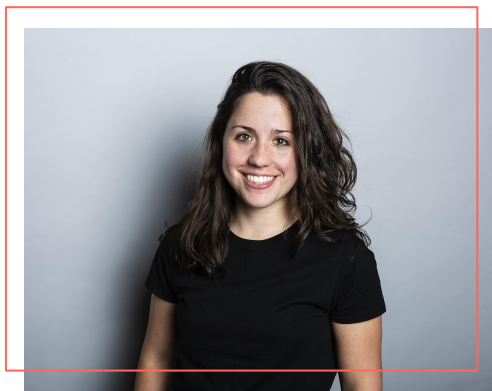


ERA Conference Presentation

*Website Development for Reps:
What Your Digital Image Says About You and Your Products*



Content Marketing & Strategy



Emma Gaedeke →
Content Strategy

Design & Technology



Danielle Gaglioti →
Tech & Design

Presentation Overview

- 1 Design & Branding** - what works & what doesn't.
- 2 Website Functionality** - Why it's important
- 3 Community Building & Innovation** - How you can use your website to foster engagement, sales, and innovation

Design & Branding

UPRIGHT

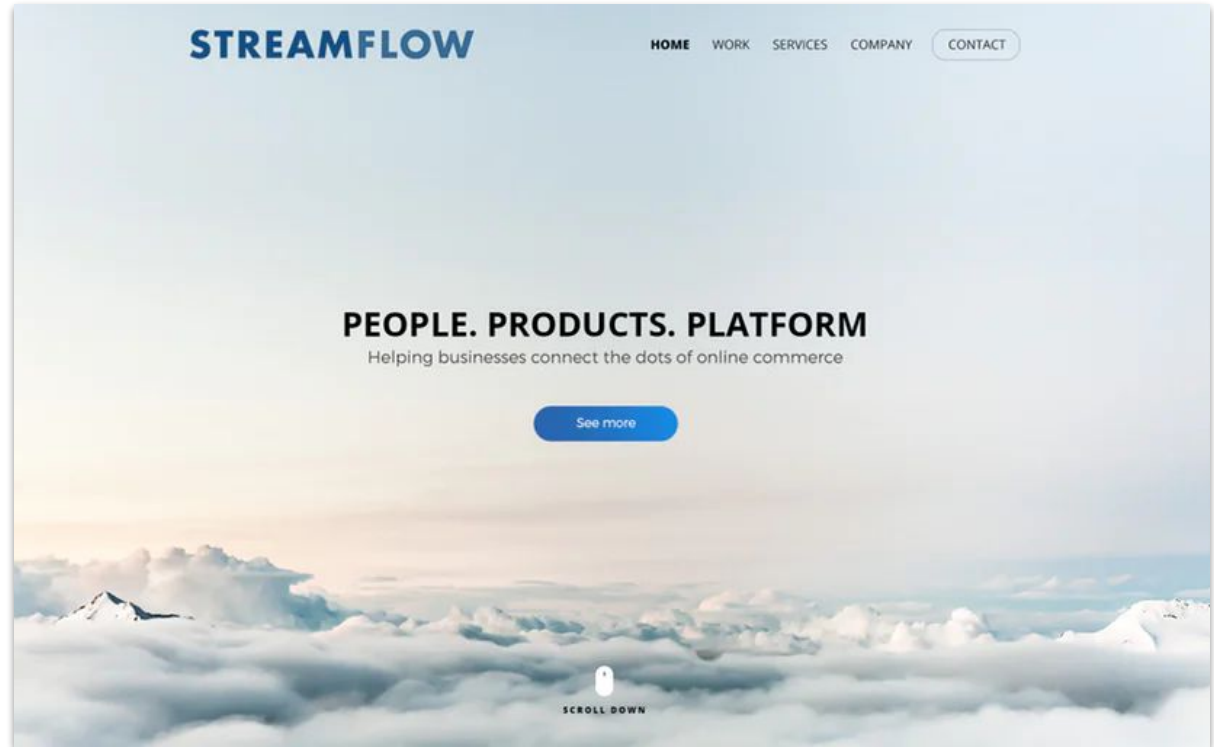
Poor design hurts us -- online and offline.
The good news is that it's totally avoidable.



Good design comes from putting yourself
in the shoes of your audience.

A clean & clutter-free web presence tells your story.

- ✓ Easy-to-read fonts
- ✓ Visual Hierarchy
- ✓ Call-to-action
 - "See more"
 - "Contact"
- ✓ Easy navigation



Let's talk about why this doesn't work.

