



Interface

engagement in interactive online publishing

Hello.



Warwick Gibson

Creative Director / bigfishvc

bigfishlives@bigpond.com

www.bigfishvc.com.au

This ebook is interactive.

I've been in visual communications all my working life. In that time there's been the biggest change in communications history since the invention of the printing press.

This was digital design and the World Wide Web.

What my ongoing research and observation has convinced me is that interactive collateral management (ICM) and cloud based online publishing is the future. By stating publishing I'm referring to all media that is seen as traditionally offset or digital print-based.

Switched-on marketers know that communicating via print is getting less effective. Compared to print and website, ICM ensures increased readership in B2B and B2C with it's multi-channel capability and rich media interface.

My design agency's offering is interactive online publication design and production with access to all platforms, channels and mobile devices. With a single point of content creation and a single system of analytics that will provide you with concise information on what channels are doing what. Using this information, resources can then be adjusted to effectively grow your business, spread your message and lift your organisation's profile.

I've written this e-book to present the case for interactive online publishing and perhaps answer a few questions. Catalogues, brochures, annual reports, corporate publications, sales tools, and business pitches. In fact any offset print communication can be recreated as an online viewing experience and collect data for your continuous business optimisation.

Visit the bigfishvc website for further information.

[BACK TO CONTENTS PAGE](#)

Interface

-noun: communication or interaction

Contents.

This ebook is interactive - click / tap a chapter title.

- 4 Online v. Print
- 5 Engaging Design
- 6 Interactive & Online
- 7 What about SEO?
- 8 The Cost Factor
- 9 Social Media Integration
- 10 Lead Generation
- 11 The Micro-Site
- 12 Subscriptions & Analytics
- 13 What Viewing Platform?
- 14 What's the Process?
- 15 About bigfishvc

Online v. Print.

Transforming static print collateral into engaging digital format addresses all of these challenges.



Ongoing content editing without the cost of an offset reprint.



Boost revenue and identify new eCommerce opportunities.



Create a wider client base while reducing your production costs.



Increase lead generation and better leverage social media.



Identify popular content and track viewer online behaviour.



Improve your website's SEO performance with quality content.



Create engaging communications utilising video and animation.



Measure and report on marketing results and return on investment.

[BACK TO CONTENTS PAGE](#)

Engaging Design.

We all love a beautifully designed book.

Well, take that book and on relevant pages add video, audio, photographic imagery that changes automatically or on your command, animation, call-out panels that provide deeper detail on a subject, search to keywords, links to websites and downloads. And you can give this book to friends and colleagues, but keep the original.

Now replace that thought of the beautifully designed book with the same benefits in a brochure, business pitch, catalogue, look book, annual report or corporate magazine. With an eCommerce catalogue you can also shop online without losing your page.

Sally Hooton in her white paper THE RISE AND RISE OF DIGITAL CATALOGUES states "... even the slickest eCommerce website is really just a warehouse with an index". She was comparing the design potential of an interactive online catalogue to a website interface (that in comparison has limitations). What sets an online digital publication apart is its flowing, familiar page turn/swipe interface and rich graphic design. Use of full color photo spreads with any font style. Responsive scaling fills the browser window. Colour is vibrant, type is razor sharp and intuitive navigation assists the reader.

Now that you're not constrained by a print budget and the number of pages in your publication, you can provide the reader with more content. Your fee for cloud hosting is the same for a 24 pages or 200 pages.

As the iPad and iPhone don't support Adobe Flash, we build your publication in HTML5 for browser viewing across all platforms, channels and devices. iOS, Android and Kindle apps are available for offline viewing.

[BACK TO CONTENTS PAGE](#)

bigfishvc

The success of a page should be measured by one criteria: Does the visitor do what you want them to do?

Aaron Wall
SEObook.com





Interactive & Online.

Both are important, but achieve different goals.

The interactivity with video, audio, hyperlinks, call-out boxes, readers' polls and image slideshows etc. is about engaging your audience and ensuring they'll keep reading your message. Linking with an eCommerce shopping cart, then returning to browse an online catalogue is also an important aspect of interactive shopping.

On the other hand, online is the vehicle that can distribute your message to a potential audience that far exceeds your expectation. You're not constrained by a print budget. 250,00 targeted viewers or 2,500. Your production costs are the same and if in future you need to change the content, a costly reprint won't be necessary.

You publish interesting information online and viewers can share it instantly with colleagues, family and friends. By email or all social media channels. It's just a click/tap away, easily accessed in the publication's online viewer sidebar. Also consider our option for viewer registration to access your communication or our Facebook app. With both these options readers' collected data can be incorporated into your lead generation system. This is interactive online publishing's best selling proposition. You distribute content and it is shared infinitum, plus you have the benefit of collecting each viewer's personal information and online activity to use in your marketing.

In combining interactivity with online you're providing interesting, valuable information that makes your target audience more intelligent and informed. They'll reward you with their business and loyalty. With quality content, there's also the bonus of an improved SEO ranking.

True interactivity isn't about clicking on icons and downloading files, it's about encouraging communication.

