

2019 OIGP Website Strategy

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The OIGP Website Needs To Be Updated

The screenshot shows the OIGP website layout. At the top left is the OIGP logo with the tagline 'leading change for organizations & individuals'. The top right contains navigation links: Home, About Us, News, Partner Login, Become a Partner, and Contact Us. Below the navigation is a search bar and social media icons for Facebook, Twitter, and LinkedIn. A secondary navigation bar includes Career Transition, Executive Coaching, Leadership Consulting, Workforce Solutions, Blog, Find Your Local Office, and Privacy Policy. The main banner features the text 'Workforce Solutions' and 'Talent management life cycle, acquisition, training and transition' over a background of a rainbow and clouds. Below the banner, the 'LOCATIONS' section includes a world map and a 'LOGIN' button for OIGP SOLUTIONS.

- Opportunity to update the site so that it looks contemporary and up to date – features that will reflect well on all OIGP firms.
- Develop the site for search engine optimization (SEO) – keywords, messaging, and functionality
- Optimize the site for mobile first.
- Develop a conversion strategy that will create more leads for the OIGP firms on the site.
- Update all message for all participating member firms.
- Develop strategies to increase visitor engagement and lower the bounce rate.
- Make the site attractive and engaging for: 1) potential client firms. And 2) potential OIGP members.

Who Is Our Target Audience?

Primary

- New client firms
- Current client firms

What Is Important To Them?

Finding a business partner to help them address a challenge that they have – downsizing, talent development

Secondary

- Potential OIGP member firms
- Potential OIGP resource partners

What Is Important To Them?

Seeking a resource partner to help them grow their business.

How Can We Optimize The OIGP Website To Increase Lead Conversion?

- Create a compelling message that communicates the local (offices and consultants in your market) and national/global reach (ability to consistently deliver solutions across a broader geography).
- Create calls to action, pop-ups, and chatbot functionality to capture lead information from site visitors.
- Develop a content strategy plan that will keep the site fresh and provide reasons for visitors to return.
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Proposed Goals and Actions

Goals

- Generate more leads for all OIGP member firms
- Clarify and drive home the OIGP value proposition
- Establish SEO authority on target keywords that drive the value propositions for OIGP firms
- Establish thought leadership and authority in the human capital management space.

Actions

- Develop a conversion strategy that can move leads thru sales funnel.
- Develop a customer focused message on the problems we solve.
- Get professional marketing help to create a design