



ONLINE AND MOBILE STRATEGY GUIDE

How to expand the online sells
in United-Kingdom

BY





ABOUT THIS GUIDE

KNOW YOUR CUSTOMERS

As requested, here is a personalized guide to help you to sell more on internet and improve your online presence in United-Kingdom.

As you said yourselves about your recent web shop creation, it is not enough to have product on sale. You must lead the customers to them.

We picked out several problems in your online marketing strategy.

But we realized that all of them flow from the same point: the lack of knowledge about your consumers and your target. The fact is, you can't reach your target or create loyal customers if you don't know them.

That's why our proposals are based on the preliminary condition: Know your customers.

A FOUR STEPS STRATEGY

This guide is divided in four steps.

1. The data collection. We will explain to you how to find relevant data about your target.

2. The content. When you will really know your consumer's profiles, you will be able to create content which interests them. Thanks to this content, your target will find you on the web. We will show you how to optimize your content and to attract people on your platforms.

3. We will teach you how to help Google to find you to be well ranked. Finally, the user's experience.

4. Once your prospect is on your web platform, you must convert him. For that, your online platform's usability must be optimal and your products easily accessible.

01

ANALYSE OF THE SITUATION

Company, products, customers, websites, social media... Everything about Ossür.

02

DATA COLLECTION

How to collect data ? The first step of your online strategy explicated in this chapter.

03

CREATE RELEVANT CONTENT

Learn how to choose the right content for your target and how to present it.

04

HELP GOOGLE TO RANK YOU

To be well ranked, just follow the Google rules. In this part, you will understand how.

05

IMPROVE USER EXPERIENCE

When your target is on your website, you have to lead it to the convergence.

I. ANALYSE OF THE SITUATION

About your company

Initially, the company served only the domestic Icelandic market, and then began to export in 1986. It currently employs around 2,300 staff in 18 locations, and operates five research and development (R&D) departments in four countries, employing 76 people.

Össur's products can be divided up into three sectors: prosthetic, osteoarthritis, and injury solutions. Össur's core competencies are in mechatronics, silicone, textiles, and carbon fiber, and the company's advantages lie in innovation, design, and manufacturing. As the company moves into emerging markets their focus is on the injury solutions sector, this has sustained the forecasted growth and will continue to do so.

Customers

Orthotic and prosthetic professionals who work with physicians, nurses, physical therapists and other care providers. They work directly with patients; they estimate their injury, make a treatment plan, fit the solution to the patient and so on. Össur has a good relationship with the current customers and offer them extensive customer services.

Össur has interest in selling its products directly to the end-users in the future. In the injury solution market there's a growing segment of more active aging population, which should lead to an increasing need for injury solution products. At the same time support products are falling out of the healthcare reimbursement program, which means the customers are able to make their own choice of which company's product to buy.

Competition

The competition is fierce in the prosthetic and injury solutions market. The main competitors are :

- Otto Bock
- DonJoy (OJO Global)
- Bauerfeind
- Mc David

Online presence

A lot of different websites : 3 webshops, 1 corporate website in English, 23 institutional websites for different countries

UK webshop :

- Separated from the institutional site
- We can't see all the products
- The products are not the main topic of the shop
- Website not optimised for users
- The home page is divided in 3 parts : news panorama, 3 simple to manage your injury and the products
- On every page, we need to scroll down to reach the products
- Live chat
- 3 different parts for the shop : supports & braces, spares & accessories, brands
- Blog
- Bad SEO for « braces injury » keywords for example. Ossur is not on the first page. There are Push Sports, DJO Global, Greg Jorgensen, Physioroom, betterbraces...

UK institutional website :

- No link to the webshop
- No newsletter
- No h1 tag

UK blog :

On the webshop

No categories, which makes people lost

In many languages

Regular posts

Websites talking about Ossür :

When we google « Ossür review »

- 3 blogs :
- A lot of Youtube videos

Social media :



- The button on the site leads automatically on your country Facebook
- 54 034 likes
- Weak engagement
- Very irregular posts (from september only 3 posts)
- Some photos and videos
- In July, competition with the hashtag « MyWinningMoment »



- 14,4K followers
- In English
- 330 publications
- Engagement by post between 200 and 600 likes
- Photos about users of Ossur
- 9 881 #Ossur
- No stories