**Edwin Schlossberg
ESI Design**

[BACK TO CONTENTS PAGE](#)

bigfish_{vc}

What about SEO?

Search engine optimisation (SEO) ranking is essential for any internet content to reach new viewers. You put quality content online these days and you will be rewarded with a higher ranking SEO. Our interactive online publications fall into this category. The reason for this is that search engines now give precedence to things like user experience and depth and quality of content.

You embed our digital publication in a website that uses a search engine friendly format. The search engine spiders will detect it and give your website more importance in related online searches. If we give your publication a distinct URL in order for it to be read on a browser, the same applies. Title tags, keyword tags, keyword density and meta descriptions will be inserted prior to publication to ensure a good ranking.

- Each issue deployed is automatically submitted to Google.
- Updates automatically sent.
- Multi-byte languages.
- Supports SEO keywords.
- Title tags.
- Indexes secure publications.
- Ability to edit or add text.
- Option to change meta data for every page.

**Google will only
look up to you once
you have gained
everyone's respect.**

**Wendy Piersall,
Pro Blogger**

[BACK TO CONTENTS PAGE](#)

The Cost Factor

When you think about it, the cost of just about every visual communication service has dropped since we entered the digital age. Part responsibility lies with competition in the market place compared to the pre-digital days. New technologies have also impacted on costs of materials. We no longer have film and processing costs for photography, film separations for offset printing or typesetting for design. However, the cost of offset printing hasn't dropped significantly. Print is in competition with new technologies for their share of the budget dollars, but as the smaller offset printers have shut up shop the larger companies take up the slack.

With interactive online there are obviously no print costs (and that's also good for the environment). When you consider the reach of online compared to print, it would cost a fortune to have the same quantities printed and distributed. However, perhaps it's imperative you offset print a certain amount of copies for distribution. This could be a part of your marketing mix along with interactive online. We can design your communication so it serves both purposes. Another option is a well designed DL flyer displayed at point of sale (costing you a few cents) highlighting a call to action to view online. This is going to cost a lot less than a printed brochure or catalogue displayed at point of sale (with a unit cost into the dollars) that might be discarded after one viewing.

With online, your visual communication is uploaded to a cloud based platform. As it's in HTML5, it can be viewed with a stand-alone URL on any device in any browser or it can be embedded in your website. There is a monthly or annual fee with the bonus that we can edit your visual communication's content without the cost of a reprint. There's a further cost if you require iOS, Android or Kindle apps.

The bottom line is you reach a vast audience at a fraction of the cost of print.

[BACK TO CONTENTS PAGE](#)

Price is what you pay.

Value is what you get

Warren Buffett





We have technology, finally, that for the first time in human history allows people to really maintain rich connections with much larger numbers of people.

Pierre Omidyar
Founder, eBay

Social Media Integration.

Don't miss an opportunity to reach your potential customers or followers through social media.

With your online publication, we provide advanced social media compatibility, delivered instantly around the world on desktop, laptop, smartphones and tablets. Connect your readers using Facebook, Twitter, RSS feeds and other social media options. It's just a click/tap away, easily accessed in the online viewer sidebar. You only need to launch your online publication once to deliver the same experience on all devices and channels.

Let Facebook Do The Work For You.

Our Facebook application is your publication inside Facebook. Once your publication is available online, it's available as a Facebook app. When a reader clicks on a link to view your Facebook app, they will be presented with a permissions page. Once they accept the permissions, they can read your publication. They are automatically sent an email with your marketing message with a further link to opt into your email communications.

Why feature your publication as a Facebook app? Every like, share, comment and click on your Facebook publication builds a database of readers' names, email addresses, birth dates and gender for future marketing. Finding new customers or followers on social media allows you to focus on being found, and then building strong relationships.

It all starts with a single post in your Facebook app.

[BACK TO CONTENTS PAGE](#)

bigfishvc

Lead Generation.

Our online digital publishing solution offers you valuable Customer Relationship Management (CRM) benefits by automatically loading in new leads. The Facebook app, registration and subscription options we have in place for your online communication provides integration of collected data into CRM software such as Salesforce.

Integrating registration or subscription into your interactive online brochures, catalogues or newsletters enables valuable information to be piped directly to your sales team. Our SEO input prior to going live online and lead generation capability, partnered with your lead management systems will assist you in setting up a successful integrated marketing approach.

Use quality content to take new leads to the next phase. Content marketing is an effective interactive online strategy. Distributing dynamic, relevant and interesting content to engage a clearly defined target audience can achieve positive customer action. Interactive online visual communications fall into this category.

Our cloud partner's online publishing software also enables the tracking and capture of viewer actions directly from your online media for you to measure the performance of each publication.

**In the 21st century,
the database is the
marketplace.**

**Stan Rapp
MRM Partners Worldwide**

[BACK TO CONTENTS PAGE](#)

bigfishvc

The difficulty lies
not so much in
developing new ideas
as in escaping from
old ones.

John Maynard Keynes
Economist



The Micro-Site.

Consider that your interactive online publication can serve a double purpose.

