

# COMMUNICATION SEQUENCE MAPPING

**ENSURING THAT EACH ONE OF YOUR COMMUNICATION INITIATIVES IS STRATEGIC, EFFECTIVE, AND THE BEST USE OF RESOURCES IS ESSENTIAL TO MEETING YOUR GOALS.**

Each contact should serve a strategic purpose, continue and enhance your unique story, and arrive at the optimal time. Communication sequence mapping is a collaborative review and mapping of the materials that comprise your communication sequence. The exercise will reveal missed opportunities as well as points of over-saturation to help reduce costs, increase conversion, and improve your overall return on investment.

## THE EXERCISE IS EXTREMELY USEFUL TO MANUFACTURERS WHO WANT TO:

- ▶ Define and improve communication tactics for reaching and maintaining contact with prospects
- ▶ Attach analytics and tracking codes to tactics, tracks, and/or initiatives
- ▶ Increase conversion rates
- ▶ Identify marketing performance by source codes
- ▶ Develop a ranking matrix
- ▶ Integrate email, phone, social media, or other digital assets
- ▶ Improve internal buy-in for new communication activities
- ▶ Provide training for staff on current processes
- ▶ Apply key messaging strategies and segmentation
- ▶ Develop metrics and return-on-investment calculations
- ▶ Maximize the potential of existing inquiry management system

## PROJECT DETAILS

interiors+sources' skilled consulting team will collaborate with your team to walk through each aspect of your communication plan starting with target audiences and/or inquiry sources, and then moving through each communication touch point to these audiences.

## THE SCOPE OF THIS EXERCISE ADDRESSES

### THE FOLLOWING:

- ▶ Goals and objectives
- ▶ Current challenges
- ▶ Messaging and segmentation
- ▶ Analytics tracking
- ▶ Conversion rates
- ▶ Web & social media integration
- ▶ Technology considerations
- ▶ Prospecting and event-driven inquiry generation
- ▶ Marketing initiatives
- ▶ Call-to-action strategies
- ▶ Communication stages

## DELIVERABLES

The ultimate goal of this exercise is to identify opportunities to optimize and streamline your existing communication processes. Upon completion of a detailed visual representation, the interiors+sources team will provide recommendations to improve the overall success of your communication efforts. Our recommendations are based on marketing "best practices" in conjunction with your existing infrastructure, technology, and resources. Your company will also receive a color-coded 11x17 map for reference and to provide you with a snapshot of your segment-specific process from year-to-year as you develop new goals and objectives. Additionally, you will receive a prioritized recommendations document, based upon the results of the sequence mapping exercise, that will help you to attain your overall goals.

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# INTERACTIVE AUDIT

**THE INTERIORS+SOURCES INTERACTIVE AUDIT IS A COMPREHENSIVE REVIEW OF YOUR COMPANY'S WEBSITE AND ITS ROLE IN YOUR OVERALL MARKETING AND COMMUNICATION PLAN.**

## OPTIONAL FOLLOW-UP ACTIVITIES

After the audit is completed, interiors+sources is available to help you with:

- ▶ Ongoing consulting
- ▶ Site architecture
- ▶ Graphic design
- ▶ Template development
- ▶ Usability testing
- ▶ Content creation
- ▶ Custom feature development
- ▶ Mobile site development and design
- ▶ Mobile application development and design
- ▶ Search engine optimization and marketing

Our interactive experts will evaluate your website against best practices and top competitors in the commercial buildings market, using your site's overall appeal, organization, content, and features as markers of success. During the course of this audit, we will also examine your site's maintenance procedures and resources—people, dollars, and technology—that support your web efforts.