- 2 212 followers
- In English
- Very regular broadcasting
- Several playlists



- 15 757 followers
- 1 092 employees on LinkedIn
- In English
- 44 posts
- Posts very regular
- Weak engagement (between 30 and 85 likes per post)

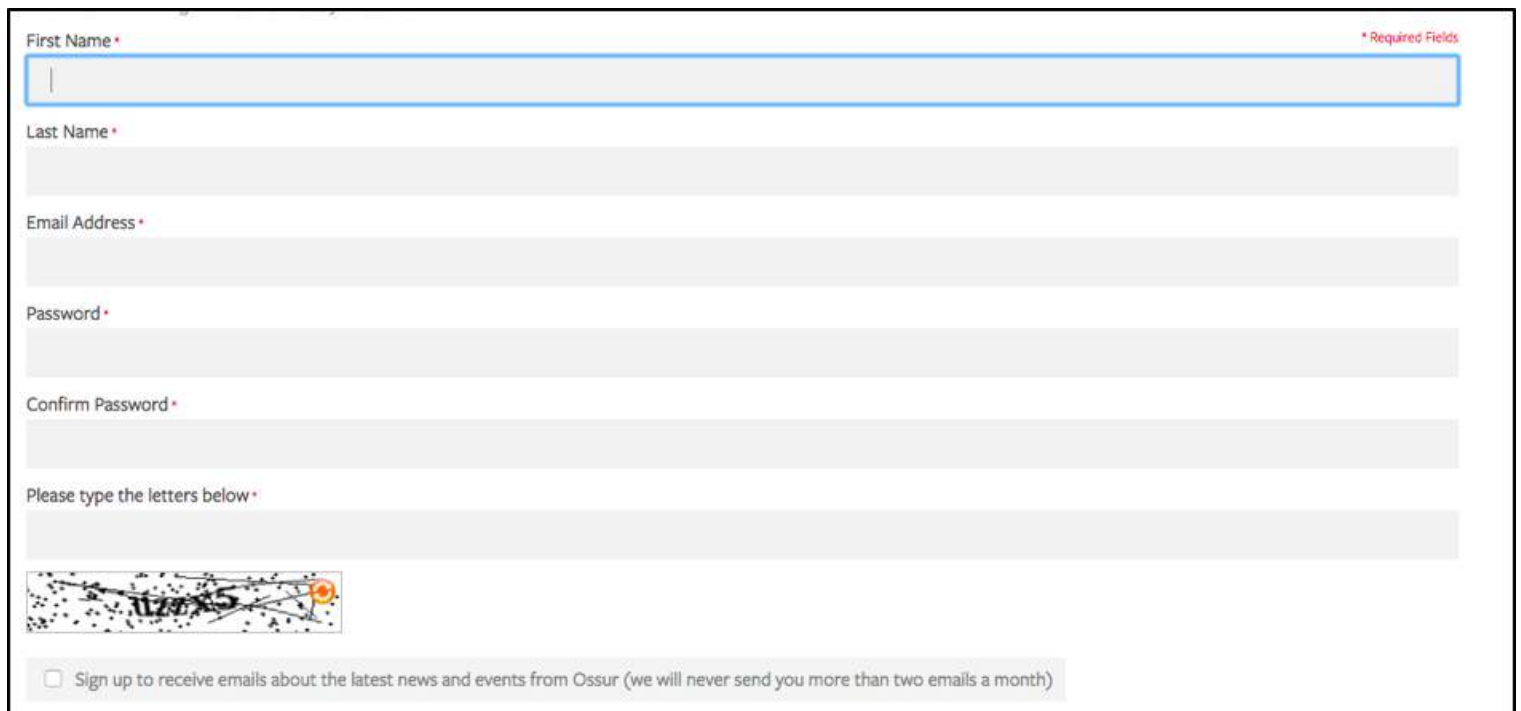


- 5 618 followers
- In English
- Posts regular
- Weak engagement (between 2 and 8 retweets)
- 467 photos and videos

II. DATA COLLECTION

Building a good client database should be your priority when building your online marketing strategy. Get to know your clients, centralize information about their profiles, consumption habits, their needs, expectations, etc.

