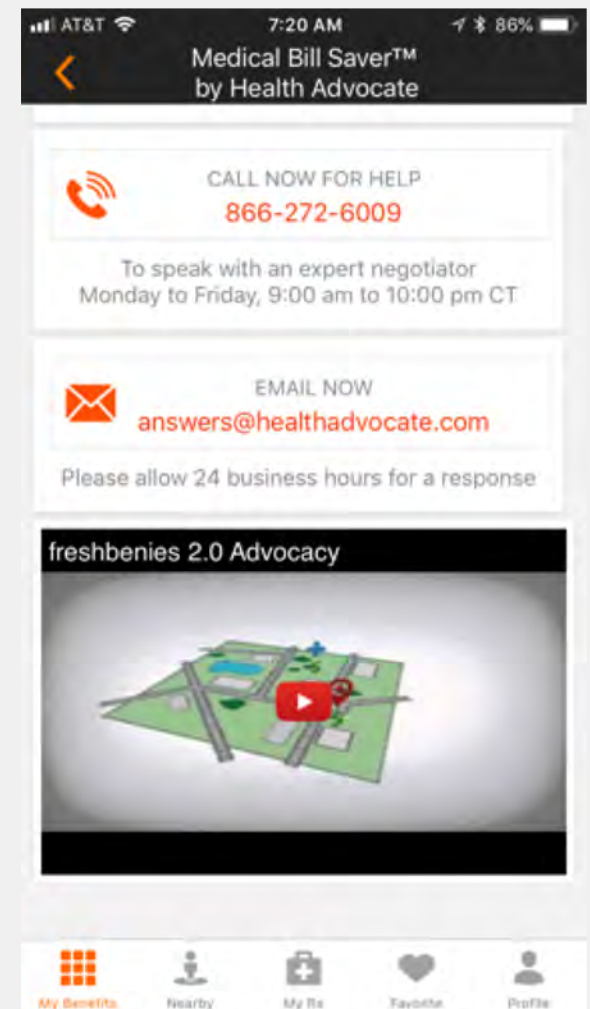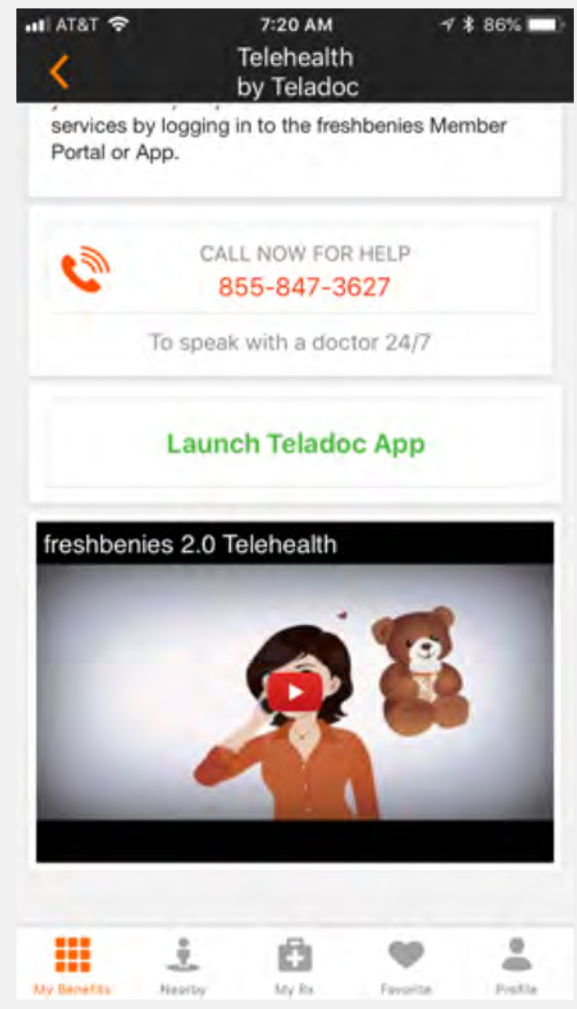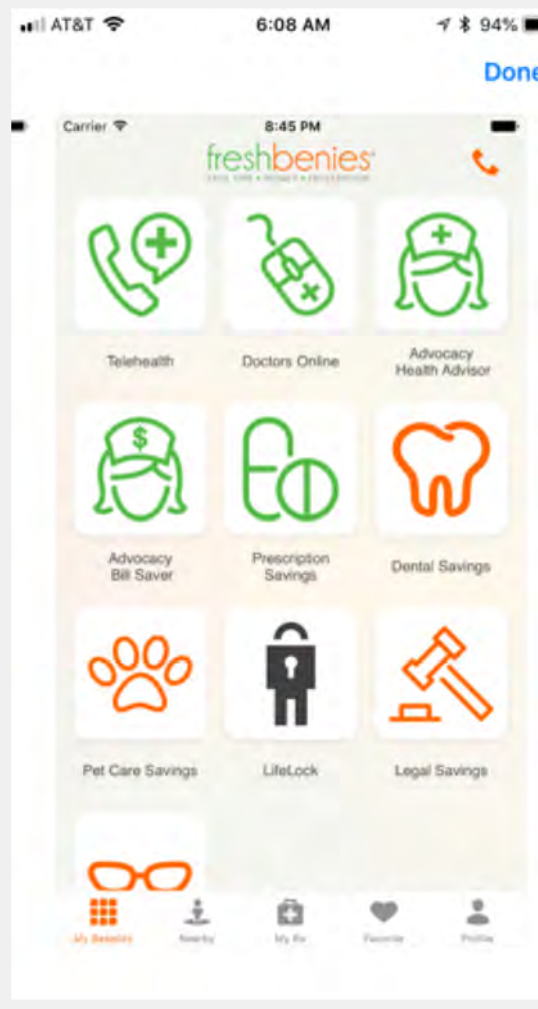