

## Reviving business through web presence

### ▮OVERVIEW

This social events club was established in 2000. At that time, the organization started in a basic website in the hope of creating an interactive event calendar and a snazzy look which would attract singles from all over the country. The organization had a very good success rate of attaining members and started to grow quickly. They now have chapters in 8 different cities. Due to this growth, the current website became even more important to their business to manage all the events, scheduling and membership. Their original website provider was unable to provide all the advanced features and upgrades in a timely manner. Not being able to maintain the website properly started to slow business, and eventually it became a site that no one was using.

### ▮CHALLENGES

Besides the regular technical upgrades for the website, another important factor was to create a buzz with members. The project became not only to create an interactive, easy to navigate website, but one which can attract an audience. **desme** also needed to create simple front end for a complex backend that addressed scheduling, event management, membership managements and automated recurring payment.

This organization is part of a large Sporting Events Organization and all their emails needed to be routed and managed via the current social sites DNS. On top of all that, budget was limited: the previous experience the organization had with its original web developer was not good, and they were understandably "gun-shy". So, very quickly we identified that the project needed expert database implementation, appealing graphic design, effective online marketing campaign, network engineering for all the email DNS setup and with a limited budget.

### ▮APPROACH

**desme** broke down the project systematically. Realistic budgeting and creating the technical solution. **desme** created a budget which was incentive heavy, thus giving the client the flexibility to spend only when it performs.

**desme** created a 3 sector team for the project--

**Database Programming Team-** this team created an interactive solution that allows members to easily browse through the events calendar to see all the events that are organized. If interested, then they can sign up with a very user friendly registration form with real time payment integration. The team also implemented the most advanced "online fraud protection" system for security. The backend was design to do 100% automated recurring payments. The team also implemented a complex multi level administrative module which is broken down into admin/supervisor and managers. The complete version of HTML newsletter broadcasting was implemented to send newsletters out.

**Flash Design Team-** was responsible for creating the eye catching 3D film strip for the website. Also the complete graphic approach for the website was created based on the demographic of the audience. All this interactive implementation was done with another big factor in mind- the upload time. No one has time to wait minutes for a page to upload.

**Online marketing team-** this team was responsible not only just to code the site to rank high but also, create a complete marketing campaign to revive the membership buzz again. With the help of the technical team a 95 cent sign up promotion was implemented. The team approached targeted directories and other related sites for a link building process. The team also implemented "**desme webtraffic analyzer (tm)**" so that client can monitor the web traffic statistics. Once the site was created with all the technical specifics-- the team implemented complete organic search engine marketing process.

### ▮RESULTS

Within 4 weeks the project was completed and the brand new website was launched. With the new "newsletter broadcasting system" client was able to contact all the current and previous members regarding the new website. With the help of the targeted online marketing campaign the web traffic started to pick up immediately. Because of the 100% automated billing process including recurring payments- the administration of hundreds of member became very easy and simple. Now that there was less time involved, the organization was able to use their employees to market the product. Due to this combined marketing effort, the site has created a media buzz in the industry within just months of launching. The search engine rankings started to come up and the site began to rank on top 10 on global terms such as "social events", "adventure clubs" etc while the searches are returning over million other pages. For local terms "Chicago social events", "Denver social events" etc. the site is ranked on top 5.