



Landing pages for marketers

Helping an eCommerce firm's marketers generate landing pages: Within minutes. Without technical know-how.

The client



A newgen marketing firm that sells language learning products online. It is among the top 3 such firms globally, and logs in multi-million dollar revenues each year. It uses smart marketing analytics and highly developed internet marketing techniques to drive growth and sales.

The background



The company's sales strategy was completely online, and extremely dynamic. Besides, being primarily a marketing company, it had no technical resources. As a result, responding quickly to new marketing trends, as well as changing web pages to suit newer strategies or just to keep things fresh was a time consuming, long drawn out process.

The Task



The team at Suyati had 4 tasks. They were:

- 1 Create a backend that allows non-technical personnel to generate landing pages in minutes**
- 2 Create an admin dashboard that allows easy creation of different workflows for each page. The dashboard would also help set up all the eCommerce settings for the website, including keycode, product price, tax settings, and more.**



- 3 **Allow cross-sell with products from the company's parent website.**
- 4 **Migrate the company's current website from classic ASP, to a more contemporary one, which permits the above three requirements to be met.**

The Challenge



- Being built in classic ASP, the current website had to be completely taken apart and rebuilt on a more contemporary platform
- As the client's team had no technical personnel, it was imperative to create a framework, where different elements of a page could be dragged and dropped onto it
- A tool to permit the Admin - without any technical knowledge - to define and refine workflows was required
- When a language learning package was bought, the customer needed to be intuitively shown an appropriate landing page from a sister website, for cross-selling purposes.
- Allowing the defining of unique workflows for each landing page. These need to be easily edited and configured by a marketer, while creating each new landing page.



Why Suyati



- **20+** Ektron websites
- **50+** developers including Ektron Certified Developers
- Cutting edge **widgets and connectors**
- Developing **Plugins and DXH** Connectors for Ektron
- **100+** Years of cumulative experience