## DURING THE AUDIT, INTERIORS+SOURCES WILL:

- ▶ Review and define the goals and objectives of your site
- ▶ Evaluate the overall look and feel of your site
- ▶ Review your information architecture, including link naming and the user experience
- ▶ Examine your site's content, including depth of content, style, and tone
- ▶ Evaluate your site's integration with other marketing materials, including:
  - Printed literature
  - Social media
  - Email and direct marketing
- ▶ Analyze current (organic) search engine rankings
- ▶ Evaluate your site's compliance to Section 508
- ▶ Compare your site against the sites of three competitors
- ▶ Evaluate your current maintenance processes, including the level of satisfaction with the software used to make updates to the site
- ▶ Analyze current processes in place for content creation and staffing used to support the website

## THE AUDIT INVOLVES THE FOLLOWING THREE DELIVERABLES:

### 1. AUDIT QUESTIONNAIRE

Prior to interiors+sources on-site visit, your team will be asked to complete an Interactive Audit Questionnaire. The completed questionnaire will provide important insight into your company, the history of your website, and areas of particular importance and attention. Reviewing this questionnaire before our visit enables us to concentrate on the most critical areas during our time at your company.

### 2. ON SITE VISIT

After the questionnaire has been completed, an interactive expert from interiors+sources will visit your company for one day. During the visit, we typically arrange 30- to 45-minute interviews with the following:

- ▶ The President or Chief Marketing Officer
- ▶ Key members of your IT staff who have responsibilities for the external Web site
- ▶ Content owners and/or authors
- ▶ Web team (if one is established)
- ▶ Webmaster or Web Director
- ▶ Marketing staff
- ▶ Other individuals as requested and appropriate

### 3. AUDIT REPORT & PRESENTATION

The Interactive Audit report is a 30- to 40-page audit analyzing each of the above topics. It will also outline clear and succinct recommendations for the evolution and future iterations of your website. While the content of each report is unique and customized for individual clients, the Interactive Audit report typically includes the following deliverables:

- ▶ Executive summary that stresses the most important findings and recommendations
- ▶ Analysis of the current site and ways in which the company pushes audiences to the site
- ▶ Evaluation of staffing, technology, and other web support systems and structures
- ▶ Analysis of your site's integration with other marketing materials
- ▶ Competitor review
- ▶ Specific short-term recommendations
- ▶ Best practices
- ▶ Specific long-term recommendations

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# INTEGRATED MARKETING COMMUNICATION AUDIT

**THE INTERIORS+SOURCES INTEGRATED MARKETING COMMUNICATION AUDIT IS A COMPREHENSIVE REVIEW** of how well your company communicates to its most important internal and external audiences. Because ours is an integrated approach, we evaluate your efforts against a three-tiered model that includes strategic, organizational, and message integration. During the course of this audit, we will also examine the resources—people, dollars, and technology—that support your integrated marketing communication efforts.

## DURING THE AUDIT, INTERIORS+SOURCES WILL:

- ▶ Evaluate the relationship between the strategic plan and your integrated marketing communication plan
- ▶ Review primary integrated marketing communication goals
- ▶ Review existing marketing and market-planning research
- ▶ Examine your message segmentation strategies
- ▶ Evaluate centralized vs. decentralized marketing communication efforts
- ▶ Analyze staffing, organization, budget, and the role of technology in your communication strategy
- ▶ Examine internal communication efforts
- ▶ Evaluate the efficacy and integration of your chief external brand and direct marketing efforts, including:
  - Publications      ■ Advertising      ■ Direct
  - Web                ■ Social media
- ▶ Evaluate how you the measure return on investment of your key strategies

## THE AUDIT INVOLVES THREE COMPLEMENTARY ACTIVITIES:

- ▶ Completion of the marketing communication audit questionnaire
- ▶ The site visit
- ▶ The final report

## AUDIT QUESTIONNAIRE

Prior to interiors+sources arrival, you will be asked to complete a comprehensive Integrated Marketing Communication Audit questionnaire.

The in-depth questionnaire provides important insight into your company and your marketing communication efforts before the visit, so we can concentrate on the most critical areas during our site visit.



