

From: Don Hall (Marketing) (Exchange)
Sent: Tuesday, February 02, 1999 7:33 AM
To: Serena Glover (Allen) (Exchange); Dorothy Liu (Exchange); Shiraz Cupala (Exchange); Office Online Marketing; DAD Office Leads; Dennis Bye (Exchange); Doug Stotland (Exchange); Neil Charney (Exchange); Sunil Koduri; Joerg Jaeger (Exchange)
Cc: Lisa Stratton (Exchange)
Subject: RE: Office Web Site - Office 2000 Launch Plan Complete

Just as background, here's a quick summary of how the web plan was developed. Last fall we had a series of strategy meetings about the site with DAD Leads and key individual contributors. Many of you were actively involved in this process, which was invaluable. The key strategic direction for the site was then outlined in the attached "Web Site Mission and Priorities," which was revised and refined based upon extensive input by DAD Leads. That step was followed by more focused briefs covering key audiences (IEU and IT) and key site deliverables, which many of you have contributed to.

As you consider your key feedback on the plan, it might be useful to walk through the attached slides and evaluate how effectively the plan maps back to the strategy defined here. As a virtual team across different parts of the apps mktng org, there was a concerted attempt to anticipate and address many of the hard trade-offs involved in developing a smart, focused site.

Please read or re-read the attached and thanks again for your help getting the plan to this point.

Don



office web plan
(rev7) ppt

Note one change since this doc was written has to do with how the site supports BDM and SORG. The web plan is more current on these audiences, but we are still filling in some of the detail on BDMs.

-----Original Message-----

From: Serena Glover (Allen) (Exchange)
Sent: Friday, January 29, 1999 1:15 PM
To: Dorothy Liu (Exchange); Shiraz Cupala (Exchange); Office Online Marketing; DAD Office Leads; Dennis Bye (Exchange); Doug Stotland (Exchange); Neil Charney (Exchange); Sunil Koduri; Joerg Jaeger (Exchange)
Cc: Don Hall (Marketing) (Exchange); Lisa Stratton (Exchange)
Subject: RE: Office Web Site - Office 2000 Launch Plan Complete

I'd like to thank all of you who were in attendance at the leads meeting for your time and comments. We clearly did not have enough time to go over in that meeting all the details and I know from early feedback that there are questions. We look forward to getting all your feedback via Judy and Dorothy. Once we have your input we will figure out the right set of next steps with Dorothy and Judy so that we can answer your questions and get the right folks together to iron out any potential problems.

Thanks

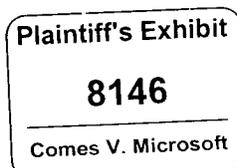
-----Original Message-----

From: Dorothy Liu (Exchange)
Sent: Friday, January 29, 1999 9:58 AM
To: Shiraz Cupala (Exchange); Office Online Marketing; DAD Office Leads; Dennis Bye (Exchange); Doug Stotland (Exchange); Neil Charney (Exchange); Sunil Koduri; Joerg Jaeger (Exchange)
Cc: ATG Campaigns Web & Technology Team; Office Global Campaigns Team; Lisa Stratton (Exchange)
Subject: RE: Office Web Site - Office 2000 Launch Plan Complete

FYI. From Craigfi's leads meeting a week ago, Judy and I will be working with Craig to drive the DADMktg site review for IEU and IT respectively in order to minimize the number of people DAD PMs and the ATG web need to go to move things along. We've asked Lisa Stratton to help us coordinate the process for DAD PMs to provide feedback.

Proposed next steps for DADMktg:

- If DADLeads or other PMs have feedback, please send it to Lisa and she will make sure it is all aggregated.
- Lisa is currently reviewing the spec and plan and will provide feedback as well.
- DADMktg will target end of next week for consolidated feedback to ATG Web team.



MS/CR 0041714
CONFIDENTIAL

Let me know if there are questions or issues regarding this plan. Please reply only to me.

Thanks.

-----Original Message-----

From: Shiraz Cupala (Exchange)
Sent: Thursday, January 28, 1999 5:32 PM
To: Office Online Marketing; DAD Office Leads; Dennis Bye (Exchange); Doug Stotland (Exchange); Neil Charney (Exchange); Sunil Koduri; Joerg Jaeger (Exchange)
Cc: ATG Campaigns Web & Technology Team; Office Global Campaigns Team
Subject: Office Web Site - Office 2000 Launch Plan Complete

After 6 months of intense collaboration and planning with the Office Campaign Team, Office Product Managers, and the ATG Campaigns Web and Technology Product Unit, the Office 2000 Web Site Launch Plan is complete. The following is a very brief summary of what the plan entails. I have provided a link to the complete plan at the bottom.

If you or people on your team need a printed copy of the plan let me know - I have already printed copies.

thanks, shiraz

Summary:

This is meant to be used with the site schematic. I've attached the schematic as well (Visio 5.0), which is also attached in the plan.

<< File: Office Web Plan Summary.ppt >>

Plan:

This includes the original Web Assignment Briefs submitted to the web team, site schematics, localization kit plans, and page by page descriptive details.

