

Category number: 9

Category name: Best Website

Programme/initiative name: Gecko makes it personal

Agency [if appropriate]: Gecko and Made Together

Brand or client: Gecko

URL or microsite [if appropriate]: www.gecko.co.uk

[Summary page]

Marketing services company, Gecko, wanted a new website that would serve as a 'shop window' for its personalised marketing services, demonstrating the company's expertise in the sector. After witnessing the huge impact that personalisation has had for its clients across the board Gecko decided it was high time the team made creative use of this winning strategy in their own new business efforts, starting with the website.

Dynamic and engaging, the resulting site created by Gecko and Made Together, can present either a static full service offering or, alternatively, visitors can supply a few details and the site will reconfigure to deliver only content relevant to the user. Gecko services, case studies and news are all presented differently depending on visitor preferences. A whole new page is created based on the visitor's marketing challenges and industry sector – resulting in a completely individual experience for each visitor to the website. A clever online pack generator enables each user to configure and order their own information pack, either via Gecko's automated digital print services or email, ensuring every visitor to the site leaves with information relevant to them.

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[Main submission]

About the client company

Marketing services agency, Gecko, provides personalised, multichannel marketing products and services to a diverse range of clients. From automated direct marketing platforms to personalised URLs (pURLs), web to print software, data processing, versatile digital print and creative, the company prides itself on the creative way it responds to each client's brief.

Strategy – broader business issues the company is facing

Gecko has recently invested significantly in the new business pipeline with a new sales and marketing function. To support a 30% growth target for the next 12 months, the website has a key role to play in warming up leads and helping to guide visitors through the myriad of services that Gecko offers. Gecko is aiming to reap the rewards of this personalised approach to new business, with an ambitious 5 year target to increase profit by 400%.

Objectives of the campaign

- Communicate Gecko's wide ranging service offering in a simple, easy to understand way
- Deliver a true representation of Gecko's philosophy and personality
- Provide potential customers with the opportunity to experience Gecko's services
- Increase new sales leads by at least 100%
- Improve conversion rate on the site by 500%

The target audience

Gecko undertook a wide ranging client review in Q4 2014 to understand who was using its services and what level of decision making responsibility they had. This audience was then split into three levels: Educate, Influencer & Decision maker and Gecko knew that the site had to serve all three across Marketing, CRM and Data Insight departments. Crucially, Gecko knew it had to serve time poor decision makers with a bite sized option whilst also offering the option of more in depth information.

Media, channels or techniques used

While the overall concept of the site has made for fairly complex content delivery systems, Gecko wanted to keep the base site as simple as possible. As a result it was decided to base the site on WordPress – a well-known and simple to use CMS. The popular nature of this technology ensures ongoing access to the widest possible pool of developers should changes need to be made, while allowing internal staff to add and amend a wide range of content.

Once the visitor provides their name and company name and choses from a range of marketing challenges and industries, the site generates an individual page pulling together relevant content about services, case studies and in depth blog posts from the rest of the site in to one place for review. Visitors will then get access to their MY GECKO page every time they return.

The Gecko services page also updates to reflect the visitor's selected challenge to ensure that only relevant services are showcased and at a depth appropriate to the situation. The aim is to give visitors an easy way to navigate the myriad of services Gecko has to offer and ensure they are only presented with case studies relevant to their challenge and industry.

Once they've exhausted the potential of the site, visitors can also test Gecko's personalisation, digital print and automation services by ordering their own information pack online. A choice of topics and offers can be selected and then sent either via mail, email or both.

Gecko has seen its clients reap the rewards of personalisation time and again but it is often difficult to communicate the depth and breadth of possibilities afforded by the latest technology in digital print and automation. The site aims to demonstrate these benefits in a simple way so that potential customers can visualise how Gecko's services could support them with their own marketing challenges.

Timescales of the campaign

From concept to go live, the entire site, complete with automated personalised pack generator, was delivered in less than 3 months.

Budgets

We completed design, content & build for under £15,000

Results

- 60% increase in engagement with the site
- 75% increase in average time spent on the site
- 400% increase in leads
- Indicators suggest that the site is attracting new prospects as opposed to suppliers and current customers whom made up a significant portion of our previous traffic.

Client testimonial

Anthony Bagshaw, Managing Director, Gecko: “We’ve seen personalisation make a fundamental impact across customer acquisition, reactivation and growth. It’s all about increasing the relevance of the message you present to your customers. We have been producing excellent results for our clients from this strategy for years, so when it came to developing our own website I wanted to make sure we put our money where our mouth is and applied our tested approach across the board. The website will play a fundamental role in our new business drive in the coming year.”

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Supporting material supplied

1 x a2 presentation board 2 x personalised information pack examples

Submission ends