

CASE STUDY • THOMSON FINANCIAL (1 of 2)



SUMMARY	Managed the thomsonfinancial.com site; developed online marketing strategies and programs to support corporate marketing strategies and initiatives
GOAL	To increase the use of Web technologies and extend the Thomson Financial brand online
MY ROLE	Site Manager • Web Marketing Specialist • Internal Consultant • Information Architect
USER PROFILE	Financial industry
BUDGET	Between \$1,000 and \$10,000 for various projects
TIMELINE	Between 1-6 weeks for various projects
DELIVERABLES	Site Map • Page Schematics • Design Comps • Web Site



- CHALLENGES**
- New site design launched 1 week after start date; overall site goals and vision not clear and needed direction
 - All 17 business units inconsistently implemented Thomson Financial's new identity at their Web sites
 - The corporate marketing organization relied solely on offline "paper" processes and rarely, if ever, automated processes or used online mediums
- SOLUTIONS**
- Developed a relationship with the technology group that reduced development cycles from 3 weeks to 1 week; additional projects were completed with reduced budgets
 - Defined the site strategy as a portal that encouraged users to access financial product information and learn about the breadth and depth of Thomson Financial's offerings
 - Developed close relationships with all 17 business units; obtained articles about their new products & services for the site as well as updated information for the product & service database
 - Developed a weekly customers newsletter that highlighted the business unit news posted at the site; distributed via permission-based email list
 - Educated business units about the benefits of branding and Web technologies
 - Automated offline processes such as online registration for special events and encouraged email marketing practices
 - Using intuitive designs, developed Web applications that were friendly to new Web users



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RESULTS

- Increased user sessions from 300 (3/99) to over 1,000 (10/ 99)
- Increased email list to more than 1,000 members (2/00)
- 85% of business units complied with online branding initiative; 100% participated in database initiative; 50% participated in email newsletter campaign
- Online registration for events increased to 90% of all registrants; online processes for registration and brand/identity distribution eventually replaced paper distribution
- Thomsonfinancial.com generated leads that led to sales revenue for at least 4 participating business units
- Delivered projects and initiatives on time, within budget, bug-free



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