Adrenalin

About	Adrenalin is a digital product agency. We design and build websites, apps and bespoke digital platforms.

Project

Topic	Optimising User Journeys on Enterprise Websites: A Comprehensive Guide
Audience	Executives and senior managers in marketing, digital and technology at an established leading / large brand or enterprise with needs for (new or refreshing): ● Digital product strategy and technology strategy ● Product design and build: website, app and bespoke platform (e.g. eCommerce, transactional, etc.)
Voice	● Intelligent, yet friendly ● Sophisticated, yet succinct
Channel	☒ Web ☒ LinkedIn ☐ Instagram ☐ Facebook ☐ Twitter ☒ EDM

Content

Structure	**Intro 10%** 　　● Highlight the concept of user journey optimisation as a crucial element for improving user engagement and conversion on enterprise websites. 　　● Emphasize the strategic importance of understanding and designing user journeys for senior leadership in enhancing digital experiences. **Body** 　　● Define user journey **10%** 　　　o What is user journey? in the context of an enterprise website 　　　o The importance of user journey mapping in understanding user interactions 　　● Key elements (3-5) of an effective user journey **20%** 　　　o Name and elaborate on each element (e.g. Clarity and simplicity) 　　● Common pitfalls (3-5) to avoid **20%** 　　　o Name and elaborate on each pitfall (e.g. Ignoring user feedback) 　　● Strategies / tactics (3-5) to optimise for optimising user journeys **20%**

	o Name and elaborate on each pitfall (e.g. A/B testing)
	   • How to implement changes and measure success **15%**
	     o The iterative process of implementing changes based on user feedback and analytics.
	     o Highlight key performance indicators (KPIs) that can measure the success of optimized user journeys.
	Outro 5%
	   • Summary
	   • Speak to our team
	
	EDM Summary & Social copy
	   • A short summary for EDM before readers click the link to read the full article. Will show some examples once the article is finalised
	   • Social copy for LinkedIn. Will show some examples once the article is finalised
	
	Sources
	   o Provide credible sources to back up the points made in the blog such as articles, reports, studies and books.	

CTA	☐ Read more ☐ Download a resource ☒ Subscribe to newsletter ☐ Follow on social ☐ Book a consultation	
SEO - Keyword	Please recommend at least 5 keywords	
Word count	1500 words	

Direction	● Process
	  o Please provide an outline before start writing
	● Content
	  o Use Australian spelling
	  o Use active voice
	  o Be succinct	

Format

Deliver in	MS Word	
Font	Century Gothic	
Heading	24	Bold
Subheading	12	Bold + Italic
Body	12	NA

Timeline

Outline by	2 days after contracting
First draft by	5 days after contracting
Final by	7 days after contracting