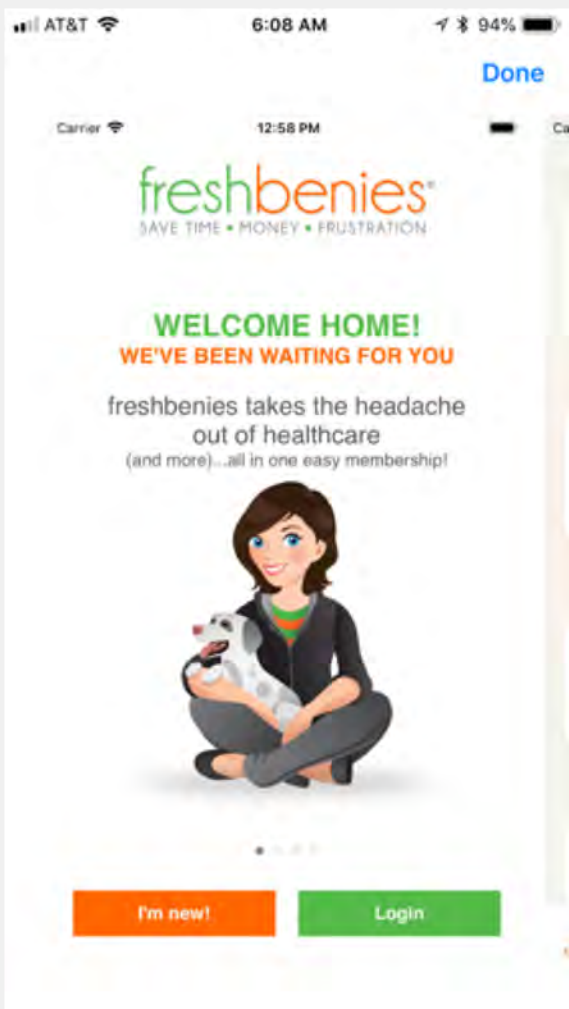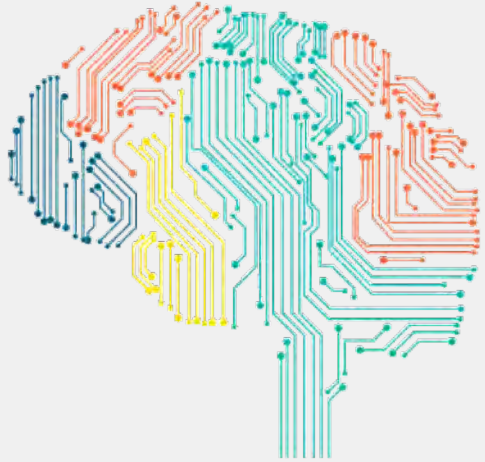
ARTIFICIAL INTELLIGENCE & CHATBOTS

