



The power of a website to communicate to fragmented and diverse target audiences

Title: e-factor website

Challenge: Following the successful LEGI (Local Enterprise Growth Initiative) bid which secured £18.7 million of Government funding to support North East Lincolnshire regeneration, e-factor was established in April 2007.

The first year of the e-factor saw the building of the teams and infrastructure but very limited marketing activity, including a basic website. In 2008, Kinetic were appointed to design and develop a new comprehensive website for e-factor that provided the marketing hub for the initiative.

One of the complexities of the site was the need for it to appeal to the diverse target audiences including business start ups, people looking for employment, existing businesses and youth enterprise. In addition the site needed to be able to be updated frequently and easily be e-factor staff as news, events and case studies would make the site dynamic and encourage user traffic.

Solution: Our solution was to build the site on a Joomla! content management platform that had an easy and flexible user interface.

The design of the site needed to strike the balance of being professional yet not overtly corporate, which was deemed to be off-putting for many of the target audiences. By using video case studies we added interest and credibility to the site and the message that e-factor does actually deliver and it not just another 'talking shop'

It also had to balance being content rich with being user friendly and for the different target audiences to find the relevant information quickly and easily.

“The purpose of this website was to inspire and impart valuable information. We had to balance being content rich with being user friendly and enable the different target audiences to find the relevant information quickly and easily.”