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Latest Questions

Q: We will be going to Bermuda on the Crown Princess docking at West End (royal naval dockyard) we...
By Brian, Swinton on 4th Sep 2013
1 Answer , 34 Views
[Ask a Cruise Question](#)

Q: Hi we have just booked a get away price cruise on Oceana in Nov on a garenteed balcony cabin, when...
By greenhall, guildford on 4th Sep 2013
1 Answer , 82 Views

Q: We are sailing on Celebrity in October up America's east coast and Canada. Has anyone...
By Ashworth, Halifax on 4th Sep 2013
2 Answers , 33 Views

Q: Has anyone docked in Shanghai and if so do the

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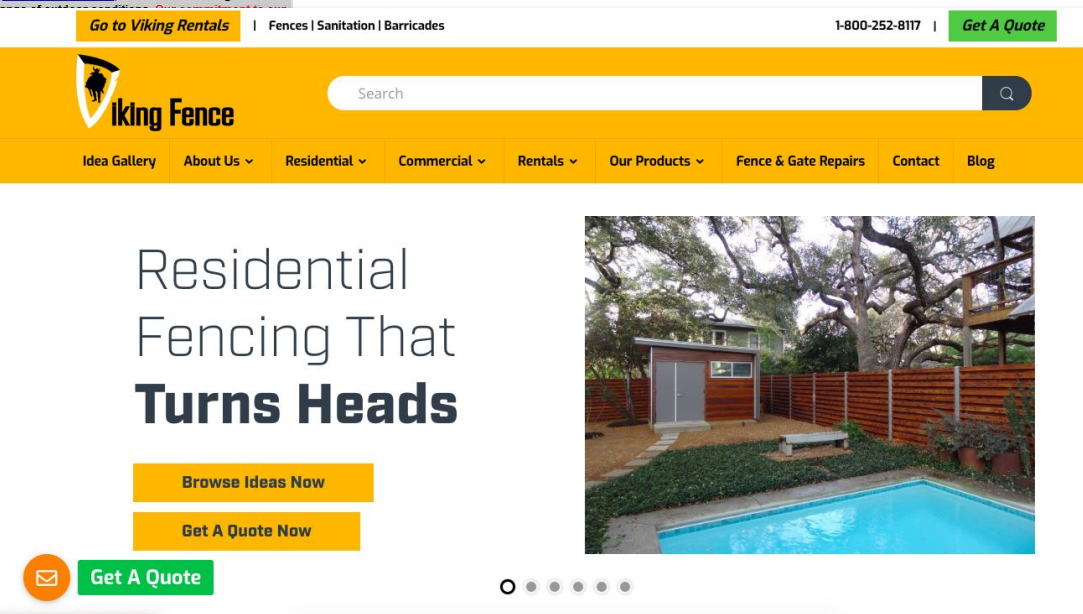
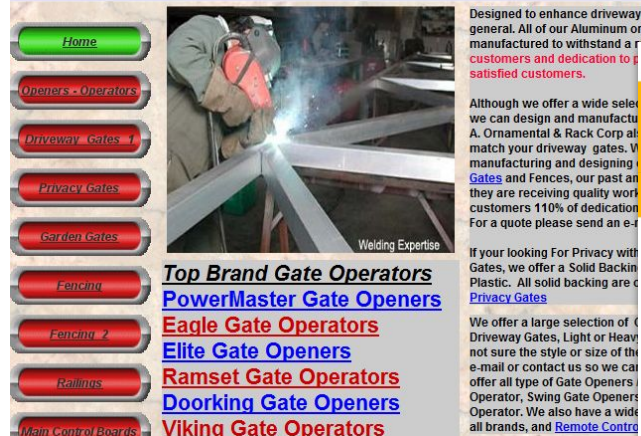
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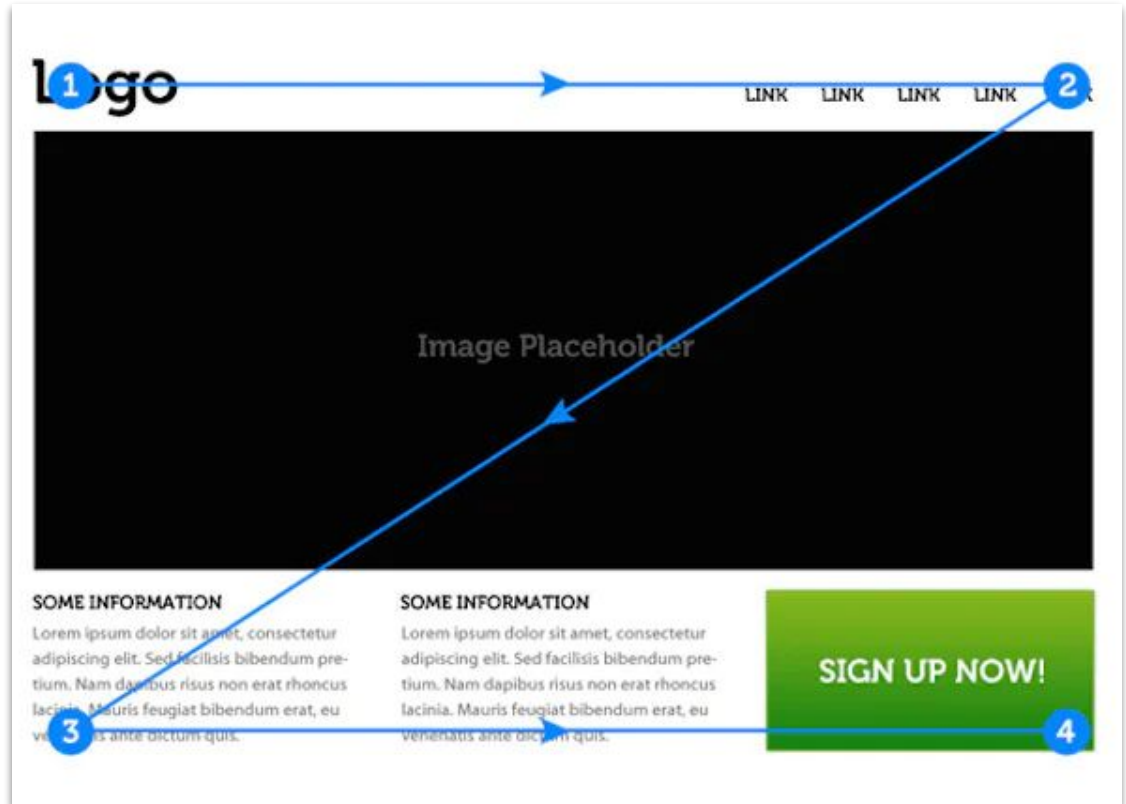
Easy-to-read fonts & colors.