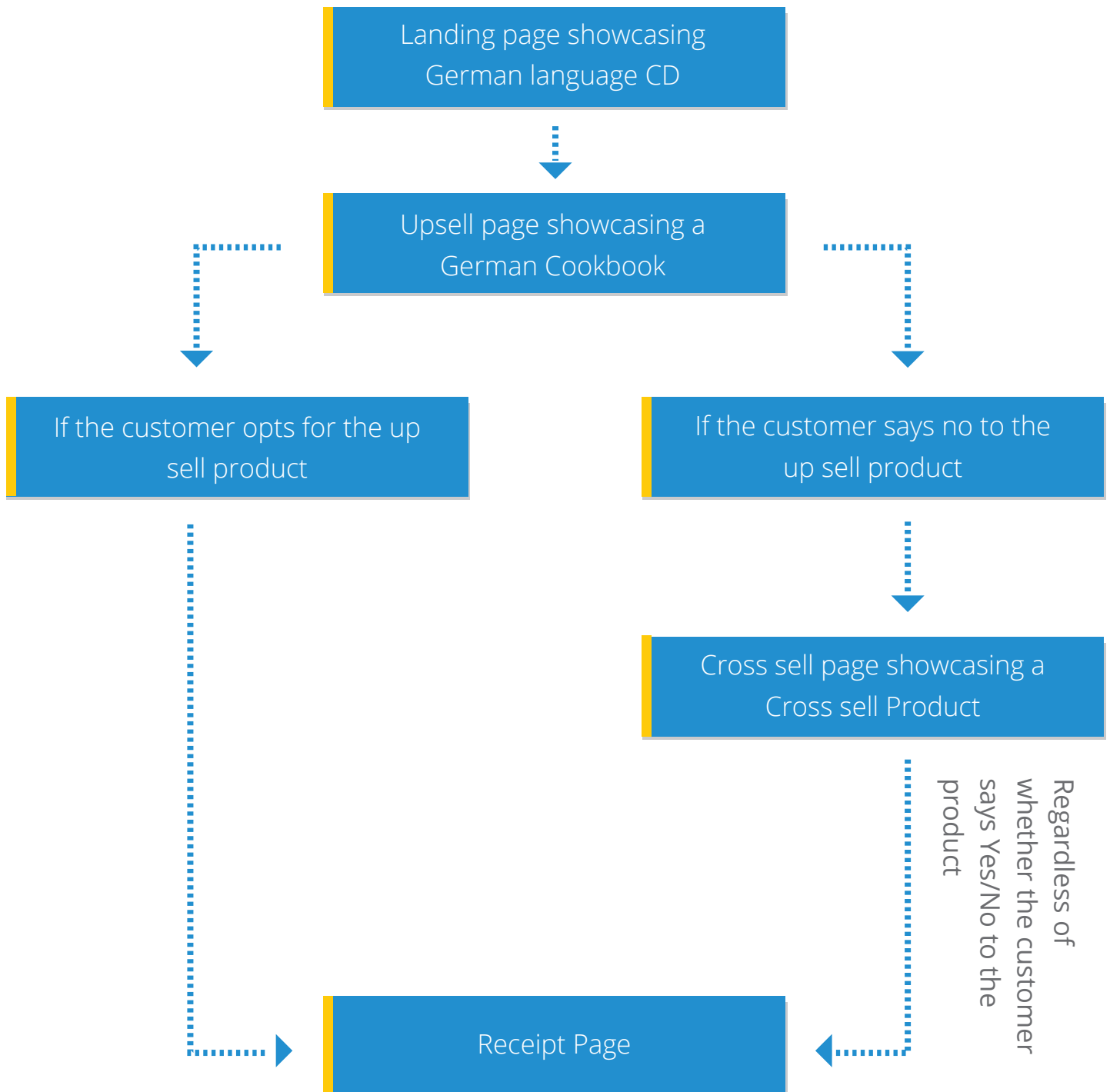
The solution in a line



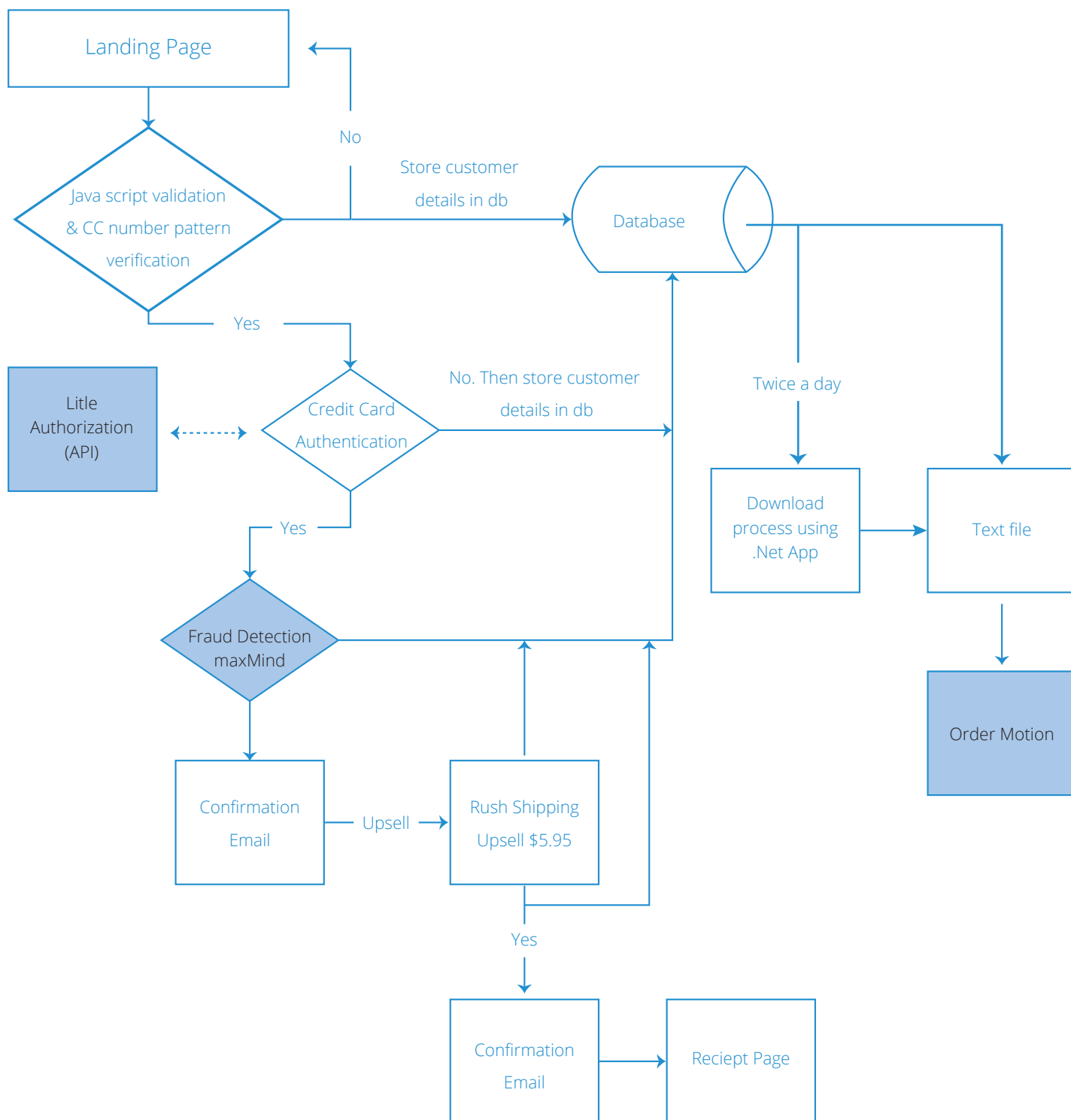
Create a brand new website in Ektron, with predefined templates and widgets that create pages easily, while also directing customers to appropriate pages of the sister website after a purchase.