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# ➤ *continued* INTEGRATED MARKETING COMMUNICATION AUDIT

## COMPANY VISIT

After the questionnaire has been completed, interiors+sources will visit your company for up to two days. During the visit, we would like to arrange 30- to 45-minute interviews with the following:

- ▶ The President or Chief Marketing Officer
- ▶ Chief Marketing Communication Manager
- ▶ Marketing communication staff
- ▶ Selected group of staff
- ▶ Chief IT/web facilitator
- ▶ Other individuals as requested and appropriate

During the visit, interiors+sources will also complete up to four focus group sessions. These focus groups, each about 45 minutes long and consisting of eight to 10 participants, will be arranged by the company and may include separate sessions for specific audiences.

## FINAL REPORT

The Integrated Marketing Communication Audit report will include a thorough analysis of the audit questionnaire, our visit, your primary print and electronic media and channels. Embedded within the report will be clear and succinct recommendations. Major recommendations will be summarized at the end of the report. While the content of each report is unique and customized for individual clients, the report typically addresses the following topics:

- ▶ Situation analysis, including a review of keymarketing communication issues and opportunities facing the company
- ▶ Evaluation of current marketing communication plan and goals, including budget and staffing, staff resources, and organization

- ▶ Review of your primary external and internal marketing and communications efforts
- ▶ Specific recommendations for improving marketing communication strategies
- ▶ Budgeting and resource allocation
- ▶ Marketing research recommendations
- ▶ Executive summary that stresses the most important findings and recommendations

## RETURN ON YOUR INVESTMENT

This audit will return real and calculable value to your company, including:

- ▶ More consistent understanding of marketing concepts among senior team members
- ▶ Increased effectiveness of your marketing programs and practices
- ▶ Better stewardship of marketing resources including budgets

## RELATED PRODUCTS AND SERVICES

After the audit is completed, interiors+sources is available to help you with:

- ▶ Ongoing consulting
- ▶ Staff training and development
- ▶ Creation of a strategic plan and brand marketing plan
- ▶ Development of an ongoing research cycle
- ▶ Pricing elasticity and brand value studies
- ▶ Individual marketing research studies
- ▶ Creation of a data-driven segmentation strategy
- ▶ Organizational redesign
- ▶ Social media
- ▶ Advertising
- ▶ Web strategy



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## MOBILE SITES

### EVERY DAY, 160,000 SMARTPHONES ARE ACTIVATED WITHIN THE ANDROID MARKET.

Of those users, one-fourth depends upon their phone as their sole access to the internet. Mobile technology is changing the way architects and designers communicate. Mobile sites are no longer simply a luxury for product manufacturers—they're a necessity.

While mobile sites are an extension of your company's online repertoire, however, they require a new way of thinking and design. A good mobile site is not just about translating an existing website to a smartphone screen. It's about creating new, interactive experiences with your target audience at their most immediate point of engagement—their mobile phone. Mobile sites achieve the greatest return on investment when they are specifically targeted to meet at the intersection of the needs of your company and those of your prospective clients.

### MOBILE SITE DEVELOPMENT

Mobile sites should feature simple and seamless design and navigation, succinct calls to action, and provide the prospective client with immediate access to the information they need most (product/service offerings or spec/technical information). Mobile sites, unlike traditional websites, are not meant to contain every piece of information about your company, but rather very specific key information. interiors+sources therefore recommends featuring no more than five top-level pages of content.

### OUR APPROACH

Our knowledgeable design and development team understands the mobile user experience and interface, leveraging new technologies such as HTML5 to create the best cross-browser, cross-platform, mobile-optimized experience.

We start with an in-depth analytics review of your company's current site, evaluating analytics for mobile traffic specific to the prospective client audience. We then work with your company in providing recommendations for the information architecture and content to be included. Finally, we provide your team with two designs of the site (one interior page and home page for each design). Upon your team's selection and approval of the final design, we build the full site. In this way, we ensure that our knowledge of the mobile space intersects with your team's expertise, furthering your company's goals and objectives.



