

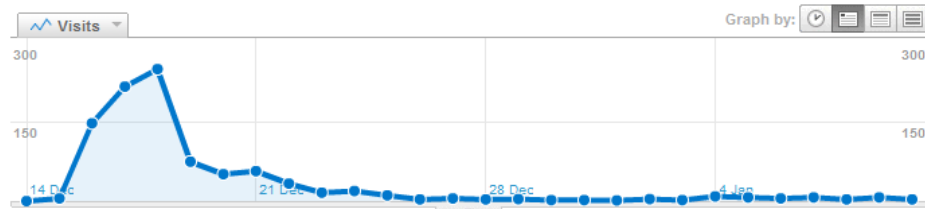
Effects of Active Promotion on Web traffic

Case Study



Visits for all visitors

14 Dec 2009 - 10 Jan 2010



1 Executive summary

This case study describes the observed relationship between the visits of a new (mobile) website and the promotional activities that were performed. It confirms that the number of visits to an unknown website is very dependent on the publicity and the advertisements. Detailed analysis of the data shows that the number of hits is very much in line (even on the hour) with the advertisement activities undertaken.

Mapping this outcome to entrepreneurial start-ups and new commercial websites it means that besides bringing a good and user friendly website online, it is necessary to continuously advertise it over a long period of time, until the brand is established enough.

Being on the internet and appearing in the Google-search list on place x-thousand is not enough to attract customers.

2 Background

This report gives an indication of the size and rapidness of marketing and communication on a number of media of the number of visits to a information website.

In December 2009 the Dutch national radio station 3FM organized its yearly fundraising activity “*3FM Serious Request*” in the city of Groningen. During one week 3 disc jockeys are fasting, locked inside a glass house on a public square. This action is supported by all sorts of local and national activities.

The municipality of Groningen supported it with amongst others a website called “*GroningenGeeft.nl*” (“Groningen Gives”), that kept track of all local activities and the amount of money that was raised.

A team of IT and Marketing students from the Hanze University have built a mobile version of this website, in order to accommodate people visiting Groningen.

The analysis of the traffic to this site (*groningengeeft.mobi*) gives an interesting view of the relationship between the marketing and communication activities the students undertook and the number of hits on their mobile website.

3 Promotional activities

The students undertook the following activities to bring their mobile website under the attention of a broad public:

- Pre-online period:
 - 2009-12-07: statement issued to the management and pr-department of the Hanze University.
 - 2009-12-15: interview in local newspaper (Dagblad van het Noorden), placed on 2009-12-16.
 - 2009-12-16: interview on local tv station OOG TV and article on their website.
 - 2009-12-17: a small article in Spits, a free, national newspaper.
- 2009-12-17: Final version of *groningengeeft.mobi* online.
- 2009-12-18: The DJ’s are locked in on Friday 2009-12-18.