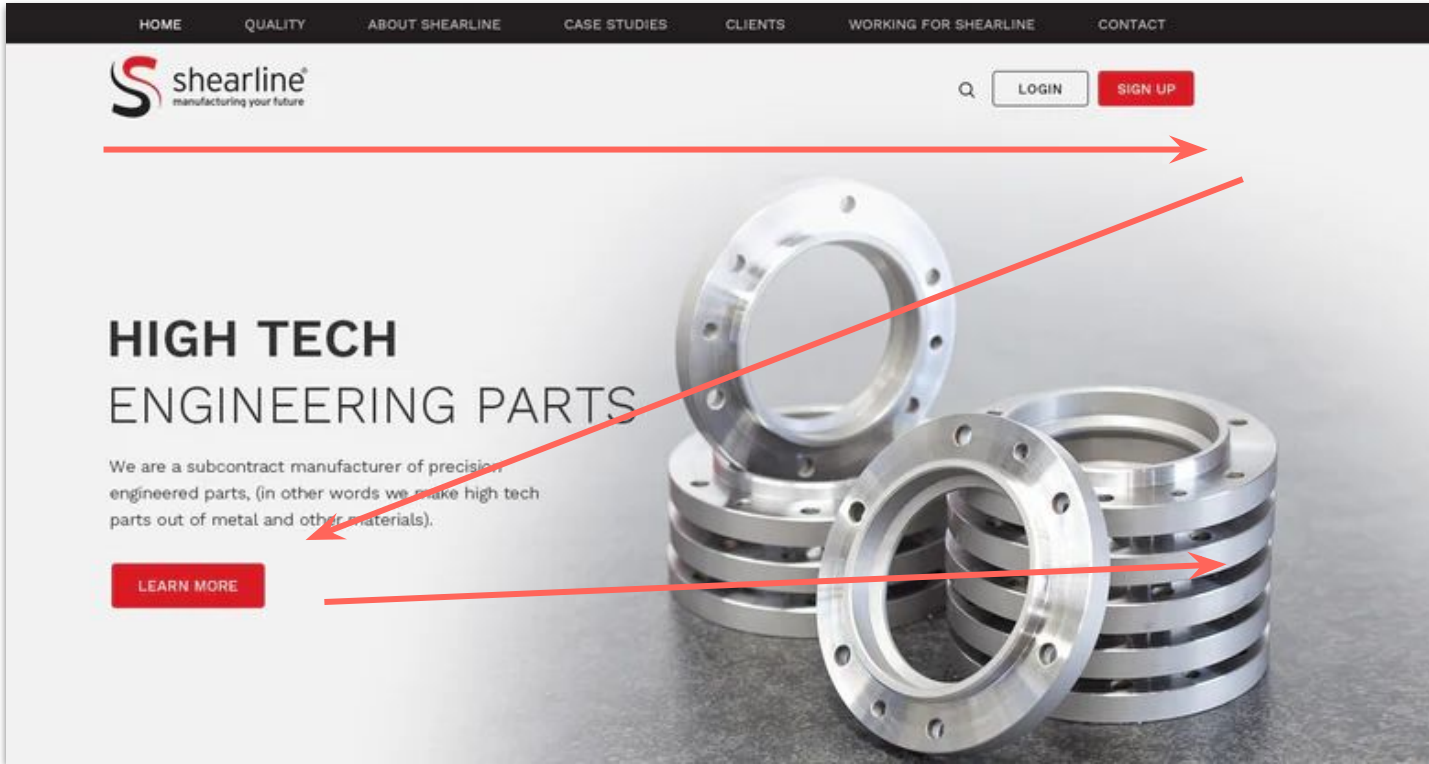
Visual hierarchy matters.