The International Data Corporation (IDC) says that by 2018 75% of all developers will include some measure of AI solutions to each of their digital products.

During the summit of 2011, Gartner predicted that by 2020, 85% of all customer interactions with a business wouldn't involve humans.

What is an AI Chatbot?

- A Chatbot is a computer program that simulates human conversation, or chat, through artificial intelligence.

- Chatbots are typically used in dialog systems for various practical purposes including customer service, information acquisition, commerce.

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Terms

Bot
an autonomous program on a network

Chatbot
a bot that uses human language to communicate

AI Assistant
a chatbot that performs tasks or services for an individual

Skill
a capability that an AI assistant can learn

CHATBOTS POPULARITY

96% of businesses believe that chatbots are here to stay for good.

75% of surveyed businesses planned to build a chatbot in 2017.

67% of businesses believe that chatbots will outperform mobile apps in the next 5 years.

80% of businesses claimed they already use or plan to use chatbots by 2020.
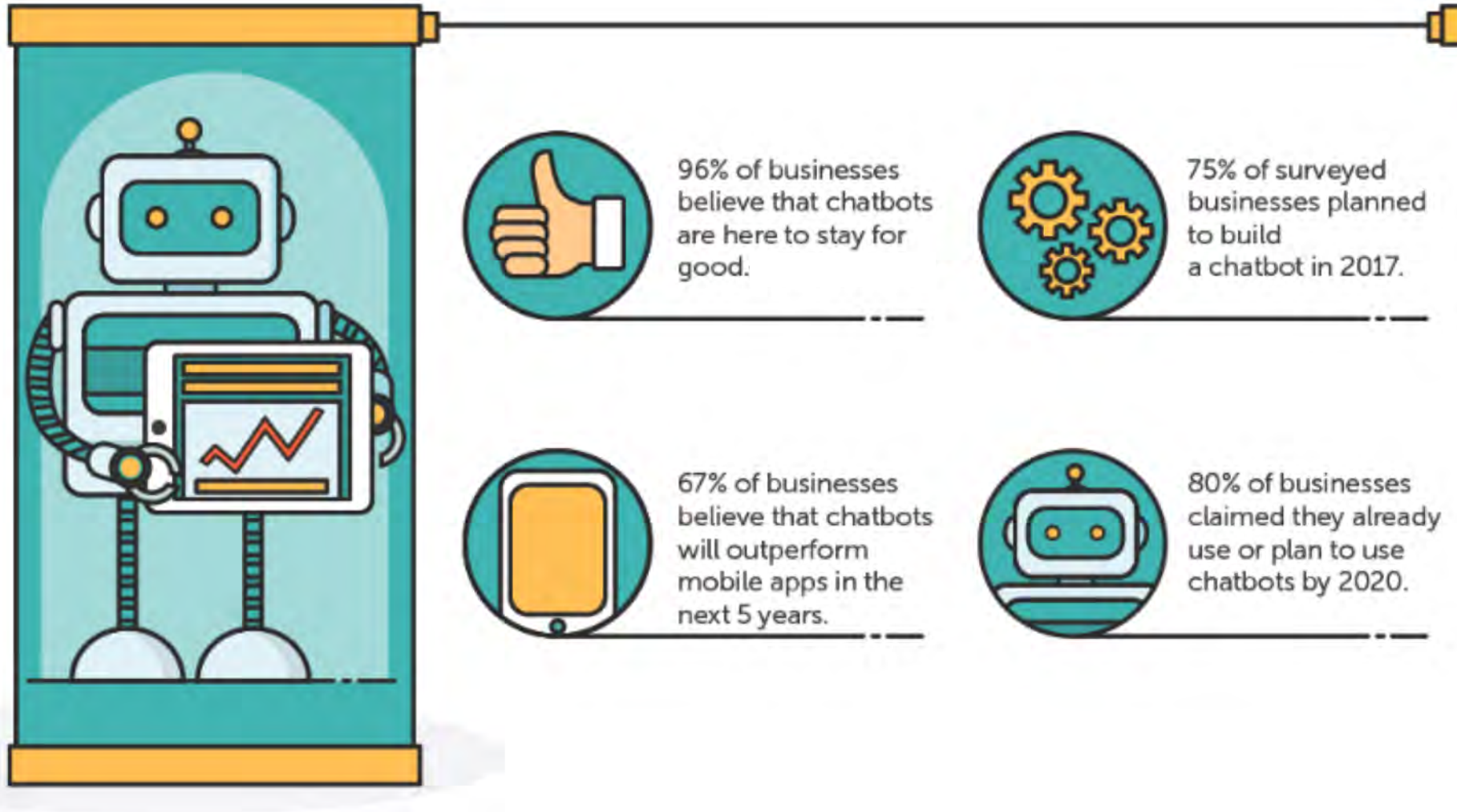
Search Engine Optimization (SEO)

