Master Thesis:

An E-Marketing Plan For
FORTEKS Fordonsteknik i Stockholm AB:
A Hands-On Approach

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A part of the E-Marketing Plan for Forteks AB
First Iteration Report
http://emarketingthesis.wordpress.com/

First Iteration Report

Reflections and Insights

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Report Purpose

The following report is a document that is used as a means of formal reporting on the status or/and the progress of the master thesis to key stakeholders, including the academic supervisor, industrial supervisor, and the examiner.

As stated in the "Project Plan", the thesis work is composed of two iterations and the first of them is completed as of today. So this report includes reflections upon the completed iterations and suggestions for the upcoming iteration.

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Objectives Reached

The objectives of the first iteration have been defined in the "Short-Term Action Plan" that was published on 18th February 2009. Table 1 depicts the objectives and their status:

Objective	Status
Create the Forteks Webshop:	
o Order "WebShop Basic" version from Textalk[1]	The version has been updated to "Webshop Basic" packet from the "Webshop Lite" in order to be able to use Forteks' own domain and the advanced SEO tactics.[2]
o Order the SEO Add-on from Textalk	The add-on has been ordered and configured successfully.
o Use virtual hosting to redirect Forteks.se to the Forteks WebShop	The necessary "CNAME" settings have been carried out and now the "forteks.se" domain redirects visitors to the actual "Forteks WebShop".
o Design customized buttons	All the default buttons have been designed from scratch keeping the end-users in mind. Also the design has been completely changed after an extensive research on the most popular online businesses of Sweden.[3]
Create a Blog:	
o Create an account on Wordpress.com	An account on the free blog service Wordpress has been created. (http://forteksblogg.wordpress.com/). This blog has been embedded to the current WebShop. So the users will not be aware of the fact the WebShop and the blog are not on the same infrastructure.

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[1] Textalk is the company which provides e-butik solutions for small and medium-sized companies. For more information please visit http://www.textalk.se Last Accessed: 10 March 2009

[2] More info about the different versions can be found : http://shop.textalk.se/en/moreinfo.php , Last Accessed: 10 March 2009

[3] I have analyzed the most popular 100 Swedish websites according to Alexa which collects statistics about the websites in the world. The list can be found on http://www.alexa.com/browse?CategoryID=32890&Start=1 Last Accessed 10 March 2009

o Have a sub domain i.e. blogg.forteks.se	A sub domain has been created.
o Give a link to the blog from the WebShop	The link has been given.
Create content:	
o Create educational content on the blog	For the beginning, only definitive text and user manuals have been put on the blog. But there will be videos and other kind of educational content in the second iteration.
o Link back and forth between the blog and WebShop	The products in the WebShop have detailed descriptions in the blog, whereas the blog pages contain links to their corresponding product pages to convert the visitors into customers.

Table 1 - Objectives Status

Adherence to Plan

So far all the actions and the reports have been completed according to the dates that have been specified in the "Project Plan".

Deliverables	Due Date	Delivery Date	Deliverable Status
Situation Analysis Report	14.2.2009	10.2.2009	Completed
Short-Term Action Plan	18.2.2009	18.2.2009	Completed
New WebShop	5.3.2009	5.3.2009	Completed
First Iteration Report	14.3.2009	12.3.2009	Completed

Problems and Lessons Learned

Since the CEO of Forteks and I are not fluent in Swedish, we experience problems with the customers from time to time. It becomes even more important when we try to create content for the blog, since the content may have grammar mistakes and it would affect the brand image. That is why we have decided to find a Swede to create content for us, which will be defined more detailed in "Suggested Changes" part below.

Google Analytics[4] allows us to track the "Conversion Rate" – the ratio of people who have clicked the Google Ads and then made a purchase – but one need to use some special HTML codes to track this on the website. This code must also be on the page where the user actually pays but unfortunately the Textalk infrastructure does not let us edit the HTML of the payment page. I have talked about the issue and they seem to look for solutions to that.

Suggested Changes

In the beginning, we were thinking of doing the "content creation" in-house, but it appears to us that the company does not have the time or the competency to do so. We are planning to hire a mechanical student or someone who is interested in the topic to create Swedish content for the blog.
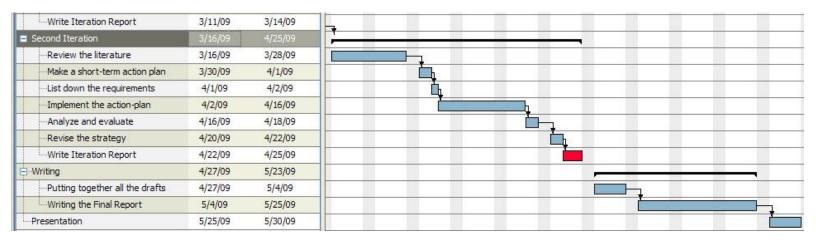
Risk Assessment

Risk	Mitigation Strategy	Contingency Plan
Not many visitors on the website.	Create effective ads on Google and other sources.	Try increasing the conversion rate.
Not enough fresh content in Swedish.	Find students who can create content for us.	Create links to other content providers.

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[4] For more information, check http://www.google.com/analytics/ Last Accessed 11 March 2009

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Future Directions

Now that the infrastructure is ready, we need to focus on creating fresh content for the blog and promoting our new website on both offline and online channels. It is also good to renew the product descriptions and the pictures.

Schedule

Task	Start	End		
Write Iteration Report	3/11/09	3/14/09		
Second Iteration	3/16/09	4/25/09		
Review the literature	3/16/09	3/28/09		
Make a short-term action plan	3/30/09	4/1/09		
List down the requirements	4/1/09	4/2/09		
Implement the action-plan	4/2/09	4/16/09		
Analyze and evaluate	4/16/09	4/18/09		
Revise the strategy	4/20/09	4/22/09		
Write Iteration Report	4/22/09	4/25/09		
Writing	4/27/09	5/23/09		
Putting together all the drafts	4/27/09	5/4/09		
Writing the Final Report	5/4/09	5/25/09		
Presentation	5/25/09	5/30/09		

Since the "First Iteration Report" is completed before the deadline, I will spend couple of days working on the details of the website and other advertisement sources i.e. Blocket[5]

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[5] See http://www.blocket.se for more information, Last Accessed : 11 March 2009