Z-patterns

A reader's eye first scans across the top of the page, where important information is likely to be found, then shoots down to the opposite corner at a diagonal and does the same thing across the lower part of the page.

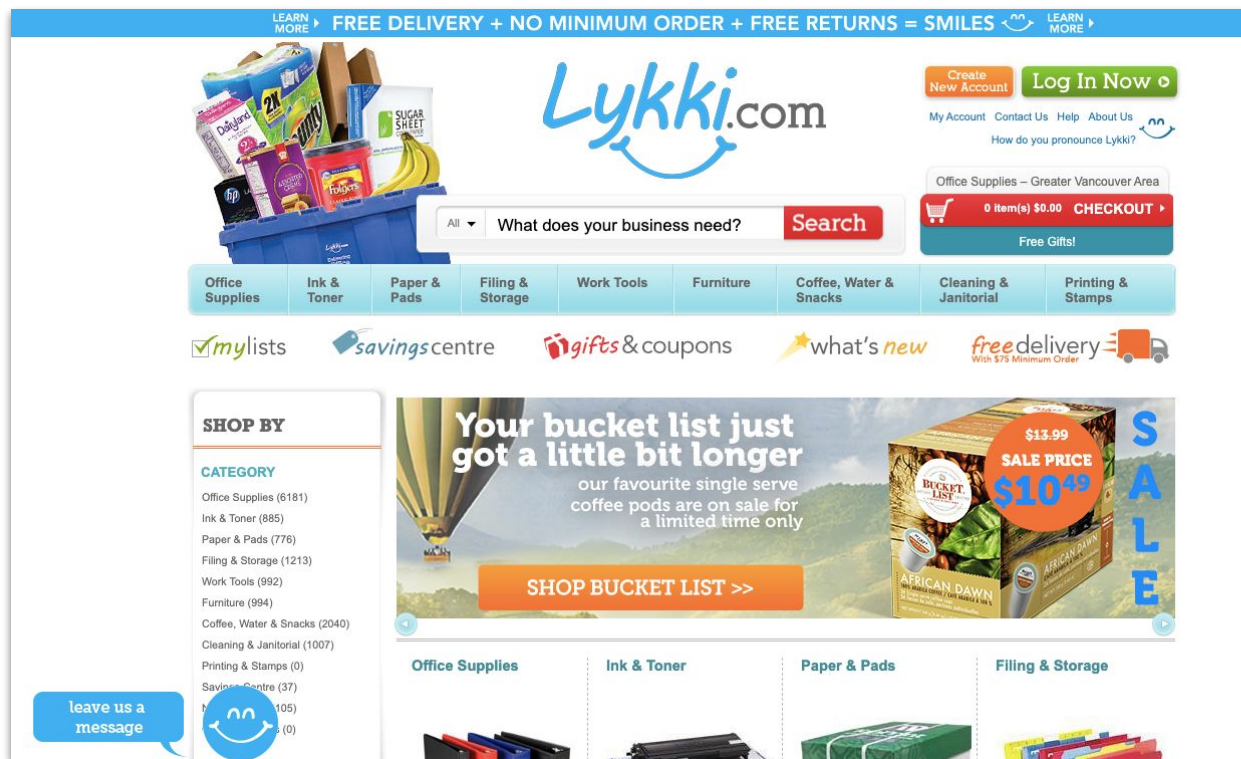


Visual hierarchy is harmonious to the eye.