Currently customers must fill in very few information when signing up on the website and creating an account (email, name and billing information in case of a purchase). This is not enough to make you understand really who's buying your products:



First Name *

Last Name *

Email Address *

Password *

Confirm Password *

Please type the letters below *

☐ Sign up to receive emails about the latest news and events from Ossur (we will never send you more than two emails a month)

The quality of a database doesn't rely on the quantity of information collected but on their relevance. Focus on information that really matter for you. Here is the main information that should be collected:

- Age: Is a very important factor for consumptions habits. The nature and frequency of products bought should vary a lot depending on that variable
- Sex: Men and women are likely to have different behavior regarding consumption.
- Consumer behavior data related: number of orders, category of orders, date of the last purchase, etc. It will give you the ability to distinguish regular buyers from small buyers and adapt your marketing strategy accordingly
- Satisfaction level: Know your customers' thoughts and needs regarding your products and their buying experience

HOW TO DO IT?

3 MARKETING TIPS

IMPROVE THE SIGNING UP PAGE AND TRACK CUSTOMER DATA

Collect more info, when asking the customer to create an account (email, age, sex, origin, etc.). Moreover, keep track of purchases made, link sales made through Amazon with those made directly on your web shop

PROVIDE INFORMATION FOR FREE, IN EXCHANGE FOR PERSONAL DATA

Create a guide regarding Injury prevention, that customers could receive for free in exchange for personal data. You could also offer some tools such as the “find my injury” tool in exchange for such data

COLLECT DATA BY ORGANIZING A COMPETITION

Collect data by organizing a competition: Promote a competition on social networks or on your website, potential customers would have to give personal data to be able to participate to it. The reward should be substantial enough to motivate people (a trip to Iceland for instance)

CONTEXTUAL DATA AND MOBILE MARKETING

Össur could also engage a mobile location-related strategy. Your company could partnership with an agency specialized mobile marketing to be able to target consumers according to their location. Being able to track your customer's location and send them appropriate ads could be very useful. For instance, by crossing data collected and real-time location, Össur could send contextual promotions to injured patients when getting to pharmacy, waiting in line to see the sport doctor or orthopedist.

III. CREATE RELEVANT CONTENT

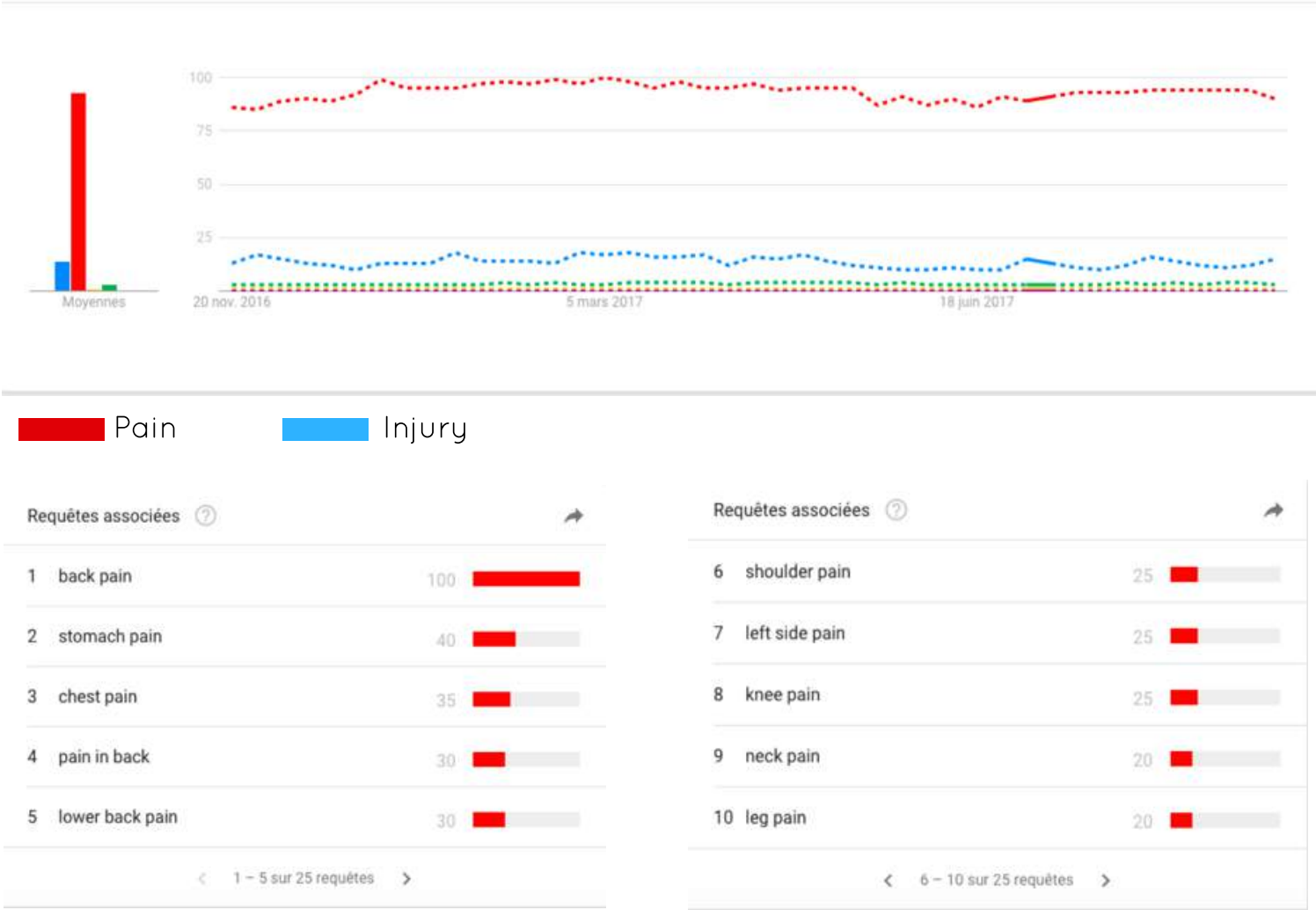
If we admit that the three principal profiles of consumers are the sportive people, the old people and the laborers, you have our targets.

