

# 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.



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## So What is Amazonification?

### Alternative definition:

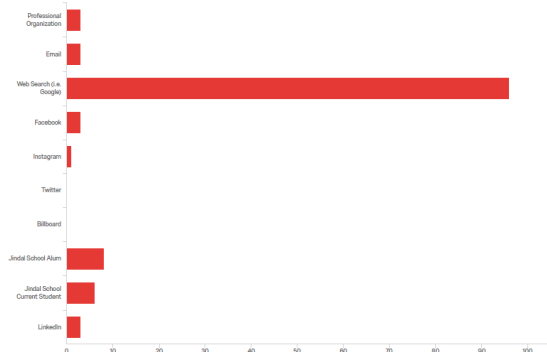
The alteration of sales methodology to focus on:

- 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?

Q2 - How did you first learn about the Jindal School at UT Dallas?



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?



Price: \$11.88



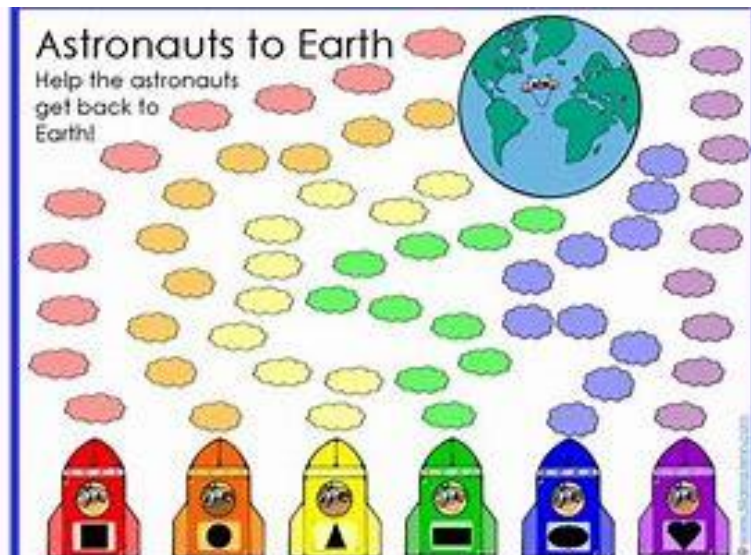
**Really hard to drive with this...**

By joshooohuh - July 29, 2013

**Amazon Verified Purchase**

I love this product. It keeps my car nice and cool, BUT I will say that the only defect I have found so far is that it is very hard to drive with this on. I have had over 5 wrecks since I purchased it.





## 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:

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

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

## Quick Hits – Inexpensive/Easy Quick Hits

### *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...)



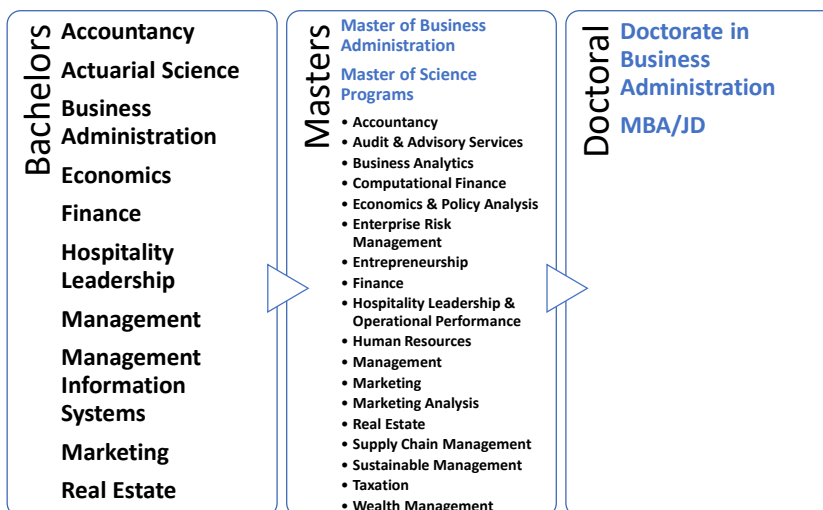
## Business Education for the Real World



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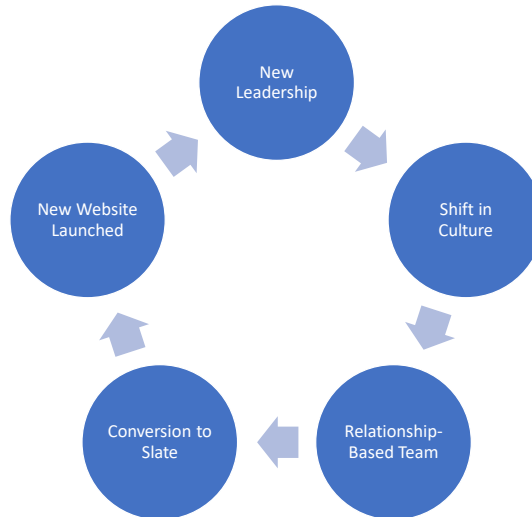
## Programs at a Glance



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## Confluence of Factors



## Slate Implementation





# DePaul University Website Project

## Goals of Project:

- improve content
- drive more traffic to key pages
- improve to 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

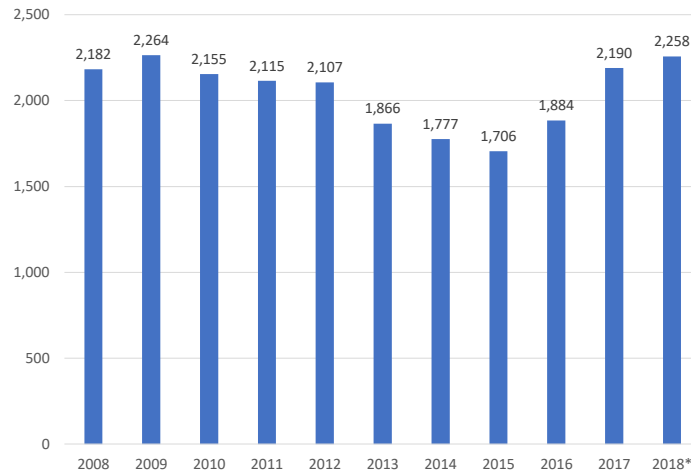
*To analyze the content of our website, we approached the audit from a few angles:*

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



## 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?