The workflow



Landing Page - Order Processing



Solution Highlights

INSTANT PAGE CREATION



Ektron's Pagebuilder feature was used for instant page creation. Basic templates were first created, and forecast in consultation with the client. Each page had 4 placeholders, into which text or different functionalities could be dragged and dropped. For functionalities, various widgets were created, to cover all the tasks possible. We also created mobile landing pages.

OUT OF THE BOX EKTRON WIDGETS



These widgets could be dragged and dropped onto the pagebuilder dropzones, to set up a new landing page. They could also be edited by a marketer to set up the necessary configurations. Among the many widgets created, the most prominent were the Shopping Cart widget and the Content Manager widget:

Shopping Cart widget:

Custom Shopping Cart widgets were created, which included 1-step Checkout, 2-step Checkout, and 3-Step checkout widgets. These widgets are all customizable. They can be configured by a marketer through an easy to use edit-mode. Through this mode, all the fundamental settings for eCommerce transactions can be reset on the go. Further, the



styling and re-sizing can also be changed through the configuration options in the edit mode.

Content Manager Widget

Custom widget was created to bring content to the website, as per the classification defined by the Ektron CMS' taxonomy.

MULTI-SITE CONFIG FOR CROSS SELLING



The parent site and child site were brought under the umbrella of the same Ektron DB, to share resources and content. This was easily done by making use of Ektron's Multisite configuration feature.

ADMIN DASHBOARD



The Admin dashboard helps the admin/marketer to easily set up and re-configure the necessary e-commerce settings for the website. These settings can be accessed during creation of new landing pages.

INTELLIGENT ANALYTICS

A/B Split Testing: The landing pages were optimized by making use of the multivariate testing tools provided by Ektron. With these tools, the marketer is able to test pages with different combinations of the elements that make up the page. The related analytics will indicate which of these combinations result in the most conversions.



Pixel Tracking: We also implemented a custom marketing solution of pixel tracking in the landing pages. This was done by developing a custom “Pixel SetUp” widget . It enables Pixel placement in the landing pages for different publishing vendors and partners, and through this, they can also track or report a sale, without any inputs from the client.

The Result



The entire project was completed in 6 months, and has been running smoothly, exceeding expectations. No additional inputs have been required from us for the last 2 years.

Benefits

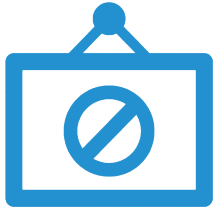
EASE OF USE



The drag and drop features allowed marketing personnel to create pages in minutes. This has enabled the client to revamp their pages often, so that the site does not become stale. New campaigns and offers could be instantly reflected on the site.

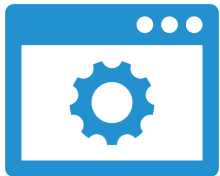


NO TECHNICAL PERSONNEL REQUIRED



No technical personnel had to be added to the client's team, inspite of the website being ramped up in terms functionality, speed and complexity.

EASY ADMINISTRATION



The admin can create complex, intuitive workflows on the fly. Again, no special training is needed to expedite these tasks. The Admin dashboard is easy to use, and offers an extremely high level of flexibility and control.

INTELLIGENT CROSS SELLING



The cross selling strategy has resulted in additional sales for the client.

TIMELESS SOLUTION



With no upgrades or updates required for the past 2 years since delivery, Suyati has delivered a solution that remains contemporary and robust. It has helped the client rise up to be among the leaders in it's areas of operation.





Suyati is a young, upwardly mobile company that's focussed on delivering niche IT services, that support myriad Digital Engagement strategies. Our solutions include integration and partial delivery of CRM, CMS and Ecommerce services to suit your unique requirements.

When it comes to Ektron, we are a Featured Implementation Partner, and have developed 20+ cutting edge websites, including optimized websites that handle 90,000 users per minute. Our team of 50+ developers including Ektron Certified Developers have developed innovative solutions in Ektron, and have expertise in Framework API, automated content management, community features and more. We have also developed DXH connectors that are offered along with Ektron, with more waiting in the pipeline.

To learn more visit: www.suyati.com/services/cms/ektron/
Get in touch: services@suyati.com