

Microsoft®

Driving Customer Engagement Online

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Agenda

Strategy

Vision

SharePoint for Internet Sites

Marketing is More Complex and More Demanding than Ever

Monologue to dialogue
Always offline to always online
Demanding audiences



The Next Generation of Marketing Requires a Transformational Shift



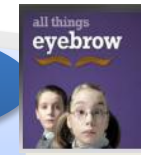
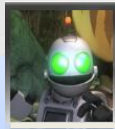
"The pace and scope of change increases everyday. But most marketers aren't equipped to react – much less anticipate future changes. For this, they need a renewed investment in technology."

Forrester Research
Marketing Summit 2010

At the Center is your Web Site

OWNED

High Performance Websites
are Central to your Strategy



EARNED

Social Media Everywhere

PAID

Advertising, Media, Podcasts

Businesses Need Sites to Perform



Improve
customer
service



Provide
brand
consistency



Grow
traffic



Enable
content
efficiencies



Increase
conversions

And Be Attractive and Compelling

The image shows a screenshot of the Ferrari.com website. At the top left is the Ferrari logo and the text "Ferrari.com". To the right are links for "Register/Login" and "My Ferrari", and a search bar. Below this is a navigation menu with categories: "GT & Sport Cars", "Pre-Owned", "Services", "Scuderia", "Ferrari Store", "Community", and "About Us". A "Ferrari.TV" button is also present.

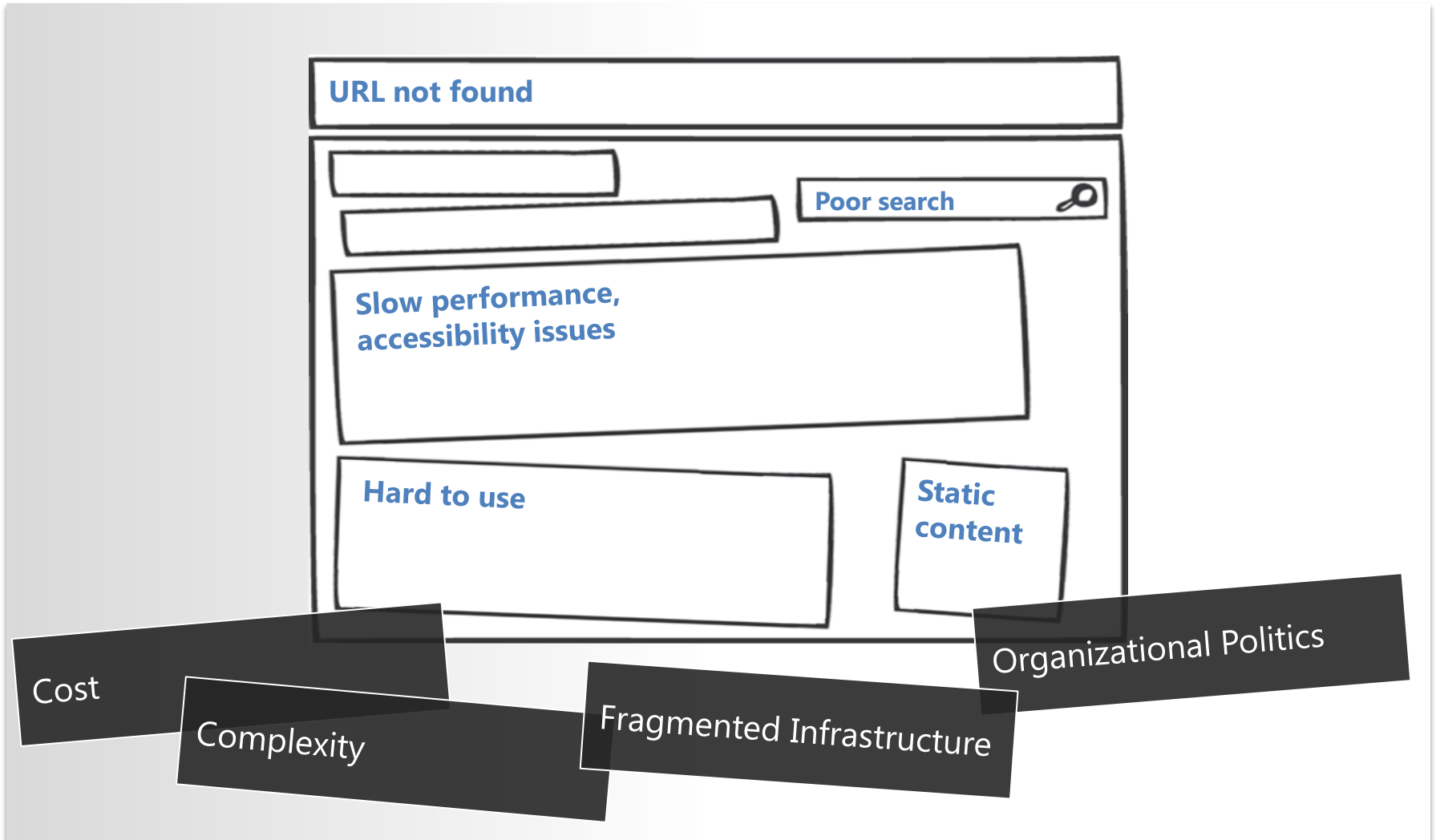
The main banner features a large image of a red Ferrari Formula 1 car on a track, with the text "Japanese Grand Prix" overlaid on the left. A "Go to the Section" button is located at the bottom right of the banner.