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# MARKETING RESEARCH SERVICES

## YOUR MARKETING DECISIONS MUST BE BUILT ON A FOUNDATION OF SOLID RESEARCH.

In today's marketplace, the economic and political costs of bad or delayed decisions are high. That's why product and service providers turn to us for help.

interiors+sources, the leading brand serving commercial interior designers and architects, specializes in helping commercial building product and service providers understand the perceptions, motivations, and behaviors in the commercial building marketplace.

interiors+sources offers a complete range of quantitative and qualitative marketing research services including:

- ▶ Image and perception studies
- ▶ Brand marketing studies
- ▶ Competitive positioning studies
- ▶ New product marketability studies
- ▶ User habits and trends

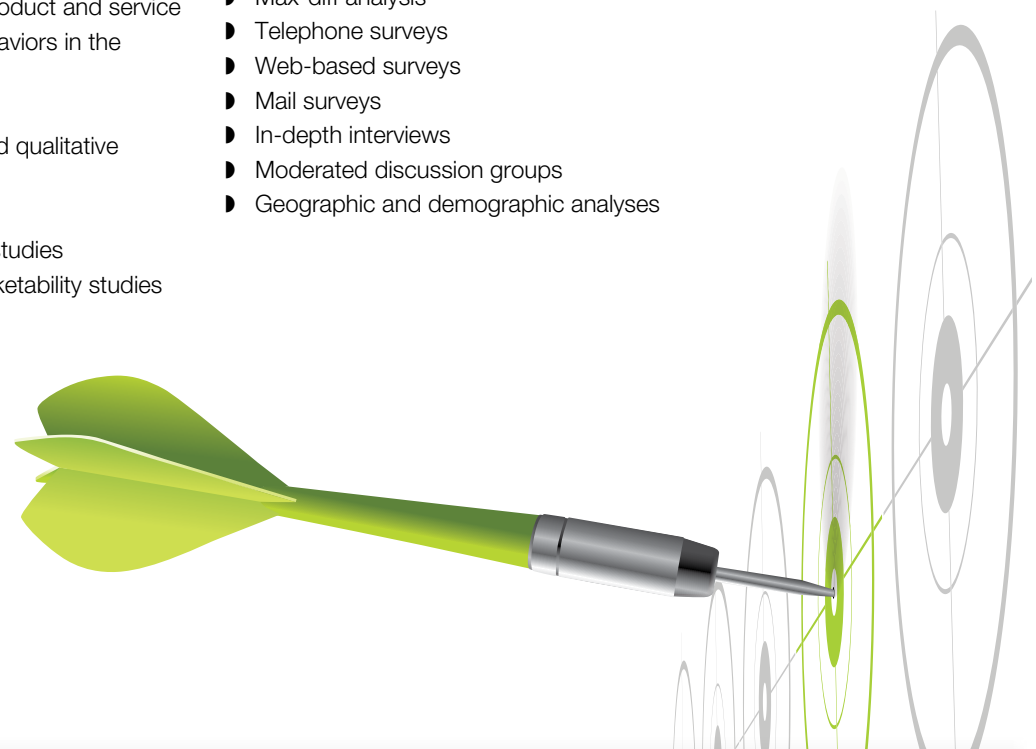
Our leading position in the marketplace allows us to query such audiences as:

- ▶ Interior Designer
- ▶ Architect
- ▶ Owner/Principal/President/Partner
- ▶ Corporate Executive/General Manager
- ▶ Project Manager/Other Manager
- ▶ Staff Architect; Staff Space Planner/Interior Designer

## RESEARCH METHODS

Depending on the needs of our clients, interiors+sources can choose from a wide range of methods and analysis techniques, including:

- ▶ Discovery and analysis of secondary data
- ▶ Review and analysis of institutional data
- ▶ Conjoint analysis
- ▶ Max-diff analysis
- ▶ Telephone surveys
- ▶ Web-based surveys
- ▶ Mail surveys
- ▶ In-depth interviews
- ▶ Moderated discussion groups
- ▶ Geographic and demographic analyses



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## SOCIAL MEDIA

### VARIOUS SOCIAL MEDIA PLATFORMS SUCH AS FACEBOOK AND TWITTER ARE INCREDIBLY POWERFUL TOOLS FOR PRODUCT MANUFACTURERS.

These platforms provide an excellent means of communication and engagement for prospective clients, current clients, and more. Many companies are already leveraging these platforms in ways that are effectively driving sales and increasing yield.

