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Introductions

- Michael Cervino, Beaconfire
- Felicia Carr, National Parks Conservation Association
- Vinnie Wishrad, Conservation International



What You'll Learn

- What a microsite is
- Why you might use one
- Why you might not want to use one
- What NPCA, CI and others have learned



What is a Microsite?


From SearchSOA.com:

As used in at least one leading Web design book, a microsite is a **separately promoted part** of a larger Web site. A microsite is designed to meet **separate objectives** and has a **separate URL**.

Typically, a microsite resides on the same Web server and **reflects the branding** and overall visual design of the larger site with which it is associated.

Occasionally, two Web sites will collaborate to **produce a third, smaller site** that both link to (and is probably located on one of the two main site's servers).


Minisite is also sometimes used with about the same meaning.



What is a Microsite?

Microsite Examples:

- White House for Sale (Public Citizen)
www.WhiteHouseForSale.org
- Find Habeas (ACLU)
www.findhabeas.org
- ONE Campaign (DATA)
www.ONE.org



What is a Landing Page?

From Seth Godin:


A landing page is the **first page** a visitor to your site sees.

Landing pages were important back in the day of email marketing, that was the page the permission **marketee would land** on if he clicked through.

Landing pages are **even more important today** because they are the page that someone clicking through a Google Adword ad sees.

When you review a landing page, the thing to ask yourself is, "What does the person who built this page want me to do?"

Landing pages are not wandering generalities. They are **specific measurable offers**.



What is a Landing Page?

- FISA Action from ACLU

https://secure.aclu.org/site/SpaceServer?pagename=Are_you_angry&s_saclu_FISA0708_web



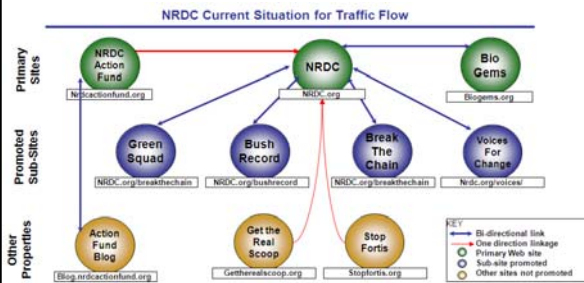
When do you know what to use?

Decision Criteria	Answer
Is the campaign going to run long enough?	
Do we have funding to support a separate site?	
Is the content different from our main site?	
Will the features be different?	
Will the creative voice be different?	
Can we achieve the same engagement results other ways?	

What are the Microsite risks?

Overinvesting	<ul style="list-style-type: none"> Phased build Triggers for enhancements
Underutilizing	<ul style="list-style-type: none"> Promotion plan
Orphans	<ul style="list-style-type: none"> Sunset plan up front Process & KPIs for review
Brand Confusion	<ul style="list-style-type: none"> Creative brief Common design theme, navigation
SEO Dilution	<ul style="list-style-type: none"> URL strategy
Myopic Constituents	<ul style="list-style-type: none"> Welcome messaging & cross-sell plan Exit strategy

What are the Microsite risks?



What are the risks?



What does it matter?

Case Studies

Prepared for [Client] [Date] | Confidential

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