Below the banner are three featured content blocks:

- Ferrari Virtual Academy:** Includes an image of two drivers and a "Download and Play" button.
- Ferrari Store:** Contains two sub-sections: "Paddock Chronograph" (Limited Edition) and "Tod's for Ferrari" (Exclusive Collection).
- Owner's tools:** Contains two sub-sections: "Driving Courses" (2010 Calendar) and "Ferrari Formula 1 Club" (Korean GP).

At the bottom, there is a language selector for "English" and a footer with links for "Media", "Dealers & Stores", "Careers", "Contact", "Help", "Site map", "Legal", "Online shopping", and "RSS Feed". The footer also contains legal information: "Ferrari S.p.A. - registered address via Emilia Est 1163, Modena (Italy) - share capital Euro 20.260.000 - VAT no. 00159560366" and "Enrolled in the register of companies of Modena under no. 00159560366 - Copyright 2010 - All rights reserved".

But Getting There Can Be Difficult



It Doesn't Have to Be



Microsoft®

SharePoint® Server 2010
for Internet Sites

Microsoft's Vision for Internet Sites

Intelligent and engaging web experiences that turn visitors into customers.



ATTRACT

Marketing empowerment for fresh, relevant content



ENGAGE

Adaptive experiences that drive customer interaction



OPTIMIZE

Simplified investments on one open, extensible platform

Microsoft's Vision for Internet Sites

The screenshot displays a product page for the 'eTrek Limelight 3 Tent' on the 'northwind traders' website. The page is annotated with several callouts highlighting key features:

- Visual navigation:** A sidebar on the left offers filters for 'TENT / TYPE' (solo, 2-person, 3-person + (63)), 'PRICE' (under \$850), 'CUSTOMER BUZZ' (4 stars & up), and 'BRAND' (All brands (788)).
- Interactive Product Experiences:** A 360-degree view of the tent is shown in the center.
- Social ranking of content:** A 'PRODUCT RATING' section shows 4 stars and 'Read 15 reviews | Write a review'.
- Recommendations:** A sidebar on the left includes 'RELATED ITEMS', 'PEOPLE ALSO LOOK AT', and 'OTHER PRODUCTS BY THIS BRAND'.
- Promotions:** A sidebar on the left also features promotional items.
- Blended user-generated content:** A 'Comments' section shows user reviews, such as 'It handled light snow very well, was waterproof, and very windproof.' and 'This is an excellent camping tent with plenty of room for people who like their space!!!'.
- Federated off-site content:** A 'Trip Journal' section displays photos of users in tents.
- Location-based content:** A 'Recommended Sites' section shows a map of Austin, TX, with nearby locations like 'West Lake Hills' and 'Rollingwood' highlighted.

One Proven Platform from Microsoft

Move your companies web experience in the right direction.



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for Internet Sites

Whatever your digital destination, Microsoft can help you get there.

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