



ptarmigan media

## **Digital media campaign and site planning tips in light of current market volatility**

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In light of the ongoing volatility in markets this document has been produced as an aid memoir for digital marketers and web site managers. The ideas and observations in this document have been compiled by drawing on our collective past experience of the online investment marketplace and through discussions with clients.

### **Keep an eye on your site analytics**

Look at your site analytics on a daily basis to ascertain whether certain areas of your site are attracting high volumes of traffic. Consider posting short-cuts to these pages from your home page and other relevant pages throughout your site.

Clear navigation to key site pages is particularly important when they relate to products that may sell well in volatile market conditions e.g. products that emphasise capital preservation or long / short funds that aim to perform under any market conditions.

### **Pay attention to your sites natural search results**

Look at the search engine terms driving traffic to your site and ensure that your current paid Search Engine Marketing (SEM) list incorporates them where relevant. If they are included, your site traffic and Google rankings should benefit as a result.

### **Ensure that you also publish the meta data**

When publishing time sensitive material it is sometimes easy to overlook publishing its associated meta data. Such an oversight can be costly and prevent the document from being properly indexed by Google or the other major search platforms.

### **Don't just rely on posting a PDF to your site**

Where possible, post an HTML version of a PDF document on your site. Search engines can index HTML documents far easier than a PDF file. This will help the file contents show in natural search results.

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1st Floor, The Italian Building, 41-43 Dockhead, London, SE1 2BS

t + 44 (0) 207 2310014 f + 44 (0) 207 2523094

## **Use email to distribute market commentary**

Although it may sound obvious, wherever possible distribute market commentary via email – just don't post it to your site. Not only do financial advisers prefer to receive material via email, it helps ensure that your commentary receives as wide an audience as possible. Remember it may also go viral and be forwarded by advisers to their colleagues, thereby increasing your campaign reach.

## **Ensure that campaigns include a lead capture mechanism**

Although markets may be very volatile at the moment, they should (on the basis of past performance) go up again at some point. By building a lead mechanism into your current campaigns, people who have opted-in to receive further information can be contacted again when market conditions improve.

## **Further information**

For further information please contact:

**Tim Jones**

Head of Digital

Ptarmigan Media Limited

**Telephone:** 020 7231 0014

**Email:** [Tim.Jones@PtarmiganMedia.com](mailto:Tim.Jones@PtarmiganMedia.com)