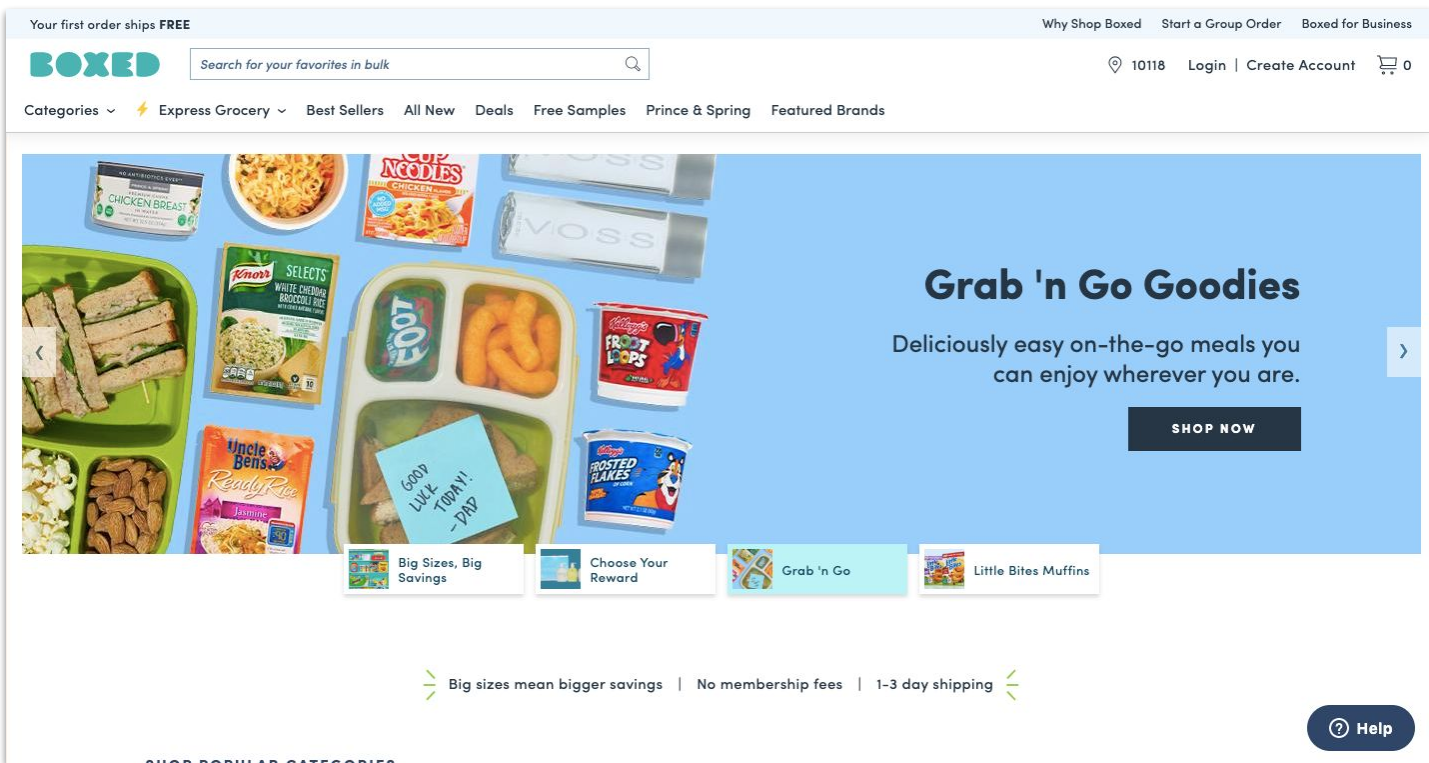


Consider the user's experience (UX).

- ✗ Too many choices, making it easy to get lost
- ✗ Inundated with images and colors
- ✗ Overwhelming text



Design should provide an optimal UX.



Create a brand that is simple and versatile.

Needs improvement



Timeless



1976



1977



1998



2002



2007



Current Logo

Case Study: MacInnis Before & After

Before:

The MacInnis Co. Manufacturers' Representatives Serving the Northeast

[HOME](#) [ABOUT US](#) [NE LINE CARD](#) [NY, LI, NJ & EA PA LINE CARD](#) [CONTACT US](#) [LOCATIONS](#) [DEMAND CREATION REPORT](#)

Plug into the Proven Sales Network

The MacInnis Company was founded in 1981 and is today a leading manufacturer's representative covering New England, metro New York, Long Island, northern New Jersey and Eastern PA.

