

Ace Plastics Online Strategy

Ace Plastics is a business that manufactures monofilament plastic fiber that is sold to customers throughout the world. Ace Plastics was established in 1989 and a website was created two years after. The website was recently upgraded about six months ago, this upgrade was made to make the web page look more current with other businesses' websites. Jeff Marcos was in charge of getting the website updated and setup.

Goals

The primary objective was to increase presence on the web. The old website did not get as many hits as Ace Plastics management wanted. Ace Plastics wanted to get more exposure on the net and decided to utilize pay-per-click ads. The ads were placed in Google and Overture. The pay-per-click ads were used to get the Ace Plastics name out as much as possible. Jeff thought that by using the pay-per-click ads more people or prospective clients would look into the Ace Plastics site. If the Ace Plastics website was going to have more traffic coming through because of the pay-per-click ads then the website had to be modified to attract or get customers attention. In addition to the pay-per-click ads Ace Plastics made sure that the website would come up in a search when certain keywords were used. The old website did not have that feature and most of the hits were by luck or word of mouth.

The second goal would be a marketing goal. The old website was designed a long time ago and the only purpose the website served was to give the customers some information about Ace Plastics. The new website was designed with marketing in mind. The website developer was Horizons which besides building websites, the company

had an emphasis on marketing. The new website's purpose was not only to give customers information but also catch their attention. The design was developed to emphasize Ace Plastics's current products and to communicate Ace Plastics's willingness to pursue research and development on new products. The products that Ace Plastics sells are highly specialized and most of the time they are made to each specific customer specifications and needs. The new website had to display current products for all customers that may be able to use what we already have in production. The nature of the business does not allow Ace Plastics to supply too much information regarding products because there are many products that Ace Plastics does not make but is capable at customers request. The new website was designed to have all the information to prove to customers that Ace Plastics is the best and that they can trust Ace Plastics for any future needs.

The new website also was equipped with Macromedia Flash slideshow. The slideshow would display a of Ace Plastics's products to customers when they first get to the website. Ace Plastics wanted to assure themselves that when a prospective customers goes on the website their attention is kept with the current products that Ace Plastics makes. Ace Plastics did not have anyone in house to take this project and turn it into reality.

Implementation of New Website

Ace Plastics decided to use the services of a firm that specializes in web design with emphasis on marketing. Even though that would not have been Ace Plastics's first choice because the companies products are so specialized that it would be a task in it self to explain all the information to Horizon. The reason that Ace Plastics decided to

use an outside source for creating the new website was because no one at Ace Plastics had enough knowledge to create and design a new website. Horizon had the knowledge of technologies that can be used for creating the website. Horizon was responsible for suggesting and setting up the pay-per-click ads. They were experienced and knew which pay-per-click ads to use. Since Horizon was an established company, Ace Plastics had the ability to see Horizon's portfolio and past websites that they had created. This was very useful to Ace Plastics because they were able to see what Horizon was capable and not guess at what the turn out would be. Even though the cost of the website ended up to be \$9,800, Ace Plastics estimated the cost of paying an outside source would be a lot less money than training somebody in-house. Plus the time that it would take to train somebody would delay the creation of the new Ace Plastics website.

The greatest disadvantage for Ace Plastics in hiring an outside company to create the Ace Plastics website was that the company goal had to be explained to Horizon. Usually companies do this but the hard part for Ace Plastics is that they are one of the few companies in the world that do the type of products that Ace Plastics produces.

Since the website is still new I was not able to find out any maintenance cost yet. The website is still being maintained by Horizon as part of the initial contract. The profitability is also unknown because the website has not been up for that long. Ace Plastics has however been asking new customers that call, where they saw the Ace Plastics name and number. A database has been created by Jeff to analyze the data

that is collected to see if the new website is working. Jeff is keeping track of the hits on the website and also is recording where customers see the Ace Plastics name.