CHOOSING THE CONTENT

Now, you must touch them with content which is important for them, to make them find you easily.

Sportive people are interested in sports, and injury due to sport. Regarding to this, you must create content about sport, and think about the best keywords. What Google research would do a sportive people to find an injury solution? Based on your target knowledge and on the Google trends, you can identify subjects and key word.

We can see on Google Trend that the word « pain » is more used than « injury ». So, try, as often as possible, to use the word « pain », particularly on the web shop.





Sportive people would make research about muscular issue, ankle pain, etc,

For old people you should talk about joint pain, arthritis trouble, hip pain, etc.

Laborer wants to know about tendinitis solutions or back pain.

BLOG

Össur has a good blog that they use an inbound marketing tool to bring customers to their online shop. Still, there are several things online marketing wise that could be improved about the blog.

Using the knowledge from the previously mentioned Google Trend data, or other online marketing tools, we need to create interesting and search engine optimized content for the blog.

First, we must research in depth the relevant keywords for Össur's business. By comparing keywords to similar keywords, and finding what people are searching for, we can adjust the blog's content to be more easily found on Google.

Next, we use these important keywords as content ideas for the blog. We attempt to create blog posts that people are looking for, with the aim to drive organic search traffic to Össur's site. Also, using online marketing tools we can filter out keywords that drive traffic with an intention to purchase, and can target our efforts to these high-value keywords.

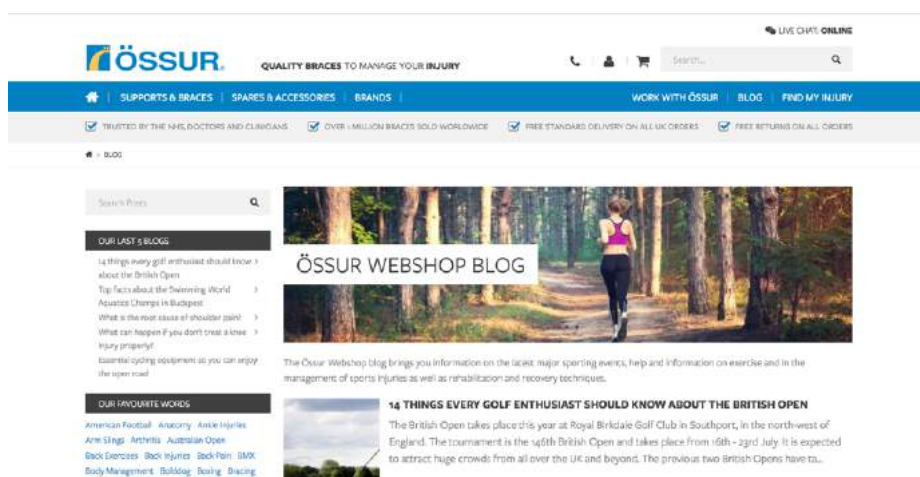
This is all to optimize the blog's content to drive more traffic and possible customers to the online shop. It also adds to the trustworthiness and credibility of the business.

