

**Jordan Investment Board**

# **Website Strategic Direction**

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**JORDAN**  
INVESTMENT BOARD  
take advantage



## BACKGROUND

As the development of the new Jordan Investment Board (JIB) website continues, it is important to bear in mind what role the website will play in the overall marketing strategy. Having completed the competitive analysis and interviews of key internal JIB stakeholders, the insights gained from these will now be integrated into the development of a practical, long term, and relevant strategic direction for JIB that fits into the context of JIB's overall marketing and communication strategy.

The IPA website landscape is full of “average” type sites, in that the majority do not stand out or offer anything unique from a design, content and navigation perspective. Now that the best of them have been filtered out, there is a good basis for what JIB can learn from them, and what features, content, and design qualities could be adopted from them. The UK, Canada, France, and Germany websites will be the “example” sites from which the recommendations will stem.



# *3 SPHERES OF WEB STRATEGY*



## 3 SPHERES OF WEB STRATEGY

The Website Strategy must balance three spheres:

### **Community**

From the User Experience Research conducted already, a 'mental model' of the website has been crafted that will guide the design and development of the website.

### **Business**

The objectives of the website must be aligned with the overall business objectives of JIB.

### **Technology, Tools, and Functionality**

Lastly, relevant technology, tools, and functionality must be identified that will best work for JIB.



# COMMUNITY

When looking at the community within which the website will exist, it is important to align the strategy with two key factors:

1. Target Audience
2. Exceptional Experience



# COMMUNITY

## *Target Audience*

This includes the target users that matter most to JIB. It is important to note that unlike advertising campaigns, which are very much focused on engaging **passive users**, the website is a medium of response to **active users**, or **searchers**.

They are existing or potential investors who are searching for specific information. They are actively seeking valuable content that will enable them to make further decisions. Failing to provide them with a good “first impression” can jeopardize their view and perception of JIB. It is therefore, very important to offer them an “Exceptional Experience”.



# COMMUNITY

## *The Exceptional Experience*

The Mark of Exceptional Experience has six points. They represent the six key principles that we believe define Exceptional Experiences online. They guide our thinking about the medium:

- Recognize needs.
- See relationships holistically.
- Revel in the details.
- Showcase the brand.
- Evolve continually and easily.
- Are profitable.



# BUSINESS

On the business front, what drives the strategy is an alignment of the overall JIB business goals and objectives with the following:

- JIB's Role
- Primary Website Objectives
- Key Roles of the Website
- The Conversation Economy



# BUSINESS

## JIB's Role

In light of the role that JIB plays as an organization, it will be of key importance that the website highlights this role in a focused, practical and memorable way:

- Image Building (JORDAN)
- Service Facilitation (HOW TO INVEST)
- Investment Generation (OPPORTUNITIES)



# BUSINESS

## Primary Website Objectives

- Drive Traffic and Increase Awareness about JIB and about Jordan's Investment Opportunities
- Act as a selling vehicle for JIB
  - Generating targeted number of Leads per day / week, etc...
  - Single source of up-to-date information on JIB projects and investment opportunities in Jordan
- Reinforce JIB's Brand
- Enhance perceptions of JIB
- Earn International Recognition



# TECHNOLOGY

On the business front, what drives the strategy is an alignment of the overall JIB business goals and objectives with the following:

- Distinguishing Elements
- The Benchmark
- Best Practice



# TECHNOLOGY

## Distinguishing Elements

Following the extensive study and analysis of the full spectrum of IPA websites, we determined that the best IPA's have the following tools and functionalities in common which sets them apart as User Centric websites:

- **Country Information and Promotion Tools:** functions and features used for promoting the country
- **Web Services:** any service related tools that are available on the website
- **Project Specific Microsites:** “mini” sites for specific projects that might be highlighted
- **Online Enquiries:** questions, online chat, specialized forms, etc.
- **One to One Communication:** things one can sign up for such as a newsletter, RSS feeds, etc.
- **Online Publications:** publications such as magazines, brochures, and fact sheets that might be downloadable
- **Audio/Video:** relevant podcasts and video's about promotional or educational topics
- **Languages:** does the site cater to several languages?



