Indicators For Web-Based Marketing Strategies

INDICATORS	MEASURE	Where am I now? *(on a scale of 1 to 10)*	Where would I like to be in 1 year? *(on a scale of 1 to 10)*
A) Overall Marketing indicators web site guest oriented and guest focused professional design feel sales results generated feedback loop used? (monitor, evaluate and revise) broader impacts - cultural, environmental, …	yes or no - focus group focus group # of Sales, conversion rate, return visits yes or no, quality? yes or no		
1-Invitation Effectiveness	# of 'first arrival' hits on front page # of 'first arrival' hits elsewhere on site total # of 'first arrival' hits # of links in guidebooks & other sites		
2- Entry door What languages shown Native language displayed Enters site further effective first impression	# shown vs. # of target market languages yes or no Web stats Focus Group		
3- AID (Attention, Interest, Desire)	Hits within site - Web Stats		
4- Smooth technology	1-2-3 Click - (Focus Group)		
5- Trustworthiness Shows who you are skills and knowledge Affiliation Accreditation & Testimonials Design creates safe feeling	all aspects - Focus Group - Exit stats including departure point - Site survey for feedback - Feedback from guests (survey after trip)		
6- Product Description	Focus Group - clear Exit stats including departure point Sales generated Feedback from guests		
7- Who for? Target market B2B (business to business)? or B2C (business to customer)?	Focus Group - clear Exit stats including departure point Sales generated Feedback from guests		
8- Context information Maps History Who is operator Risks, dangers involved What to bring	all aspects - Focus Group - Exit stats - Site survey - Post trip survey		
9- Closing the sales clear steps	speed of response - each step quality of response - monitoring system Number of bookings Number of re-bookings		
10 – Trip great guest experience exeed expectations	post trip survey reputation overall - Focus Group, feedback, …		
11–Follow-up with Past Guests clear steps and timing for follow-up contact referrals repeat vistors donations to local cause	stats on follow-up contacts track # of referral bookings track # of repeat visitors track # and size of donations		