For example, if we found out on Google Trend that Össur's working customers search about tendinitis pain, we could target a blog post to them, like:

The 6 signs that prove you have tendinitis

Or for old people searching help for hip pain we could customize a blog post addressing that issue, and so on.

Hip pain and how to treat it when you are 60+



SOCIAL MEDIA ACTIONS

Facebook is clearly your main social media channel with more than 54 000 followers. Sharing #mywinningmoment stories by your customers and creating challenges for athletes seems to work great for you and you post quite regularly.

On Instagram you connect with your customers (#össurfamily) and create campaigns like #mywinningmoment

and #lifewithoutlimitations for almost 15 000 followers.

On Twitter you have roughly 5600 followers, which is less than half of the followers on Össur's Instagram account. It seems to be mostly focused on sports events and news.

On YouTube there are only a bit more than 2000 subscribers, although the videos are good.

What we would like to help you with your social media presence and actions is connecting them more to each other. All your social media channels look and feel a bit different from each other, so some branding and consistency would be in order.

To make your other social media efforts more visible to your Facebook followers, you should add your social media channels to the about page and share your posts on the other channels more often on the Facebook page.

Twitter and Instagram descriptions should also contain links to the other channels. You do share the YouTube videos on Facebook which is great, but some of the Instagram and Twitter posts could be shared as well.

As you have several different Facebook pages depending on the customer's country of origin, these pages tend to differ from each other content wise, but they could still all be connected to the same Instagram and Twitter pages.

On Instagram Össur should take advantage of the Instagram Shop feature (launched March 17) and promote their products in the web shop while keeping it easy going like it is now. The posts can stay the same as they are, but when an Össur product is in the picture, the image could be linked to the same product on the online shop.



Össur's web shop's blog is not visible on any of the social media channels, thus it should be connected to all of them as well. Promoting new blog posts especially on Facebook would be a great way to share relevant content to the followers and remind them of the products in the web shop.

IV. HELP GOOGLE TO RANK YOU

The most important in your strategy is to make your web shop well ranked by Google. Your institutional website is aimed to people who know you and who are looking for Össur. The web shop is designed for consumers, who are looking for a product.

The goal for you it is to make a result page looks like this example:


wrist braces




TousImagesShoppingVidéosMapsPlusParamètresOutils

Environ 1 570 000 résultats (0,45 secondes)


Résultats sur Google Shopping pour wrist br...Lien commercial ⓘ




Bioskin cock-up wrist support
31,53 £
Ossur.co.uk




Homens GINÁSIO de...
21,13 £
AliExpress.com



1 Pair Ultrafinos Ventile Protetor...
12 £
AliExpress.com




Nova Esporte Pulseira Ajustá...
13,89 £
AliExpress.com



Algodão Sweatband...
29,53 £
AliExpress.com

Wrist braces and supports - Ossür

 <https://www.ossurwebshop.co.uk/wrist-braces/> ▼

Find the perfect Ossür wrist support for your type of pain and injury and receive it at home for free.

How to choose your wrist brace

<https://www.ossurwebshop.co.uk/blog/how-to-choose-your-wrist-brace>

There are a number of different wrist support options on the market, offering either compression, stability or both. So, it is easy to be lost.