<< File: Office2000WebSchematicFINAL.vsd >> (For Visio 5.0 <file:\\Site\ic\visio5.0>)

<< File: Shortcut to Office2000WebPlanFINAL.doc >> (1.8MB)

For information about our process and style guidelines go to:

<http://atgwebteam/pubguides/>

MS/CR 0041715
CONFIDENTIAL

**Office Web Site
Goals and Priorities**

8/26/98

Office Campaign Team

ATG Web Team

Contents

- Office 2000 campaign objectives
- Key site challenges
- Two goals for the Office site
- Key implications
- Strategies and issues by audience
- Next steps

Office 2000 Campaign Objectives and Key Strategies

- Drive IT Pros through structured evaluation process for Office 2000
- Provide 'trial-like experience' and easy online ordering for Office IEU universe and *engaged* SORG BDMs
- Drive 'grass roots' evangelization by web-savvy IEUs
- Drive trial of key individual apps (FrontPage, PhotoDraw, Publisher) to broaden Office evaluation/purchase
- Strengthen perception of Office as the critical client app with BDMs and business-savvy IT
- Build long-term equity in the Office brand

Key Site Challenges/Trade-offs

- Defining the overall purpose and priorities of the Office site, given the multitude of marketing initiatives, key target audiences and other Microsoft web sites
 - Relative role of Office site compared to Office Update; DNS site; TechNet IT Home; /smallbiz; etc.
- Balancing content to serve the information needs of both ends of the audience spectrum:
 - Depth targets (IT Pros and web-savvy IEUs) versus Breadth targets (mainstream IEUs and SORG BDMs)
 - Office 4.x to 97
- Integrating individual apps into the Office site more fully
 - Outlook, FrontPage, PhotoDraw, Publisher, Project

Key Site Challenges/Trade-offs (cont'd)

- International Consistency & Effectiveness
 - Engaging them early enough and with proper tools (e.g., FP templates) to drive consistent experience across Office sites worldwide
- Developing a site architecture/design that enables easier updates and tweaks
- Applying more planning and proactive leadership to the ongoing content strategy post-launch
- ATG Web Team has to plan its resources far in advance given its responsibility for building and maintaining all Applications sites
 - There is a queue - just because an RTM date slips doesn't mean the Web schedule slips, too
- Balancing 'doing the basics well' with 'pushing the envelope' (e.g., personalization)
 - User appetite for a more personalized site experience
 - Our site needs to better portray our Web technologies
 - we can't just provide online collateral--we need to raise the bar

2 Goals for the Office Site

- **To serve as the primary marketing vehicle for moving *priority targets* to and through the Office purchase cycle**
 - focus is on Office evaluation, trial, purchase/partner referral, and deployment (for IT)
 - 'guided exploration' with fewer content dead ends, every step guides the user to the next logical step in the purchase process
 - priority audiences are IT Pros, web-savvy IEUs, mainstream IEUs
 - tailored approach to meet the needs of each audience type
 - evolving over time to map to product life cycle (pre-launch/launch=early adopter, sustaining=late mainstream)
- **To function as an easy, efficient "portal" for all audiences who are interested in Microsoft Office**
 - fewer clicks between them and the content they need
 - whether it is on the site or off the site

Key Implications

- New, more focused charter for the Office site
 - no more random, limited-value tactics ("It's just a Web page. What's the big deal?")
 - there's a high cost to add or keep content that is not facilitating the purchase process
 - no more over-compensating for other sites
- Other sites need to provide expanded Office content to serve the needs of specific audiences
 - Office Update is the resource for post-sales content, patches, and bug fixes, *not the Office site*
 - The DNS/Scenarios site will be the primary resource for L/MORG BDMS, *not the Office site*
 - TechNet IT Home will host archived content about previous versions of Office, *not the Office site*
 - exception: information re managing mixed version environments will remain
- Retention/community-building (IT and Office Champs) are not an Office site priority
 - Repeat traffic is not an objective--unless the user is still in the purchase process

Key Implications (cont'd)

- The Office home page will not be optimized for 'breaking news' *unless it helps with the Office evaluation process*
 - "Damage control" news impairs purchase consideration ("Buy now" and "download patch" are not compatible headlines)
 - There are better, more targeted vehicles for comprehensive product news listservs, Office Update, and the news/reviews page
- Individual application content will be designed to provide basic information to aid Office consideration
 - especially Word, Excel, Access, PowerPoint, Outlook
 - Project, FrontPage, PhotoDraw, Publisher include a few exceptions because of significant non-Office customer base
- Site tracking will focus on measuring site's effectiveness at achieving its 2 primary goals
 - Metrics to inform future updates to the site

Evaluation, Trial, and Purchase - Strategies and Issues by Audience

*Guiding key targets step-by-step through a
tailored Office evaluation process*

Note: Focus is primarily on launch and somewhat on sustaining
(pre-launch plans are already being implemented)

