Is your BRAND Lost in Space?

Amazonification of Your Website

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So What is Amazonification?

A process where different thinking people (ie. older) change everything we do in order to accommodate a generation with a 17-second attention span, immediate need for gratification, and refusal to do anything on any timeline other than their own.
So What is *Amazonification*?

Alternative definition:
The alteration of sales methodology to focus on:

• Selling constantly through distractions offering opinions, alternative options, and methods to compare products
• Customizing the experience for customers based on information gained through accumulation of data

Why is this Topic Important?

If our websites have the greatest impact of ANY tool out there including rankings, MBA.com and friends and family, shouldn’t we all have amazing websites?
What Keeps Our Website From Producing the Amazon Results?

• We don’t have a one-stop approach to selling our programs.

• Degree options are not easy to determine from a single page view option.

• Tuition is often difficult to locate...we fear that will scare prospects away.

• We do not have locations for student reviews (owned by the students).

What Keeps Our Website From Producing the Amazon Results?

• We do not use Artificial Intelligence to help the prospect navigate through what matters most to them.

• We don’t provide customer service support 24 hours a day.

• We don’t update our website in a timely fashion/often only 1x/year.
Understanding our Millennial Buyers

• 44% are willing to promote products through social media for rewards – Aimia
• 84% report that user generated content at least somewhat influences what they buy. – Bazaarvoice
• 61% are worried about the state of the world and feel personally responsible to make a difference. – Huffington Post
• 44% more likely to trust experts, who happen to be strangers, than advertisements and 247% more likely to be influenced by blogs or social networking sites. – Hubspot
• 75% of millennials said an outdated website is their biggest corporate pet peeve. – Johansson Consulting

Websites that Work

• Lots of video
• Pictures
• Stats
• Very little text/snackable content
• Customizable
• Customer Service: Anyone using chat boxes?
• Reviews: Should we keep our reviews away?
Quick Hits – Inexpensive/Easy Quick Hits

Video - Average prices

• Submitted request to Upwork
• 4 bids right away.
• $11.00-$16.50/hr.
• Bids: $500-$600 for 40-50 videos.

In a recent Online and Social Video Marketing Study, consumers were asked what they viewed as the ideal length for watching specific types of videos. Here are the results:

<table>
<thead>
<tr>
<th></th>
<th>30 seconds or less</th>
<th>30 to 60 seconds</th>
<th>1 to 3 minutes</th>
<th>More than 3 minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer testimonial</td>
<td>37.9%</td>
<td>35.9%</td>
<td>20.7%</td>
<td>5.5%</td>
</tr>
<tr>
<td>About the company</td>
<td>31.9%</td>
<td>38.6%</td>
<td>22.7%</td>
<td>6.8%</td>
</tr>
<tr>
<td>How the product is made</td>
<td>23.3%</td>
<td>31.6%</td>
<td>32.0%</td>
<td>13.1%</td>
</tr>
<tr>
<td>Product overview</td>
<td>20.6%</td>
<td>39.2%</td>
<td>30.8%</td>
<td>9.4%</td>
</tr>
<tr>
<td>Product demonstration</td>
<td>13.6%</td>
<td>27.1%</td>
<td>38.1%</td>
<td>21.2%</td>
</tr>
</tbody>
</table>

Source: Animoto Online and Social Video Marketing Study 2015
Quick Hits – Inexpensive/Easy Quick Hits

**Highlight Stats**

Sample stats:

- # professional coaches hired each year
- # of countries you will find our alumni
- # of alumni chapters worldwide
- # min librarian spends helping a student
- # of branches of military represented
- # of hours each mentor spends
- # of guest lectures on campus
- # of case competitions

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**Focus Groups**

- Create a couple of focus groups of students and get their feedback...1x per year.

**Content**

- Make use of the content that already exists.
- Pull in student orgs, grad assistants, student workers and assign them a project.
- Have a central person overseeing (too many cooks in the kitchen...)
Programs at a Glance

**Bachelors**
- Accountancy
- Actuarial Science
- Business Administration
- Economics
- Finance
- Hospitality
- Leadership
- Management
- Management Information Systems
- Marketing
- Real Estate

**Masters**
- Master of Business Administration
- Master of Science Programs
  - Accountancy
  - Audit & Advisory Services
  - Business Analytics
  - Computational Finance
  - Economics & Policy Analysis
  - Enterprise Risk Management
  - Entrepreneurship
  - Finance
  - Hospitality Leadership & Operational Performance
  - Human Resources
  - Management
  - Marketing
  - Marketing Analysis
  - Real Estate
  - Supply Chain Management
  - Sustainable Management
  - Taxation
  - Wealth Management

**Doctoral**
- Doctorate in Business Administration
- MBA/JD
Confluence of Factors

- New Leadership
- Shift in Culture
- Relationship-Based Team
- Conversion to Slate
- New Website Launched

Slate Implementation
DePaul University Website Project

**Goals of Project:**
- improve content
- drive more traffic to key pages
- improve user experience and flow
- optimize to increase conversions
- improve Search Engine Optimization (SEO)

**User Testing: to learn from first year business graduate students**

- What type of content is effective and compelling in communicating the benefits of DePaul’s degrees? (i.e. video, quotes, testimonials, infographics)
- What content is needed before applying, requesting information, or attending an admission event?
- Is user journey to specific conversion points intuitive and the information clear?
- Are painless, smooth, and clear?
The Process - Analysis

To analyze the content of our website, we approached the audit from a few angles:

1. How users get there – Quantitative
2. What users see – Quantitative & Qualitative
3. What users do – Qualitative
4. The journey to convert - Qualitative

Project Priorities and Success Metrics

1. Search Engine Optimization (SEO)
   • Higher organic visibility for graduate business program pages

2. Content & Design
   • Higher user engagement on pages
   • More conversions (users completing intended actions)
Kellstadt Enrollment Trend 2008-2017

![Graph showing enrollment trend from 2008 to 2018.](image)

Design: Before & After
Ending Exercise

• Group #1: Reflecting on the customizable aspect of the Bucknell University website, do you think this feature would resonate with your prospective students? Why? Why not?

• Group #2: Reflecting on your College/University brand: 1. What would you want students to say about your College/University in a video? 2. What “snackable” content would you want to see on your website?

• Group #3: What kinds of things would you want to know from student focus groups?