

## Branded: The evolution of a relevant card office website

Monday, December 18 2006



*Part of the AVISIAN Publishing Expert Panel series to be published throughout December 2006*

**Adam J. Nelson**  
**Director, University Marketing and Relations, Student Advantage LLC**

Relevance has become the new focus for online marketers, with greater

attention to delivery of website content specific to preferences established by a user. While strides have been made to align card office websites with campus branding initiatives; "brochureware" sites will not be able to attract a generation demanding information relevant and immediate to his or her needs at that specific moment.

Next generation card office websites will exhibit features such as:

- Ability for student to set individual preferences regarding what and how specific account information (e.g., balance, last transactions, etc.) appears on a custom start page after login.
- User interface based on specific user type and immediate information needs with the opportunity to gather further relevant content if needed.
- RSS (really simple syndication) feeds of campus information regarding coming events, card updates or featured offers with retailers based on previous purchases.
- Tailored section for parents or guardians allowing greater influence on student card transactions with the ability to institute budgeting or online deposits.
- Automated notifications regarding personal account information (e.g., low balance) with the opportunity to perform secure transactions online and suspension of notification if user desires.
- Increased exposure to new website visitors based on the incorporation of key search terms within HTML body copy, page titles and meta keyword tags.
- Incorporation of security encryption seals to ease user concerns over internet privacy and information submission.
- Feedback loops allowing user supplied suggestions on website interface updates.

Within the year, we will begin to see the development of marketing services catering to these personalization efforts, thereby reducing the resource required by card office administrators for the next phase of relevant website marketing. While for some schools this update to a more personalized approach to website marketing may pose a student data privacy challenge, in the end, successful relevant card office websites will become a daily ritual for students thereby increasing your relationship with them.