Our network of contacts with OEMs and distributors throughout the region can increase your sales substantially - in a very short period of time.

In Depth OEM Account Penetration

Our engineering orientation helps us find the decision makers. We don't stop with the purchasing department, we go directly to manufacturing and engineering to get your product specified or your service approved.

Often we can capitalize on our relationships with engineers and buyers who value us as a source of information on changing trends and availability of new products.

[Find out how we can track marketing opportunities for you.](#)

[REQUEST A QUOTE, SAMPLE, OR CATALOG](#) [SIGN UP FOR THE MACINNIS COMPANY NEWSLETTER](#)

After:

A Leading Manufacturers' Representative in the Northeast

MacInnis Company is the driving force behind the relationships with OEM customers and distributors on behalf of the manufacturers that we represent. Our relationships are built with the goal of creating demand and driving sales growth at the highest standard of professionalism.

[SEE MORE](#)

Our mission is to be a resource for our customers, connecting them with the product and capabilities that are supplied by the world-class principals we represent.

[About MacInnis](#)

Navigation:

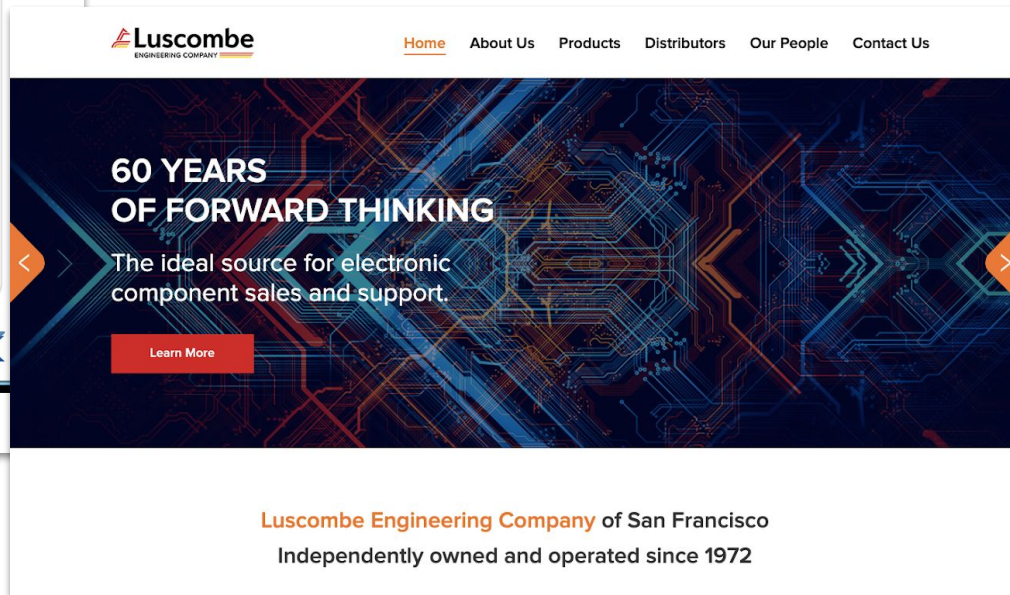
- Home
- About Us
- Products
- Distributors
- Thought Leadership
- Contact

Contact:

Phone: 781-762-8090

Inquiries: sales@macinnis-company.com

Case Study: Luscombe Before & After



Functionality

Mobile friendliness matters.

67% of all web traffic comes from mobile devices.

Unfriendly mobile sites impact loading speed.

Google “demotes” unfriendly mobile websites, meaning your site will be harder to find via a Google search.



Content Management Systems are essential in order to take the reins of your website.

With no CMS...

Susceptible to hacking & phishing attacks.

Poor functionality and appearance.

Built with custom coding, can only be updated with the help of a developer.

With a CMS, you can...

Fix problems before they arise

Keep your site up-to-date

Add integrations to make a more dynamic website

Save money on making fixes yourself

Community Building

Build a website that fosters ***community & conversation.***



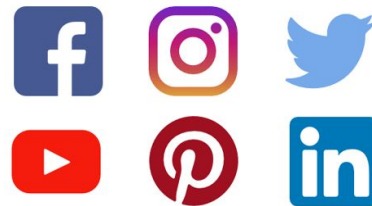
Newsletters

Great way to update clients directly to their email.



Blog & Thought Leadership

Allows you to post company news, updates. Encourages site visits, business development, and interaction.

