



emagine evolve

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Great websites don't wait. They evolve.

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Test Measure Improve

All great marketing is a result
of testing, measurement and
continuous improvement.

evolve is an ongoing and proactive strategic engagement
targeted at optimizing your website for perpetual
improvement - keeping your brand fresh in the eyes of
your users and maximizing conversions.

Markets, audiences, competitors,
and technology are always changing.
Why isn't your website?

The Challenge

You've just launched a website — or maybe “just launched” was actually two or more years ago. Maybe the experience you launched with was okay, but really just the best you could do at the time, with a limited timeline and budget. How do you avoid “setting it and forgetting it?” How do you spearhead site optimizations and make sure you get every last drop of ROI from your digital presence? How do you keep up with industry trends, the competition, and your evolving audience?

You've already got a full plate, and constant babysitting of your website doesn't fit into that schedule. So how can you really fulfill that site's potential?



The Approach

In the “real world,” we entrust our investments to various types of overseers for safekeeping and guidance — we have groundskeepers for lush lawns, and financial advisors for our portfolios... They listen to our goals and needs, act on them, and take some of the responsibility of guardianship off our plates.

Your digital property could use a keeper, too. Someone to help with:

01. Accountability

Keep you accountable to your own goals for your website.

02. Focus

Keep you focused on the improvements and upgrades that are really worth your time.

03. Responsibility

Keep an eye on the site when you’ve got your eye on 100 other day-to-day responsibilities.

In digital marketing,
time and expertise are
precious resources.
We’d like to offer you
more of both.





The Solution

We call it **evolve** — our ongoing strategic consultation engagement. Instead of repeating the grueling, expensive cycle of completely overhauling a site every 3-5 years, we'll help it evolve naturally and proactively over time by:

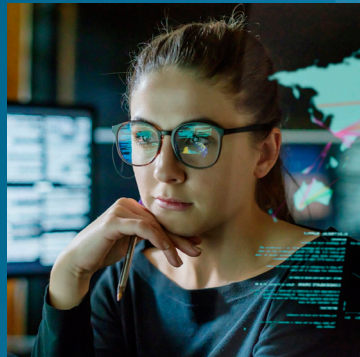
- working with your team to establish or confirm your current goals for the site,
- reviewing any new or upcoming initiatives, and determining how success is measured
- developing a game plan to achieve success through updates and additions to:
 - Functionality
 - Navigation
 - Content
 - Design
 - CTA + Conversion Strategy

We'll have regular, focused check-ins at an interval that works for you: bi-monthly, monthly, or quarterly — you won't be locked into countless hours of conference calls. During those check-ins, we'll review progress, establish new goals, and get approvals on the next set of upgrades, so our team can get to work, and you can get back to your other responsibilities.

Engagement Overview

Weeks 1-6

Setting the foundation:
Establish a baseline, and ensure the strongest start to optimization efforts.



Tracking Tools

Confirm availability of (and access to) tracking tools: analytics, heatmapping platforms, etc. to track, measure, and report on website activity and visitor behavior.



Installation

Install any new tracking scripts needed to gather behavioral data and monitor the flow of visitors that arrive at your website.



Prepare

Gather and take advantage of any previous strategy work and research to optimally develop a game plan for improvements and upgrades that are really worth your time.



Testing Availability

Establish availability/opportunity for user testing to collect data while observing users completing a list of tasks and interacting with your user interface.



Audit

Perform a quick audit to document obvious problems, or other cracks in the foundation — bugs, objectively bad UX/UI practices, technical or performance problems, etc.



Address Problems

Address those foundational problems so we've got the best starting point for site optimizations that will keep your brand fresh and maximize conversions.

Engagement Overview

Weeks 7+



Cycle of improvement:
Determine goals, develop a plan, implement, test, review, repeat.



01. Focus Area Kickoff (Client + emagine)

We start by determine a focus area (or areas). This could be a particular site page or section, or user journey. From there, we establish measurable goals and KPIs for those focus pages or journeys.

02. Research + Test Plan (emagine)

Based on the current focus, we'll review any available data. Once we've seen where we stand, we establish a plan for updates and experiments, which could include Content, Design, Navigation, or Functional changes.

03. Regular Reporting + Check-In (Client + emagine)

During these check-ins, we'll review our findings with you, present any recommended updates and experiments, and get approvals for work to be done. We may also occasionally assign some a bit of client-side homework if we have questions for your larger team.

04. Implementation (emagine)

Finally, we implement recommended changes and/or experiments, and report completion back to you. We allow a bit of time to collect new data, then measure against our starting benchmarks.

Back to Step 01



**emagine is the Digital-First Agency
for Healthcare and Life Sciences.**

Digital-First doesn't mean digital only. Our marketing and communications strategies are driven by data that provides actionable insights and removes the guesswork – for tactics and channels both online and off.

We're a team of 50+ individuals located across the U.S. with a passion for health. Our clients are saving, extending and improving lives – and we're connecting them to the patients, caregivers and healthcare professionals who need them. With 25+ years of experience working with 2,000+ brands, we're one of the most experienced teams in Digital-First marketing for the healthcare and life sciences sectors

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