## THE BENCHMARK

From the research, we filtered out and selected the top 4 IPA websites to use as benchmarks in helping us set the standard for the JIB website in terms of design, functionalities and tools.

The top IPA websites were:

- United Kingdom
- Canada
- France
- Germany



# TECHNOLOGY

www.uktradeinvest.gov.uk

## UNITED KINGDOM

- Country Information and Promotion Tools
- Web Services
- Investment Opportunity Tools
- Online Inquiries
- 1 to 1 Communication
- Online Publications
- Audio/Video
- 16+ Languages



The screenshot shows the UK Trade & Investment website homepage. At the top, there is a navigation bar with the UK Trade & Investment logo, the text 'Grow your international business in the UK', and a search bar. Below the navigation bar, there are several main sections: 'My UK' (Create email alerts), 'UK advisory network' (Welcome to the network, Get professional advice, Give professional advice, Network news & events), 'Business in the UK' (Key advantages, Forming your company, Running your business), 'Your operation type' (R&D, Technology partnerships), 'Business locations' (Commercial property, UK regions), and 'Your business sector' (Aerospace, Automotive, Creative industries). The main content area is divided into three columns: 'UK Trade & Investment' (UK Trade & Investment is the Government organisation that helps businesses locate in the UK and grow internationally. Every year we help hundreds of firms, from hi-tech start-ups to global industry leaders, discover global growth from a UK base. This website is your gateway to the wide range of free information and business services we provide to support you and your business.), 'How We Help' (Free information: Trends and analysis. Real time news and views in your sector. We examine the issues affecting your business. Operational insights. Practical advice on how to optimise your UK business. Detailed reports and publications.), and 'Free business services' (Research. Comparing UK & European stats. Bespoke reports for your business. Locate. Finding sites that match your needs. Practical help setting up. Grow. Ongoing business support to help you access new markets.). Below the main content area, there is a 'OurWorld' section with the headline '...passionate about business' and the date '17-Nov-07'. The 'OurWorld' section includes a 'Meet us here' link and a news item 'UK NanoForum2007 27-Nov-2007 Follow up to last year's successful international partnering event.' There are also two news items: 'New Eurostar route opens up UK to continent' (14-Nov-2007 A new faster Eurostar train) and 'China Netcom brings European HQ to London' (Watch UK Trade & Investment's minister offer his personal welcome to the firm).

# TECHNOLOGY

[www.investincanada.gc.ca](http://www.investincanada.gc.ca)

## CANADA

- Country Information and Promotion Tools

- Web Services

- Investment Opportunity Tools

- Online Inquiries

- 1 to 1 Communication

- Online Publication

- Audio/Video

- 7 Languages



The screenshot shows the Invest in Canada website. At the top, there is a navigation bar with the Government of Canada logo and the text "Government of Canada" and "Gouvernement du Canada". To the right is the "Canada" logo. Below this is a menu with links: Français, Contact Us, Help, Search, Canada Site, Home, About Us, Downloads, Media Center, and Sitemap. The main header reads "WELCOME TO INVEST IN CANADA". Below the header is a large image of a green digital display with the word "Global" visible. To the right of the image are three buttons: "Email Questions", "Join Our Newsletter", and "Our Global Network". Below the image is a language selection bar with options: English, Français, Espanol, Deutsch, Nederlands, 汉语, and 日本語. On the left side, there is a vertical menu with links: "Canada Cost Advantages", "Reasons to Invest", "Industry Sectors", "Establish A Business", "Services", "Canada at a Glance", "Find a Location", "Supporting Canada's Municipalities", and a search box with a "Search" button. On the right side, there is a section titled "Invest in Canada" with a paragraph of text and a "News and updates" link. Below this is a "Canada's Investor Value Propositions" link. Further down is a "You're Welcome Video" section with a video player showing a group of people. At the bottom, there are three columns of "Reasons To Invest" with sub-links: "Smart Workforce", "Leading Economy", "A Great Place to Live"; "Expand a Business" with "Corporation Regulation", "Getting Started"; and "Industry Sectors" with "Aerospace", "Agri-Food", "Automotive".