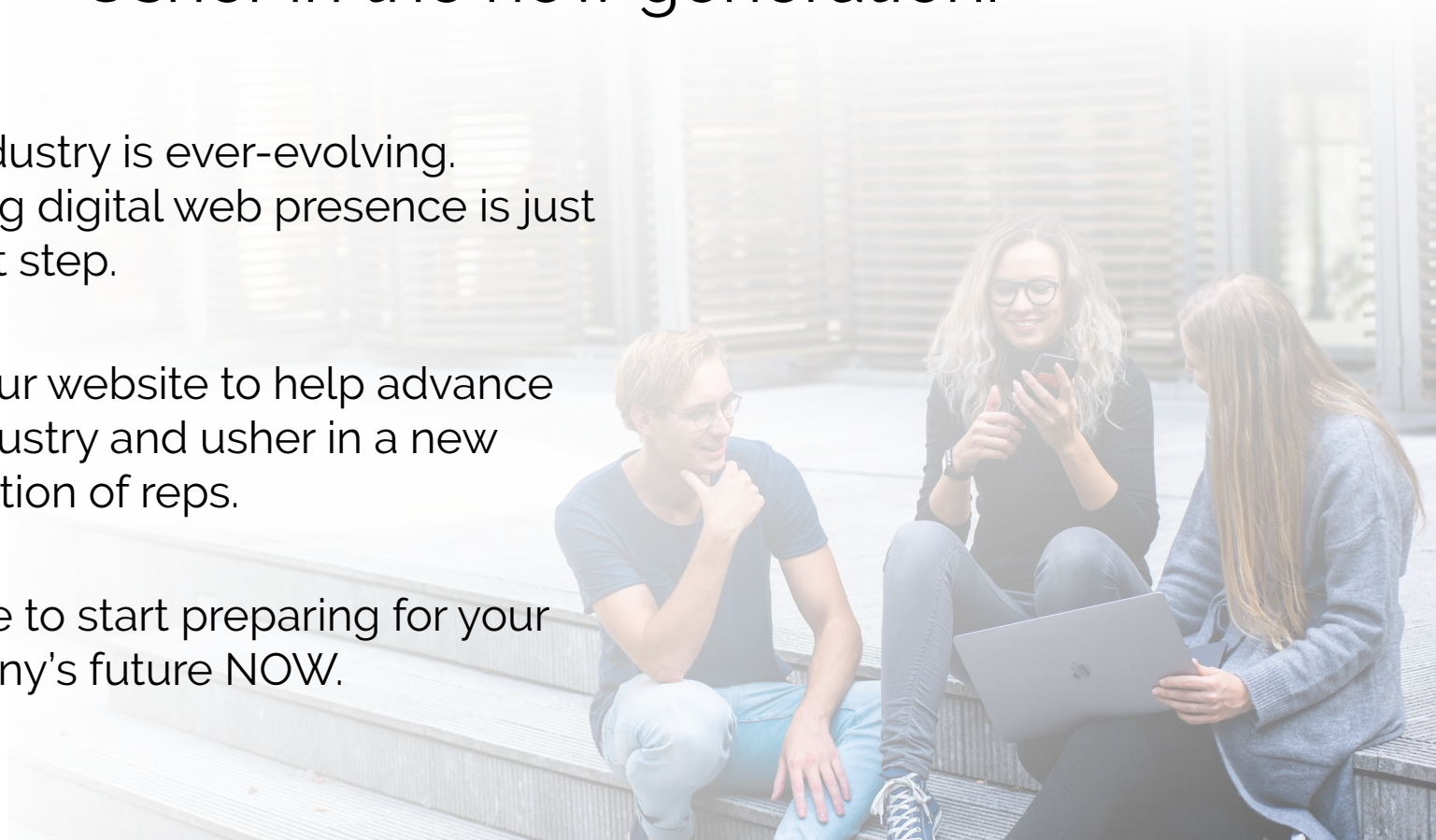


Connecting to Social Media

Share company news via several channels, like Facebook, LinkedIn, Instagram, etc. - This allows your company to have greater brand recognition.

Usher in the new generation.

- ✓ The industry is ever-evolving.
A strong digital web presence is just the first step.
- ✓ Use your website to help advance the industry and usher in a new generation of reps.
- ✓ It's time to start preparing for your company's future NOW.



If you think design is all about looks, consider the proven business case.

Research shows that, on average, every **\$1** invested in UX brings **\$100** in return. That's an ROI of a whopping **9,900%**.

A well-designed user interface could raise your website's conversion rate by up to **200%**, and a better UX design could yield conversion rates up to **400%**.

