One Page Summary

Our Web Strategy project is to develop landing pages for the website sounderbox.

The aim of the landing pages was:
- To tailor the description to visitors' needs
- To call to an action : reach the website www.soundrebox.com

Then, to suit our client needs and specifications, we divided our project in 2 times:
- The development of a marketing study to analyze each target
- The realization of the landing pages

The marketing study

Firstly we chose the targeted customers with our client. The target was bars, camping, festival, cinema, mall and gym. Then we did a questionnaire validated by our marketing tutors.

Secondly, we conducted the market study by doing the survey in several places (Bars: le sur-mesure, le Vestiare, le Delicafé, le Coté plage; Gym: DJ 2000 Gym Center, Le Temple du Fitness, Gymligne; Camping: Camping du petit port) and a manager of the commercial area"Pays de Montaigu" (M. Brosset). We presented our market study to the client, who finally validated it. For each client, we determined at least three arguments in favor of sounderbox that totally suited them.

The landing pages realization

After having conducting the market study, we have developed the landing pages.

Firstly we thought about the structure and the content of the pages. A landing page has to have a particular structure to be really efficient : it has to redirect the visitor on an other webpage. For the structure we used wireframe moqups to do the canvas of the pages. For example, the visitor has to be reassured enough to click on a link, so we had to think about something reassuring : the bottom part (press + convinced clients) . For the content we used the results of our market study. After that we made our pages validated by the client.

Secondly we began to develop the landing pages using parts of the CSS of sounderbox's website.

Indeed, although we re-used parts of the code (navbar and carousel), we created all the structure and the design of the landing pages.

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