# TECHNOLOGY

[www.invest-in-france.org](http://www.invest-in-france.org)

## **FRANCE**

- Country Information and Promotion Tools
- Microsite
- Web Services
- Investment Opportunity Tools
- RSS Feeds
- Online Inquiries
- 1 to 1 Communication
- Online Publication
- Audio/Video
- 6 Languages

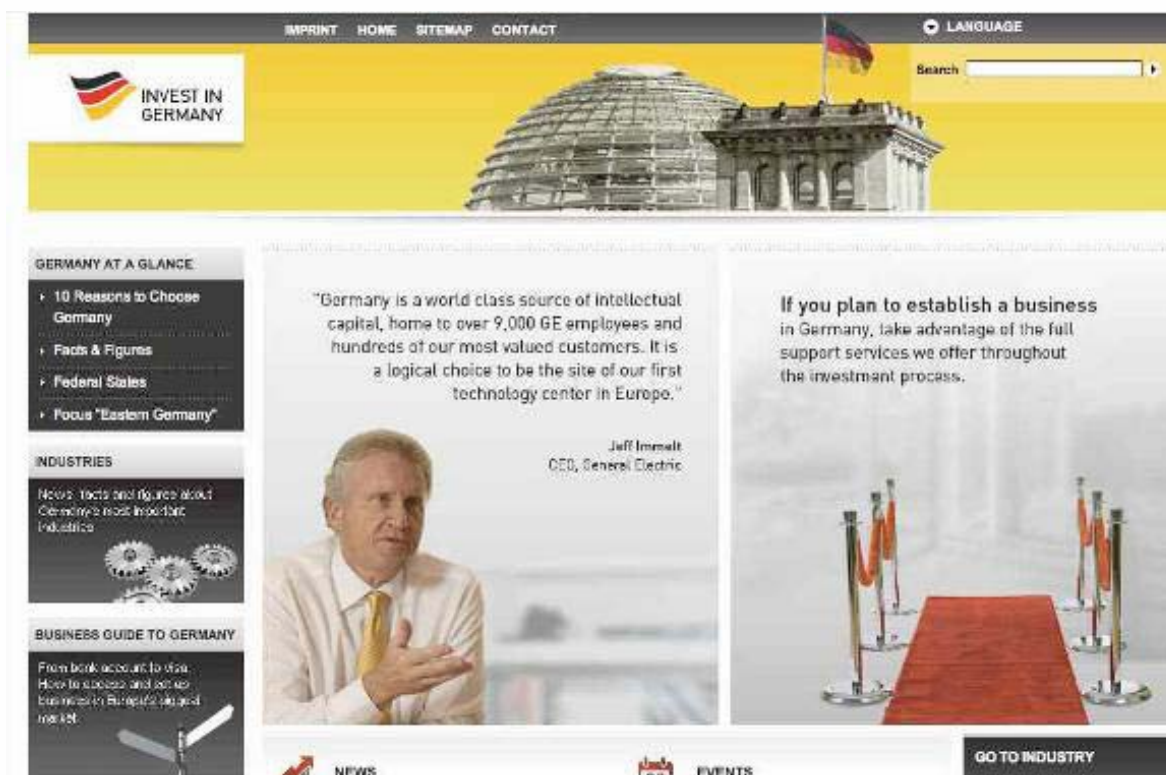


# TECHNOLOGY

## **GERMANY**

[www.invest-in-germany.com](http://www.invest-in-germany.com)

- Country Information and Promotion
- Tools
- Investment Opportunity Tools
- Online Inquiries
- 1 to 1 Communication
- Online Publication
- Audio/Video
- 6 Languages



# TECHNOLOGY

## **Best Practice Examples**

Recommendations is based on a combination of what was learned from the extensive research of the IPA competitive landscape, the interviews, and the experience and knowledge of the internet in general. It is safe to consider these “best practice” within the world of IPA’s and what should be focused on in order to communicate with existing and potential investors in the most effective way.