It can also be a website. For the sake of differentiation, we call it a micro-site.

Do you have a new product, concept or service and desire an online interface design that falls outside a website's capability? We can create a stunning online presentation to fulfil a set term sales campaign. Consider the well designed print pieces some property developers market to see the potential. We can build your micro-site without web design formatting restraints, with video, audio, picture galleries and links to specification downloads, email and further information. In fact, anything a website can do, but with a more engaging interface and designed in a landscape format for optimum browser viewing. With full page photo spreads plus headline and body text fonts that rival a coffee table book, this is a memorable online viewing experience.

We can publish this micro-site to a domain name you have registered (eg. www.citydevelopments.com) and it can be viewed on any browser in an instant, world-wide. Our cloud partner will provide hosting.

Not hampered by website formatting restraints, the online micro-site mirrors the design quality of the best printed pieces, with the bonus of interactivity.

[BACK TO CONTENTS PAGE](#)

bigfishvc



Subscriptions & Analytics.

Analytics

Track everything from open-rates and clicks through to who accessed which page and how long they stayed in a specific section. Identify popular content and track catalogue viewer purchasing behaviour. Measure performance and register outcomes for real Return On Investment with a true multi-platform digital publishing service.

Options include three levels of tracking:

- Google Analytics – simple, enter your UA code and you're ready.
- Supports third party tracking such as Nielsen and Omniture.
- All actions tracking in our cloud partner's database.

Subscription or Registration

If your communication is to be accessed only by paid subscription, you can use our payment portal that allows instant verification of credit cards in multiple currencies. Subscriptions are automated, with no manual work in the back end required. Subscriptions collected are remitted monthly less a transaction processing fee (10%).

Alternatively you can setup your own eWAY account for us to integrate with, so subscription revenue goes straight to your own account. For publishers, corporate, libraries and education we offer further advanced subscription capabilities. These include options from single logins through to enterprise subscriptions so you can manage your online publication delivery.

When distributing a free communication you may want viewers to register in order to gain access. Registration includes the ability to send out welcome emails when users register and issue reminder emails each time a new issue is published. It can also be used as a lead generation tool.

**The goal is to turn
data into information,
and that information
into insight.**

**Carly Fiorina
Former CEO of HP**

[BACK TO CONTENTS PAGE](#)

bigfishvc

Computing is not
about computers
any more.

It is about living.

Nicholas Negroponte
Philanthropist



What Viewing Platform?

Viewing products are continually updated and improved to ensure device and browser compatibility with new and upgraded devices on the market. You don't have to worry about compatibility issues as all is managed automatically by our partner's cloud based digital publishing system. Using the same digital assets as featured in our online HTML5 viewer, apps allow your readers to get the same engaging experience downloaded to their favourite iOS or Android device. Videos and image galleries are saved on the device for offline viewing and the apps integrate into all of our systems including subscriptions.

The HTML5 viewer provides optimum online viewing for desktop, laptop and tablets. Content adjusts to optimise the operation across devices of different sizes. Apps are essential for offline viewing. As soon as your publication is online, it is ready for the app stores.

If requested, we will upload a low resolution PDF of your publication for viewers to download and save.

This option for viewers is accessed from the side bar on your publication. However all interactivity will be lost in this downloaded version. Viewers must be on the online or app version to access interactivity.

[BACK TO CONTENTS PAGE](#)

bigfishvc

What's the Process?

The process is similar to creating design for print production.

- We'll liaise with you to develop or preview copy, photography, video and prepare design visuals.
- On approval of design concept, we'll proceed with interactive finished artwork.
- The job file and visual assets are then uploaded to our partner's cloud publishing platform.
- Accessing this platform we then engineer the interactive elements that brings your story to life.
- We build it in HTML5, so it can be viewed across all channels, devices and platforms.
- It can be embedded into your website, viewed online via a distinct URL or downloaded as an app.

We'll provide you with a single point of content that can be read across all desktop/laptop operating systems, mobile devices and channels.

[BACK TO CONTENTS PAGE](#)



For more information view the website: www.bigfishvc.com.au

About the author

Warwick Gibson is a creative director and photographer with a significant background in publishing, branding, commercial photography and design.

The founder of bigfishvc, Warwick also consults to clients on setting up in-house interactive collateral management.

He can be contacted on 0409 911 879.

[BACK TO CONTENTS PAGE](#)

We offer a total in-house design, video and photography service from our studios on Sydney's north shore. The design agency has two components that work together to create campaigns for a wide range of clients in both the public and private sectors.

BIGFISHvc is our design studio. We provide branding, print design, website production, email marketing, interactive online publishing and interactive collateral management.

BIGFISHvcSTUDIO provides photography, video and digital imaging services.

Our photographers' expertise in most genres enables us to create images to fulfil any brief. The quality of the photography featured on the BIGFISHvcSTUDIO website supports this.

Unit B2 / 15 Narabang Way, Austlink Corporate Park,
Belrose NSW 2085 e: bigfishlives@bigpond.com
t: 02 9986 1893 m: 0409 911 879

bigfishvc