SEO Trends

Page Load Speed is a Huge Advantage

As Google moves further toward the "Mobile First" search experience, they have started giving much more weight in their algorithm to the user experience (UX) visitors have with your website.

Structured Markup of Web Content

One way to make sure that the search engines understand your content, is to use structured data in your HTML formatting.

Voice Search and Digital Assistants

Due to the overwhelming use of mobile devices, and now the growth of digital assistants (Amazon's Alexa, Google's Home, Apple's Siri, etc.), 20% of searches already come from voice queries.

**Brand Authority Measured by Mentions, as well as Backlinks**

Companies have spent large amounts of time building inbound links. Today brand mentions are becoming almost as important as inbound links to your website.

Google has Started Working Its Muscles for a Secure Web

In 2018, providing your users a secure connection is a large part of the Google search algorithm.

Social Media Trends
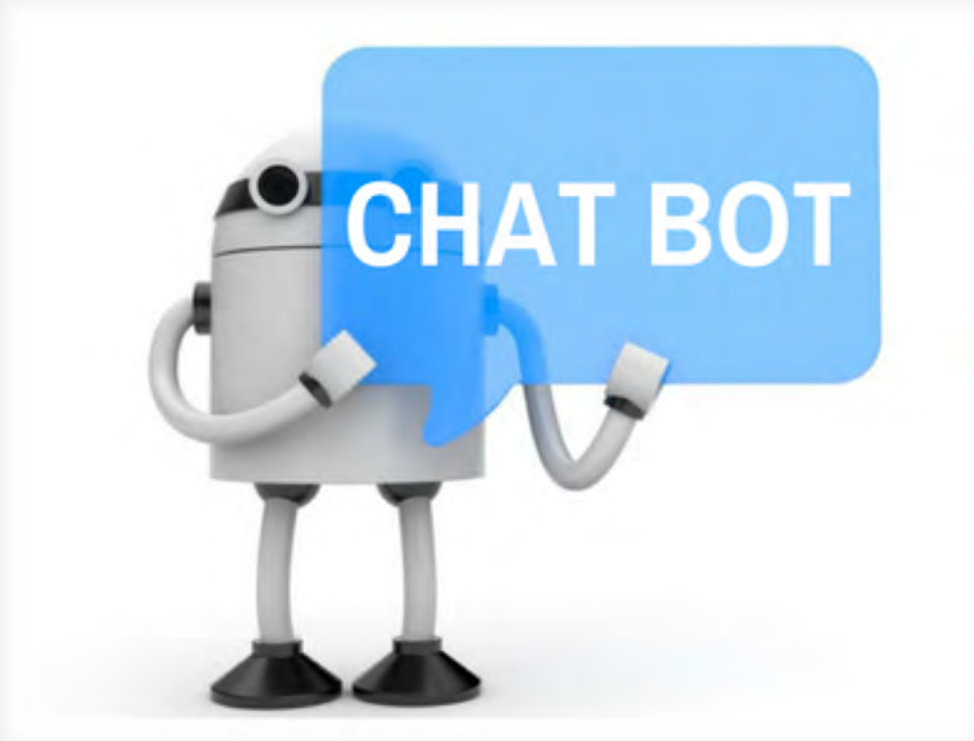
Mobile Chatbots

- Chatbots have now being programmed to think, feel and act according to a customer's requirements.
- Many food delivery apps such as GrubHub and Uber Eats use bots to take orders.
- According to a report, 50% of mobile phone users are aggressive social media users. Chatbots divert traffic to the right screens, helping marketers filter audiences and enabling target segmentation.

Social Listening Tools

- Social Media Marketing has advanced with the advent of social listening. With the use of hashtags, trending topics, and search engines
- Social listening tools include brand monitoring and marketing insights, help address indirect complaints and target location-specific keywords.
- Social listening tools are not only about monitoring insights; they also actively engage in conversations about products and services.

Social Media Marketing (SMM)

Ephemeral Content
- Content that is short lived (Max 24 hours and it is gone)
- Content is typically more authentic and high value
- Effectively raises the potential of FOMO(fear of missing out)
- Users act quickly

Micro Influencers
- The concept of micro-influencers comes from apps like Instagram and Facebook where brands choose people to advocate their products while showcasing their experiences.
- In 2018, influencers shall continue being a large part of social media marketing trends

AI and Image Recognition
- The depth of knowledge and programming along with intensive analytics is what AI is all about.
- AI software along with an automated vision software can be combined to create Image Recognition.

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Why Should You Care About Accessibility?