What Can I Do About My Wrist Pain – TFCC Injury or Tear - Oh My ...

www.blog.ohmyarthritis.com/can-wrist-pain-tfcc-injury-tear/ ▼ Traduire cette page

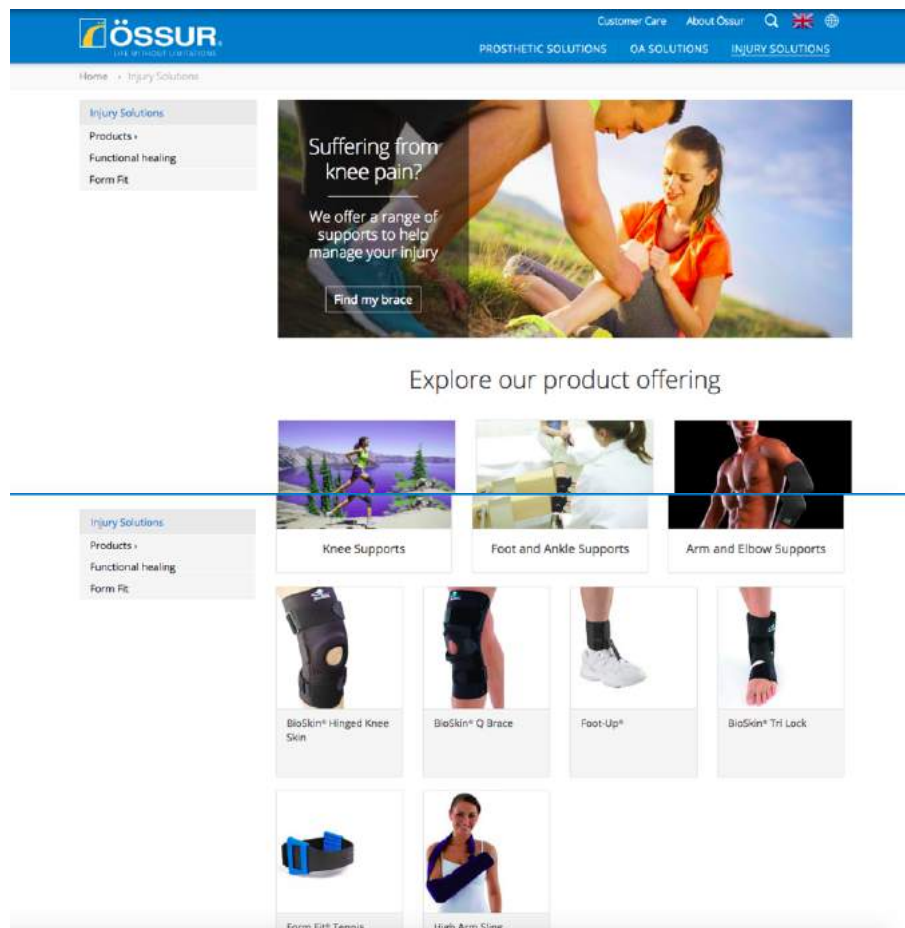
When the pain is here, it is very difficult to relieve. So what we can do ? First, use a brace. For me, the best is the Bioskin Cock-up made by Ossür.

IMPROVE THE WEBSITE STRUCTURE

Both websites, web shop and institutional website, are missing the H1. The H1 is very important in a website structure. If you use them once a page to put your keywords, Google will find your pages more easily.

We recommend using the H1 as a heading page, with explicit keywords.

For example:



This page should be better with this HTML structure:

<H1> All Össur solutions for injury <H2> Knee Supports <H2> Foot and ankle supports

<H2> Arm and Elbow Supports

<H3> BioSkin Hinged Knee Skin

<H3> BioSkin Q Brace

<H3> Foot-Up

<H3> BioSkin Tri Lock

<H3> Form Fit Tennis

<H3> High Arm Sling

Here, there are three important keywords in the H1, which is great: Össur, Solutions and Injury.

We recommend doing the same with selling pages.

Here an example of a product page.

BIOSKIN® DP2 COCK-UP WRIST SUPPORT

Short rigid support to offer compression and immobilisation

Following a serious wrist injury immobilisation is often recommended to help protect the joint from further damage and allowing it time to heal naturally whilst still offering a degree of support.



£29.22



✓ In Stock

WHICH CONDITIONS CAN I USE IT FOR?

- + Arthritis
- + Bursitis
- + Carpal Tunnel Syndrome
- + Post Cast Healing
- + Repetitive Strain Injury
- + Sprained Wrist
- + Soft Tissue Injuries

Size • Choose an Option...

Orientation • Choose an Option...