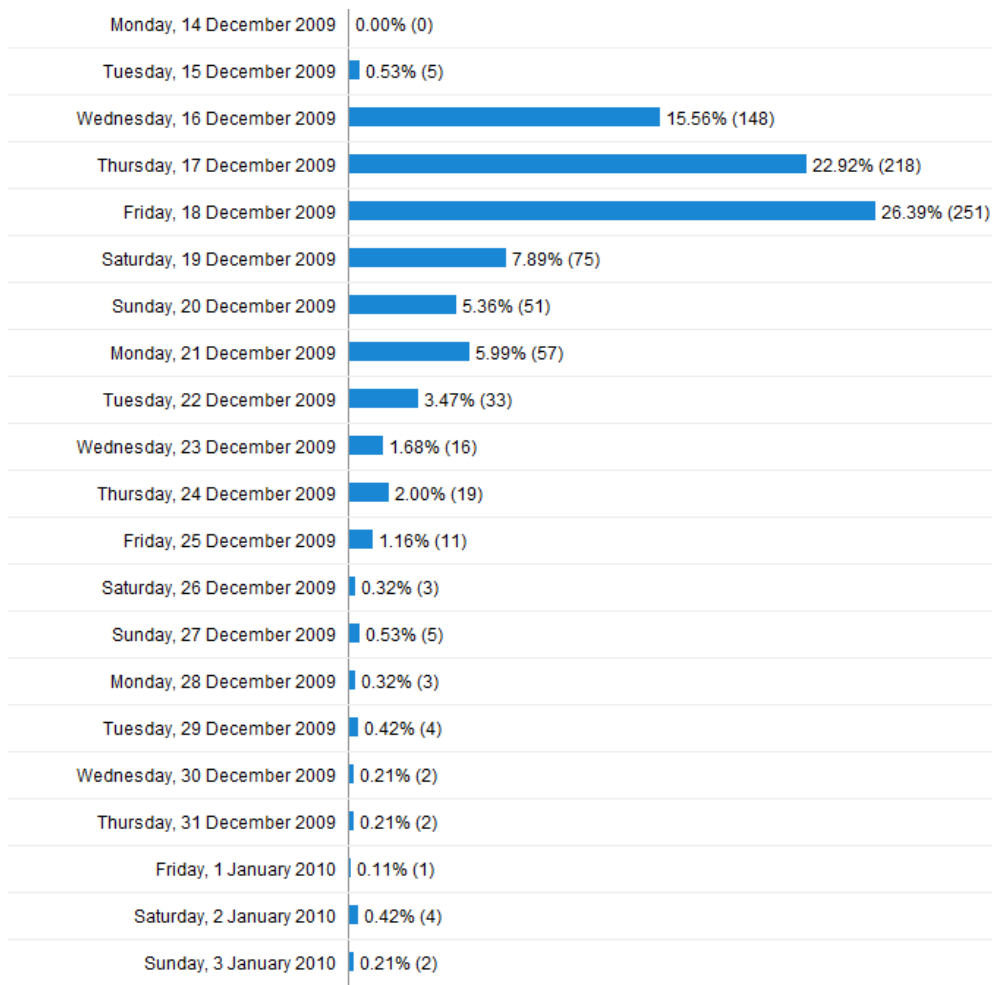
- 2009-12-18: live interview on local radio station RTV Noord.
- 2009-12-18: recorded interview on national radio stations 3FM and NOS Headlines.
- 2009-12-21: article on Hanze University website and twitter account.
- 2009-12-21: article on Wireless Groningen website and twitter account.

Overall *groningengeeft.mobi* was mentioned on 12 different websites.

Because the Christmas holidays started on Monday December 21 no further promotional activities were undertaken and the team relied on self-advertisement of the site.

4 Recorded Traffic

The traffic to the website has been recorded using Google Analytics. The list below shows the number of visitors per day.



From these statistics it is very clear that the traffic collapsed when the site was no longer actively advertised. Traffic to the site started already on Wednesday, even though the final version of the site was not yet online.

The publicity through press and radio on Thursday and Friday were responsible for the rise in these days.

In the weekend, when people from all over the Netherlands came to Groningen but there was no longer any publicity, the number of hits collapsed. The remaining traffic was mostly caused by second-time visitors, which is also indicated by the figure below that shows the visitor loyalty.

Articles on the Hanze University and Wireless Groningen websites on Monday gave a little raise, but in the rest of the week the number of hits dropped to almost nothing.

The visitor loyalty, with almost 60% one-time users, is typical for this kind of information service. Only a limited number of users (11%) looked a second time. The 2 – 3% multiple-time-users consist mostly of the project team and those directly involved.

Visitor Loyalty

14 Dec 2009 - 10 Jan 2010

Most visits repeated: 1 times

Count of visits from this visitor including current	Visits that were the visitor's nth visit	Percentage of all visits
1 times	547.00	57.52%
2 times	108.00	11.36%
3 times	63.00	6.62%
4 times	41.00	4.31%
5 times	31.00	3.26%
6 times	26.00	2.73%
7 times	22.00	2.31%
8 times	20.00	2.10%
9-14 times	63.00	6.62%
15-25 times	25.00	2.63%
26-50 times	5.00	0.53%

5 Conclusion

The number of visits to an unknown website is very dependent on the publicity and the promotion. Detailed analysis of the data in the previous chapter shows that the number of hits is very much in line (even on the hour) with the promotional activities undertaken.

When you translate this outcome to new commercial websites and websites of start-up companies this means that besides bringing a good and user friendly website into the air it is necessary to continuously

promote and advertise it over a long period of time, until the brand is established enough. Being on the internet and appearing in the Google-search list on place x-thousand is not enough to attract customers.

6 Participants

Hanze University of Applied Sciences, School of Computer Science
Groningen, The Netherlands

- WiMultitask (student company):
 - Willard Baan, marketing
 - Jorik Berkepas, it
 - Freerk Duursma, it
 - Tim van den Heuvel, marketing
 - Jan Kadijk, it
- Hugo Velthuijsen, professor New Business and ICT
- Piet Fransen, lecturer Technical Computer Science / Entrepreneurship