

### Campaign: “Connect, learn & grow with the Ladies at Eleven”

Hand in hand with the increase in the number of women running their own business is the increase in the number of networking organisations to support them.

Ladies at E11even (L@11) is a networking company firmly planted in the south east with seventeen groups across Surrey, Sussex, Kent, Berkshire and London. The L@11 mission is to provide networking opportunities for women who are serious about growing their business.

### Campaign Brief

L@11 uses a range of digital tools to promote membership benefits and activities. The website is the destination for traffic generated by social marketing activity but engagement and visitor retention was low.

In itself the website is not a membership generator but it is the window through which current and potential members see how L@11 will help their business. It is therefore important that visitor retention is improved – analytics on the old site show: an average of less than one minute on the site; and an average bounce rate of 72%.

### Business Objectives

There are five core business objectives the new website needs to contribute towards achieving.

1. **Increase revenue and reduce costs**
  - Reduce administration time to process member applications and payment (Tactic 1)
  - Cost of the website to be recovered from revenue generated from online membership applications (Outputs 3 & 4, Outcome 3)
2. **Promote member capabilities**
  - Showcase member expertise on the website and make this information easy to find (Tactic 2, Output 2, Outcome 4)
3. **Educate women in business and develop their skills**
  - Show events, occurring online and offline, and make the information easy to find (Tactic 3)

- Provide quality content that will develop business skills (Tactic 2, Outputs 1 & 2, Outcome 1)

#### 4. Expand services provided for members

- The website needs to be flexible and able to grow with L@11 expansion plans without the need for major changes or major cost (Tactic 4, Outcome 5)

#### 5. Coordinate marketing activity

- The website will be the centrepiece for all L@11 digital activity and provide quality content to increase visitor retention (Tactics 5 & 6, Outcome 1)



### Strategy

To ensure we were on the right track a user group of L@11 members was set up. The feedback was frank with key concerns informing the approach taken. In essence, we needed to improve on the website being static, dark and not reflecting the values and professionalism of L@11. Content was difficult to find and the homepage lacked the content to encourage visitors to stay.

### Tactics

In order to achieve the five core L@11 business objectives and answer the criticisms levelled by the user group, a six-pronged approach was taken.

1. To keep costs down the website remained on the WordPress platform as the site owner did not need training so could make her own content amendments. A theme was purchased (£40) and adapted negating the need for costly bespoke design. Hosting was moved to a cheaper supplier. On 2<sup>nd</sup> May, to coincide with new membership rates, an online application form was added. The information entered is retrieved electronically and payments automated (Objective 1)
2. By adding articles written by members as blog posts, categories are attached to make the posts

easy to find (a category list is in the footer and sidebar). These posts appear under the articles tab in the navigation menu and in the home page feed (Objectives 2 & 3)

3. A tab for workshops was added to the navigation menu for offline and online development sessions with one-click to book and pay. In addition to the group list in the sidebar, a tab on the navigation menu was added for groups with meetings listed by county. Each page contains copy to attract search engines and all meetings have one-click through to book and pay (Objective 3)
4. A lot of thought went into the site architecture, URL structure and how the content is signposted. The tabs on the navigation menu allow current and future content to be grouped sensibly (Objective 4)
5. To connect all digital activity, the sidebar includes YouTube hosted videos, Twitter feed, Facebook Like box and icons linking to all social network accounts. The sidebar and footer also contain sign-up forms to the e-newsletter. The site adapts for mobile viewing (Objective 5).
6. The home page features more content and to add interest an image slider highlights key information with direct links to the relevant page. Sections underneath the slider signpost the visitor to information of note (Objective 5)

## Outputs

The KPIs set were to exceed the previous website and to be achieved six months post-launch. The site went live on 29<sup>th</sup> January so the actuals below are for four months in.

1. Site visitors - target = 1,500pm, actual = 1,600pm (May = 1,535)
2. Bounce rate - target less than 50%, actual = 47% (May = 49%)
3. Member applications online – target 4pm, actual = 10 (data available for May only)

4. Target - the cost of the website to be recouped within 3 months of online applications being available. Actual = exceeded in month one.

## Outcomes

1. Average visit duration - target = 2 minutes, actual = 2.7 minutes (May = 3.01 minutes)
  2. Usergroup feedback is that the website reflects the values and professionalism they are proud to be associated with
  3. Income generated in Month 1 of online applications totalled 120% of website cost.
  4. The number of blog posts increased from a 4pm average between Sept 2010 and Dec 2011, to the current 9pm reflecting the desire of members to be featured
- The website is flexible and can grow with L@11 expansion



### Best Freelance PR – Gold winner



### Best Digital Campaign – Silver Winner