Qty: 1

Considering the relevant keyword for each target, the structure of the page should be the next:

- <H1> Bioskin DP2 cock-up wrist support
 - <H2> Support for wrist pain and injury
 - <H3> arthritis
 - <H3> Bursitis
 - <H3> Carpal Tunnel Syndrome
 - <H3> Post Cast Healing
 - <H3> Repetitive strain injury
 - <H3> Sprained wrist
 - <H3> Soft tissue injuries

USE GOOGLE ADWORDS FOR YOUR WEB SHOP

To be sure that your web shop appears in Google and to take places of competitor in the top of the results page, we advise to pay Google AdWords. The keywords would be the same that we saw earlier, plus the types of products. For example, for the wrist supports, it would be:

- Össur products
- joint pain
- arthritis
- tendinitis
- Bursitis
- sprain
- wrist pain
- muscular injury
- brace
- wrist support
- wrist brace
- injury support

Wrist braces and supports - Ossür

 <https://www.ossurwebshop.co.uk/wrist-braces/> ▼

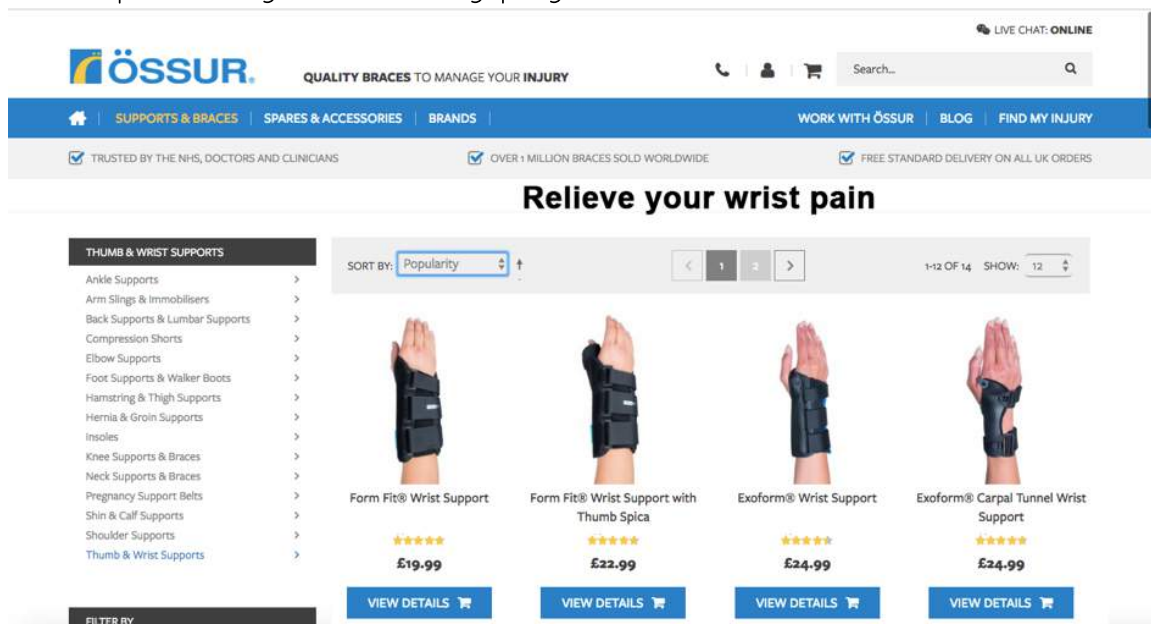
Find the perfect Ossür wrist support for your type of pain and injury and receive it at home for free.

For each AdWords campaign, you must create a landing page. The landing page has to call the buying. So, you have to present directly the products which interest the visitor in the first place.



The landing page have to be unattainable from the website. A good landing page has to present immediately the benefits for the consumer, in a title. You have to understand that 80% of the buying decision is about emotions.

Here, an example of a good landing page.



MAKE PEOPLE TALK ABOUT YOUR PRODUCTS

To be well ranked in Google results, it is important to have quality backlinks. Also, it is necessary to work on blog relations. You already have a lot of videos which are talking of you. But the majority don't mention link to your web shop. The aim is to find blogs which are reaching your target and to negotiate with them a link from their site to yours.