There are two primary reasons to care about ADA compliance.

Maximizing Reach
57 million people with a disability
in the U.S. – 1 in 5

Lawsuits Growing
2015 – **60**, 2016 – **260**, 2017 - **814**

ADA Compliance Impact on Your SEO Strategy

Text Alternatives for all non-text content
Your Image results will greatly improve. This provision mandates that all non-text content be available in text. There are exceptions, but text is required to describe and explain non-text content.

Transcripts
This provision requires transcripts for audio-only media and a text or audio description for video-only media. Crawlers cannot understand non-text content

Captions for pre-recorded media
This provision mandates the presence of synchronized captions for all pre-recorded media. YouTube has ways of manually adding captions to videos you upload, which can be read and indexed by their engine.

Images of Text
This simply establishes that text should be used instead of images of text. This essentially prevents search engines from failing to index critical elements

Links
With backlinks being such an important aspect of search algorithms, this obviously aligns the most with SEO. This provision states that the purpose of a link can be determined from the link text alone.

Why ADA Should Be Part of Your Digital Strategy

Accessibility overlaps with other best practices such as:

- Mobile web design

- Device independence

- Multimodal interaction

- Usability

- Design for older users

- Search engine optimization (SEO)

What Next?

1. **Evaluate your current digital footprint/web presence**

2. **Define specific goals for each of your digital channels**

3. **Website first – Mobile First**
   - It all starts with your website

4. **Prioritize updates based on goals, effort and ROI**
   - Don't boil the ocean, one step at a time

5. **Your digital strategy should be a living, dynamic document, continue to review and update**
   - Based on performance, evolving technologies, changes in your customer base, etc.

6. **Get's some help**
   - It helps to get an outside perspective

What Next?

Learn everything you can about your customer and give them what they want, when they want it.

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Special Offer for Webinar Participants

Free Consulting Session

Impiger will provide you with an introduction to a digital engagement framework. This can help you develop the outline of a strategy to maximize value creation from your digital engagements.

Call or Email
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THANK YOU

FOR QUESTIONS & COMMENTS

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