Below are a few examples of tools, functions and content that can be viewed prior to reviewing the full list of recommendations in the next section.

1. Intention Based Introductions
2. My JIB (Personalized Communication)
3. Targeted Content



# TECHNOLOGY

## Intention Based Introductions

“Intention” based introduction pages that help guide the user to their place of interest whether it is an action, or the selection of a navigation language. The UK and Canada sites represent this approach well.



# TECHNOLOGY

## My JIB (Personalized Communication)

A My JIB feature would enable users to get the most relevant news and information quicker and in one place. They would be delivered real-time news and information on all aspects of doing business in the Jordan direct to their own customized page.

They can also grow 'My JIB' so it reflects issues important to them and their business, such as:

- Latest News
- Events
- My Content which could include things like:
  - Sector Trends
  - Case Studies
  - Information Sheets
  - Presentations
- Tax, labor and costs
  - Markets and capital
  - Networks and infrastructure
  - Living in Jordan



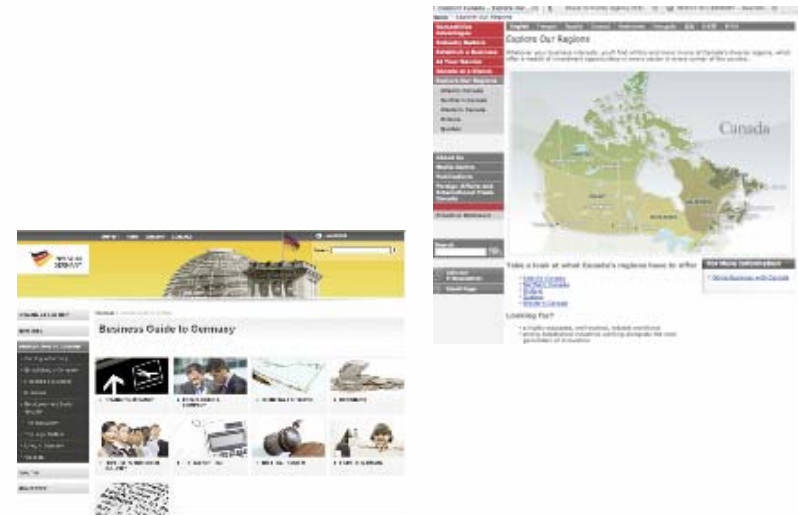
Best example from UK

# TECHNOLOGY

## Targeted Content

This content is comprised of anything that is customized towards what the target user is looking for. This includes:

- City Specific Information
- Highlight Flash Area
- Industry Sector Fact Sheets
- **Interactive Maps & Infrastructure Maps**
- Welcome Video
- Downloads / Video / Audio
- Newsletter Sign Up
- RSS Feeds
- Investment Wizard
- Country At a Glance
- Custom Contact Person and Information
- **Business Guides (Step by Step)**
- **10 Reasons to Invest in Jordan**
- Our Services (Visual)



Best example from Germany

# TRANSITION FROM BROCHURE TO MARKETING TOOL



## TRANSITION FROM BROCHURE TO MARKETING TOOL

### Online Brochure

- Display basic information
- No interaction
- One time visitors
- Inability to conduct research
- Inability to leverage as a marketing & communication tool
- Inability to integrate into other marketing initiatives and touch points
- No connection between people
- Inability to collaborate with visitors



### Online Communication Tool

- Display deeper information, knowledge
- Highly customizable interaction
- Repeat Visitors
- Highly customizable research tool
- Enhanced user experience
- Highly flexible and customizable for campaigns and marketing activities
- Community builder
- Provides highly customizable collaboration tools