Slow-loading websites cost retailers more than **\$2B** in lost sales each year.

Upright is a New York City-based studio that supports startups and small businesses. Our team of designers, creatives, and developers provide unique solutions to the many obstacles that small and new businesses face.

We are partnered with the ERA and can speak to the many moving parts of the industry, as well as the pain-points that many reps face with their digital presence.

Founding Partners



Paul Munguia →
Director, Business Design



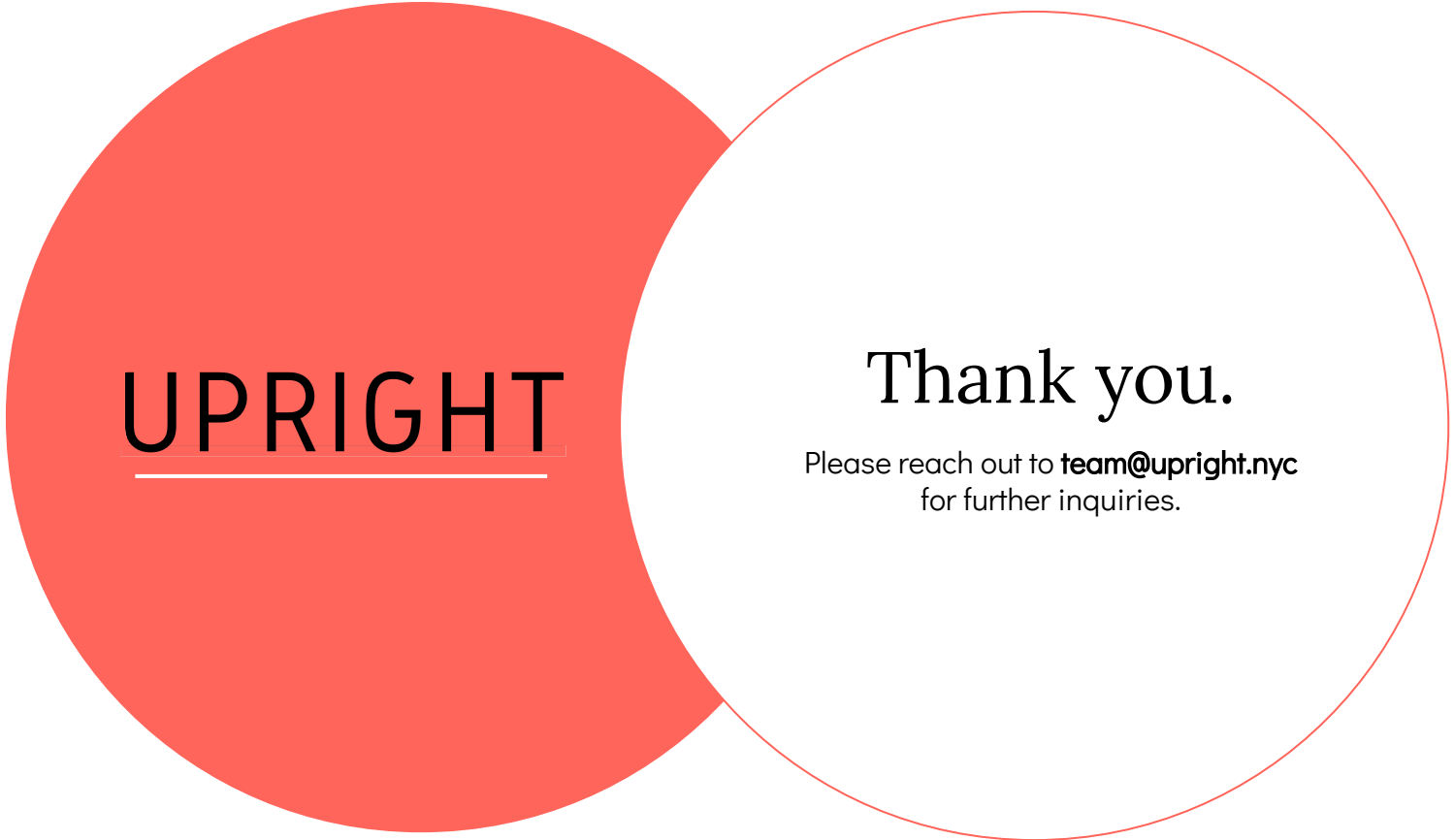
Emma Gaedeke →
Director, Upright Labs



Danielle Gaglioti →
Innovation Lead



Jordan Pasternak →
Venture Lead



UPRIGHT

Thank you.

Please reach out to **team@upright.nyc**
for further inquiries.