The blogs can be :

- sport and fitness blog
- medical blog
- old people magazine
- health blog
- lifestyle blog

SELL ON GOOGLE SHOPPING

Being the largest search engine in terms of traffic, Google is a great platform to make buyers aware of your product at the moment when their interest is at its peak. That's why Google Shopping, which is a paying solution for sellers, is perfect to push your products. The keywords are the same than for AdWords. Here an example for the wrist braces :

wrist braces



Tous

Images

Shopping

Vidéos

Maps

Plus


Paramètres

Outils


Environ 1 570 000 résultats (0,45 secondes)

Résultats sur Google Shopping pour wrist br...


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12 £
AliExpress.com



Nova Esporte Pulseira Ajustá...
13,89 £
AliExpress.com



Algodão Sweatband...
29,53 £
AliExpress.com

V. IMPROVE USER EXPERIENCE

You should be focused on user experience, not only that the products you provide are top quality and, the end user experience with the product is flawless, but also on the experience your webstore gives. This is the face of the company and users will never experience your top notch products unless you have best in class website, web store, and marketing. Bad website and webstore are worse than not having them at all.

Webstore

The webstore has to be built up like a webstore, as of now it is chaotic and does not look like a webstore. Few products are for sale but only if you scroll down to look for it. There is a dropdown menu that is a long list with no head categories, this has to be changed to be more convenient to navigate. The slider takes up about 40% of the first view and does not lead to sales, the 3 steps below that are to complicated to be a success. The identify your pain is a great idea but from data we can see that it is not generating any sales and is not used by users.

The steps users have to take to be converted are in fact not that many, but should be minimized to preferably 3 clicks to the credit card payment. What happens when you click on a category, the products do not appear, what appears is some sort of guideline on how to navigate the webstore. It also offers a link to the blog and more, but this sort of text is instantly ignored by users that do want to buy, and can drive them away. Incorporating this information and links to the Össur knowledge center should be located elsewhere, and actually is, just in the secondary headers that are right inclined on every page.



KEEP UP WITH TECHNOLOGY

Össur has done a great job in innovation and development of products, and now it's time to look to the future of marketing. Here are a few suggestions on how to boost sales and give your customers the ultimate experience.

1. Smart Technology

By implementing simple sensors in supports, braces and, prosthetics, you can measure the frequency and length of use, heat, steps, remaining battery, and strain. This information can be sent to a smart watch or a cellphone where the Össurmondo app collects, analyses and reports to the user how he is progressing or how he is using the product. Not only will this benefit the user, but also the therapist and Össur who can gain big data information from all of its users.

With this data Össur can engage with customers through the app and offer them new braces when the old one is not suiting their needs or level anymore. Another use for the app would be collaboration with nutritionists and therapists, where you offer additional help for users to optimize the use of the product and guide them to a healthier and a happier life. This is likely to succeed because people are becoming more self-diagnostic than before and are likely to go around a doctor with acquiring braces and support if given the right opportunity.

2. Augmented and Virtual Reality

With AR and VR advertisement come other possibilities that today are not possible but in less than 10 years will become mainstream, being first to implement applications in this field will create brand awareness and promote the company as a global leader in the supports, braces and prosthetics sector.

Using VR to create an experience for customers, where they can come into a "physical" store and have a talk and interactions with a professional from Össur to get advice regarding injury and appropriate solutions. This personal sales tour and recommendation from a licensed professional could be streamed live on YouTube for other consumers to see. This would make the ones with the same pain able to get answers without having the VR capability, but would get the whole personalized experience anyhow. This kind of personalization has been proving to be a very effective way of selling today through live streams.

VR avatars are not very realistic today, but they will be in the future, in fact they will be very accurate. An app on your phone can measure distance and shape, it will be able to create an avatar that is accurate enough to be used for modeling braces and prosthetics after. The future user will upload his/hers avatar and you will make the perfect product for that particular user. The user will also be able to customize the look of his new product before it goes into production.



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Chief Data
Officer



As indicated by its name, L'Atelier is a communication agency which creates tailor-made.

We bring creativity and consistency in managing your brand identity, by offering you a subtle combination of means of communication.

Our agency stands out for its agile approach and adaptability inspired by the web, necessary in a changing environment.

L'Atelier, it's finally the agency built by today's communicators, for today's issues. Since we do not know what tomorrow's communication will be made of, we invent it every day, inspired by uncertainty and novelty.



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