IT Strategies and Issues

- Improve the eval/trial/deploy site experience over time based on site metrics
 - Weave in momentum evidence (technical reviews, corporate adoption, etc)
 - Streamline the 'guided exploration' for IT by elevating the most popular tools
- Complement the detailed sales tools with a visual representation of IT-focused features
- Use Office 2000 business solutions as a key support point in IT evaluation process
 - Help IT choose the best Office solutions option for their organization--build vs customize vs buy
 - Open issue determine appropriate amount of solutions content and assess where to insert this step into the eval process
 - Open issue Will the DNS/Scenarios site support Office solutions content for IT?
- Help make SP referral an easy and value-added service for appropriate IT Pros
 - Open issue Will the DNS/Scenarios 'Impact Partner' initiative be the umbrella partnership program? Key collaboration issue with OCU

IEU Strategies and Issues

- Show the key features/benefits via a compelling online multimedia demo
- Describe key features/benefits in more detail via the animated web brochure
- Communicate the incremental upgrade value no matter what version you currently have (97, 95 and 4.x)
- Guide users in selecting the right edition based on their needs
- Key sustaining strategy will be driving users to 'experience Office 2000' via trial versions of FrontPage, Publisher and PhotoDraw
- Make ordering online via NITRO an easy and compelling experience with intelligent up-sell and cross-sell
- Leverage core IT and IEU content as basis for evangelism rather than create separate evangelism tools
- Issue: Intranet Starter Kit v3.0 needs a plan in order to be incorporated into overall web strategy

Individual Apps Strategies and Issues

- Scale back to provide only basic information for the most familiar applications (Word, Outlook, Excel, PowerPoint, Access) with content focused on Office consideration
 - For these products, their 'animated web brochures' *are their site*
 - Outlook technical content and other sales tools reside on the /office/enterprise site
- Upsell Office prospects from FrontPage and PhotoDraw to Office Premium; upsell from Publisher to SBE, Pro, or Premium
 - Move non-Office users from beta/trial experience to purchase (e.g., Web developers are only target for FrontPage beta)
- Open issue: What is the purchase call-to-action for PhotoDraw trial users in the 3+ months when Premium isn't yet available?

SORG Strategies and Issues

- Leverage IEU strategies/tactics
 - Drive evaluation among engaged SORGs with Office demo and animated web brochures
 - Small Business Tools covered in SORG-specific demo track and in web brochure
 - SBE covered as one of the Office editions to choose from

Issues:

- When available, promote the Office Pro/Small Business Server bundle (tactic TBD)
- Role of DNS/Scenarios site content for SORGs

BDM Strategies and Issues

- Reinforce key Knowledge Management themes, consistent with the Office positioning pillars into core Office site content
 - giving IEU-targeted content more of a business context will improve relevance to BDMs
- Drive BDMs to DNS/Scenarios site for business value information
 - Insure that DNS/Scenarios site communicates discrete Office 2000 benefits effectively

Issue:

- Do we develop any Office-specific BDM content on the Office site or do we rely completely on DNS/Scenarios site?

'Portal' Strategies and Issues

*Get people to the right content quickly,
whether on the Office site or off*

- Good 'handshake' on the Web site from various demand generation vehicles and clear path through desired purchase process/action cycle
 - Especially critical in the pre-launch timeframe with overlapping initiatives. Corporate Preview Program (IT; Oct-Nov) vs Consumer Preview Program (web-savvy IEUs; Oct-Nov) vs FrontPage Beta (web developers; Nov-Jan) vs PhotoDraw trial (SORG and mainstream IEUs; Oct-Jan)
- Segregate patches, bugs, and supporting content in Office Update and PressPass

'Portal' Strategies and Issues (cont'd)

- Redirect Office target audiences that will *not* be served by the Office site
 - IEUs and SORGs already using Office 2000 - to Office Update
 - IT still deploying Office 97 or previous versions - to TechNet IT Home
 - BDMs - to DNS/Scenarios site initially for the 'big picture' of business value for which Office is a key contributor
 - Press - to PressPass (for press releases) and Office Update (for bugs, patches, etc)
 - Office/VBA developers - to the Office Dev site
 - International - to localized Office sites
 - Mac users - to the Mac Office site
- Known issue: There is a tension between having a clean, highly directive home page and the 'one-click' goal (e.g., MS.com home page)

Next Steps

- Share this with rest of ATG, International, etc.
- Campaign team to develop Web Assignment Briefs in concert with product managers (next 2 weeks)
 - critical step in the process
- WAB Review/Presentation (early Sept)
 - more formal step in the process than before

Mantras

- **It's all about selling Office 2000** - end of story
- **Not all things to all people** - the site serves specific audiences in specific ways . and helps those Office users not served to find their destinations
- **'One click'** - direct access to the most relevant content for key audiences (IT and IEU)
- **Keep it moving** - distinct call-to-action for each step in the purchase process
- **Guided exploration** - site has fewer choices at key points (e g., exiting the demo)
- **Put on a happy face** - the Office site (esp the home page and other prominent real estate) is about delivering positive messages and content that help sell Office, not about patches, bugs, doom & gloom
- **Less is more** - consistent, streamlined approach for the individual apps
- **The Web isn't free** - it's costly (in terms of distracted users and ATG bandwidth) to add or keep content that is not facilitating the purchase process
- **No surprises** - if it's not in the WAB, it's not a priority