



# CREATING A STRONGER USER EXPERIENCE

cbm is an international Christian organisation whose primary purpose is to improve the quality of life of the world's poorest people with disabilities and those at risk of disability, who live in the most disadvantaged societies.

TRAFFIK  
DIGITAL  
WAS  
ENGAGED  
TO:

Increase donation conversion.

Design a brand new website.

Develop and launch the website as mobile responsive.

Carry out ongoing Search Engine Marketing.

Implement a Social Media Strategy.


ANALYSIS:








Like with all of our clients, before starting any of our digital work, we carried out our initial research. User testing was undertaken on the old cbm NZ website allowing us to gain insight into the donation process and what was and was not working.

**Target Market | Website Traffic | Website Design | Facebook Account | Search Engine Marketing**

cbm is a charity organisation and relies heavily on online donations and regular sponsorships. Their website needed to immediately connect with their target audience, prompt empathy and encourage donations. In order to establish this, we incorporated a video on the home page, multiple call to action buttons and an overall stronger user experience. To make the donation process easy we developed a full ecommerce website which integrated with their bank account via DPS.

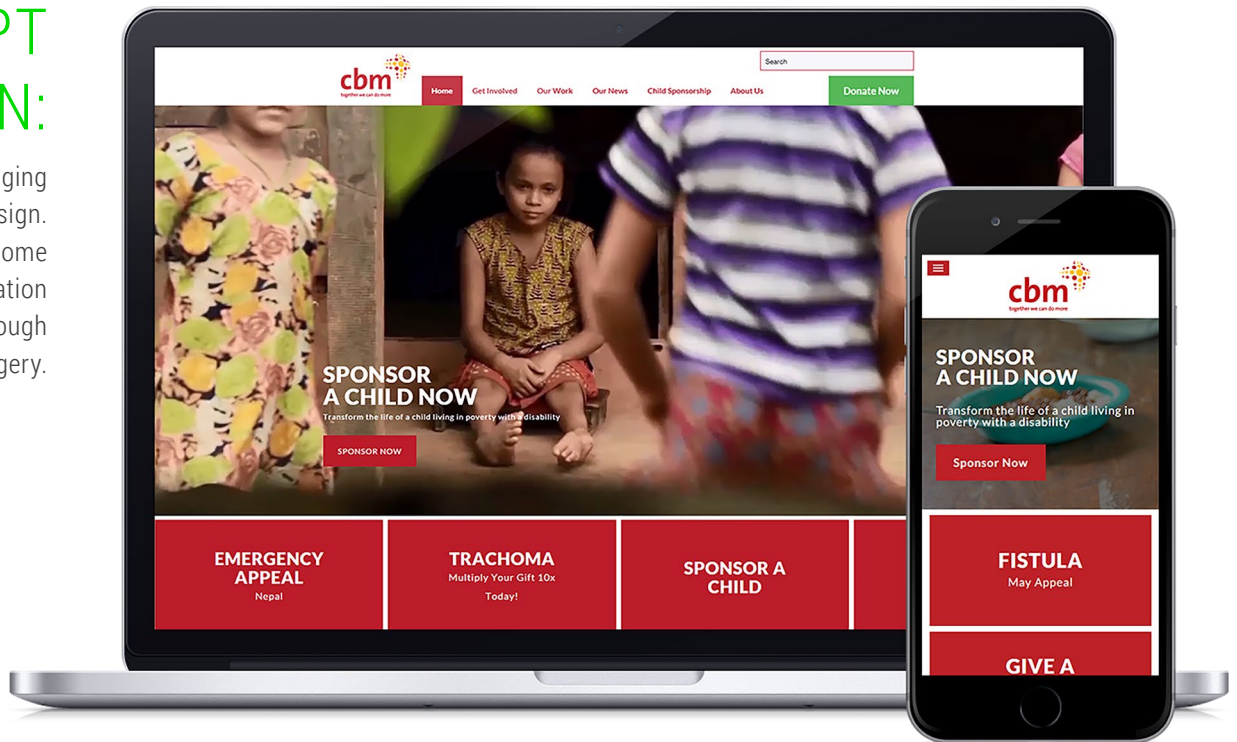
# STRATEGY:



						
<b>VALUE</b>	<b>E COMMERCE</b>	<b>DONATIONS</b>	<b>MOBILE COMPATABILITY</b>	<b>WEBSITE OPTIMISATION</b>	<b>SEARCH ENGINE MARKETING</b>	<b>SOCIAL MEDIA</b>
Improved value propositions and more prominent call to action buttons.	FULL e-commerce Joomla! Content Management System.	Integration with DPS	Mobile Compatibility, iPhone, Android, iPad and Tablet (both horizontal & vertical).	Website optimisation to increase Google rankings.	Search Engine Marketing Campaign.	In-depth Social Media engagement - emergency and response.

# CONCEPT DESIGN:

Clean, fresh and engaging brand compliant design. A video on the home page allows association and connection through relevant imagery.



# RESULTS:

<b>+557%</b>	<b>+39%</b>	<b>+29%</b>	<b>49%</b>	<b>67</b>	<b>+300,000%</b>
WEBSITE USERS	SOCIAL MEDIA LIKES & FOLLOWERS	GOOGLE VISIBILITY INCREASE	WEBSITE GOAL CONVERSION	FIRST PLACE GOOGLE RANKINGS	INCREASE IN DONATION VALUE

Source: CBM Google Analytics, 2015 vs. 2014.