### SOCIAL MEDIA ASSESSMENT & STRATEGY

Every social media platform has its own set of specific best practices and guidelines. While seemingly simple guidelines, these practices, if not followed, stand to threaten your company's online reputation. interiors+sources will work with your team to develop best practices and a comprehensive brief that outlines your entire approach to social media, including objectives and tactics for achieving goals, a work flow for addressing feedback, and a plan for ongoing web participation.

interiors+sources will offer companies with already established social media accounts an optimization assessment, ensuring each social presence has been set-up and established

appropriately on the platform. This includes reviewing graphic elements such as background or avatars, information fields and any necessary clean-up.

For those companies that do not yet have an established presence, interiors+sources will work with your company to set-up and establish the account, leveraging existing creative and content to create any needed background, avatars or profiles images and populate information fields with strong marketing content.



### ADVANCED FEATURES FOR FACEBOOK

#### Custom Tabs or Applications

Leveraging custom tabs and applications on your Facebook page are a great way to engage first-time visitors to the page, serve additional content to users, and tie-in existing presences to populate your page's content (without having to recreate content manually for Facebook). Examples include using a custom tab that pulls in a company's current YouTube channel or Twitter stream, or a default Welcome tab, a graphically appealing tab which would appear only to visitors that have not yet "liked" the page. Facebook tabs and applications can be as simple and complex as desired, and will be determined following a simple discovery process with the client.

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# WEB ANALYTICS

## WHAT ARE VISITORS DOING ON YOUR SITE?

How do you know if your site is effective for prospective customers? How can you optimize and further leverage your website and marketing efforts? These are questions that can be answered through a solid web analytics process. Our Google Analytics certified professionals will help you define key performance indicators in order to provide you with actionable metrics.

## PROPER SETUP AND ADMINISTRATION

Google Analytics is a free tool that can provide an immense amount of data. While Google does an excellent job of making their analytics platform seem simple and easy to use, there's a lot more to it than just putting the code on your website and looking at the numbers. Whether you already have Google Analytics installed, or need guidance in getting it setup, interiors+sources can help. Our team of Google Analytics professionals has extensive experience with Google Analytics and will provide guidance for proper setup and train you on best practices in order to ensure proper management and clean data going forward.

## TURNING DATA INTO ACTIONABLE INSIGHT

To improve the return on investment (ROI) for interactive projects, it is imperative that companies develop actionable insights from data and information regarding web traffic and visitor behavior. interiors+sources will help you understand how to convert the data gathered into actionable information. Our web analytics consulting team will help you quickly understand what visitors are doing on your site, thus making it simple to identify opportunities to increase visitor engagement.

Analytics technology provides you with metrics that will help you make informed decisions and drive improvements for both your site and marketing campaigns, such as:

- ▶ Campaign tracking
- ▶ Site engagement
- ▶ Conversions
- ▶ Average time spent on site
- ▶ Page popularity and performance
- ▶ Top visitor tasks

This list is by no means exhaustive. interiors+sources will work with your team to determine which key metrics are important when considered as a part of your company's marketing goals. We will develop an easy-to-understand dashboard for comparisons while teaching your team to properly understand and make decisions based on that data.

Strong web analytics requires people, process, and technology. Working with you, our team of digital marketing experts will lay out a holistic analytics plan to convert your web data into actionable information. At interiors+sources, we know that many companies do not have the time or resources to dedicate to web analytics efforts. To that end, our consultants will provide you with analytics management, monitoring, and regular reports to alleviate the day-to-day stresses of your marketing efforts.



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