INTERNET MARKETING STRATEGY OF COMMERCIAL WEBSITE FOR NU SKIN DISTRIBUTOR

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Abstract - Nu Skin Enterprise had been running in Indonesia since early 2005. The company was well-known to many countries in the world especially in Asia. The growth of the company was quite significant and the products were also well-known especially for its anti-aging products. The company used multi-level marketing as its well-suited strategy. However, the disadvantage was that only people who became distributor were the only ones who actively promoted the products. But there were limit they encountered which were distance and time thus could now be covered by today's technology, internet, and in order to get the best result, a system and strategy were highly necessary. In Indonesia, Nu Skin was yet known to many people because the products price were categorized as premium in personal care product category, and people awareness toward the products were not that high since there was no commercial advertising and such in Indonesia for its products. Therefore, the strategy that was considered as solution and became topic of this research was about internet advertising and its strategy in creating a website. The objective of this research was mainly to identify people awareness toward the products by making an informative e-commerce website that could be used by distributor to make more effective process in promoting and distributing the products of Nu Skin. The website would be then analyzed according to website and business theory and also interviews result from Nu Skin registered distributors. The analysis would then generate conclusion and recommendation about what kind of website that would be best created and used by Nu Skin distributor. The findings of this research were about website creation and development along with its online advertisement performance. The result was then analyzed to generate internet marketing strategy best suited for the distributors to be implemented in a form of ready-to-use website.

Keywords: Internet Marketing, STP Analysis, Website Creation and Development

Introduction

In a competitive world of business these years, there were some products that caught people attention a lot, and this research would brought a topic about one of those, about a human body care products, which were skin care and health products. By this factor, there were many products developed by various companies, and one of them was growing rapidly compared to others for the past years until now, Nu Skin Enterprises. As technology had become part of people daily life in this past years, Nu Skin had built its website in order to be more known and noticed by people around the world for the quality of the company and its products. According to APJII (*Asosiasi Penyelenggara Jasa Internet Indonesia*),

from year to year, Indonesian people who used internet were growing and by the year of 2012, the number of user already reached 63 million people which previously in the year of 2000 almost reached only 2 million. It was obvious that Indonesian people were really aware and enthusiast in using internet. Besides, upper middle class at that time in Indonesia was around 41.6% according to Vaishali, Managing Director of BCG. Therefore, people running business also had to know about internet marketing because of its great influence that helped build business easier in spreading information regarding its product and such.

Nu Skin Enterprises was a direct selling and multi-level marketing company developing and selling personal care products and dietary supplements. The company was found by Blake Roney, Sandie Tillotson and Steve Lund in 1984 in Provo, Utah. Nu Skin Enterprises was originated in United States and the international operation took place in Canada in 1990. It had now grown and expanded its market to 53 countries and listed on the New York Stock Exchange in 1996. Nu Skin was named as one of the "100 most trustworthy companies" in the U.S. by Forbes in 2010.

"All of the good, none of the bad" was the company's principle. Nu Skin develops personal care products and nutritional supplements helping people look and feel younger. Under the Nu Skin and Pharmanex brands, the company developed and sold more than 200 personal care products marketed as helping people look and feel younger. The products could be categorized as premium for both quality and price. Indonesia was a developing country and one of the most promising markets so far for international products. Many international companies had entered Indonesia because of its good economic growth every year and Indonesian buying power which was already categorized as middle to high and its number kept growing from year to year.

Nu Skin has already entered the market since 2005 which made it 8 years till 2013. Below was Nu Skin performance for the last few years worldwide:

Year ended December 31
Table 1. Product sales growths

Product category	2010		2011		2012	
Nu Skin	913.8	59.4	964.1	55.3	1,178	54.3
Pharmanex	612.2	39.8	770.2	44.2	983.8	45.3
Other	11.3	0.8	9.7	0.5	7.5	0.4
Total	$1,537.30	100%	$1,744.00	100%	$2,169.30	100%

Table 2. Nu Skin global sales

	Year Ended December 31,					
(U.S. dollars in millions)	2010		2011		2012	
North Asia	$686.1	45%	$751.2	43%	$794.80	37%
Greater China	268.2	17	341.9	20	570.7	26
South Asia/Pacific	182.8	12	236.2	14	330.3	15
Americas	250.0	16	252.0	14	288.7	13
EMEA	150.2	10	162.7	9	185.2	9
Total	$15,373.30	100%	$1,744.00	100%	$2,169.70	100%

The products Nu Skin offered was categorized as premium and so far mostly known only in big cities in Indonesia. Nevertheless, since 2010 there were products that had sold for more than Rp 400 million, such as ageLoC Galvanic R-Squared, etc. As stated in the revenue growth table, it was found that sales growth in Asia, especially Greater China, was better than in Nu Skin homeland itself, America. However, the company revenue generated in Indonesia was still considered lower than any countries in South Asia Pacific region even though these past years Nu Skin in Indonesia had been continuously developing toward its better state. (Virgo, 2013).

Nowadays, people were now aware of the importance of this technology and used it as a source to gather and share information. According to smallbusiness.chron.com, internet had 3 factors that brought benefits to business. They were globalization, communication and cost effectiveness. These 3 factors were the main reason why many businesses go online as technology and people were "connected" to fulfill people needs. Therefore, the research subject would be around this field as an experiment and research to how internet might boost up sales as the products were categorized premium for people in Indonesia and whether it was effective or not for Nu Skin distributors to basically promote and reach more potential customers by using effective internet marketing strategy. The website which would be analyzed and made as example of this research was a self-made website used as an official distributor of Nu Skin products.

Literature Review

Customer Relation Strategy
In order to make visitors loyal to the website and/or the products, there were steps necessary to be done by the website owners. People were loyal to certain things when they got special value from them. After that, what a website owner needed to maintain was its core advantages from the products it offered and also by keeping those people in touch. The value was separated into 3 dimensions.

Reach, Richness and Affiliation
Reach was a dimension that was concerned by creating a connection between the business and the customers or visitors. It was one reason nowadays many companies created websites for this purpose.
As for richness, this kind of dimension was created by the performance of the business/company. The better performance and its variety of services, the more value that customers got and the more loyal they would probably become. For websites, richness could be defined with its richness of content and more services that could help visitors in accessing the website.
Affiliation was a dimension of people value that could be acquired by the system of business/website. The system of the business that could easily generate the affiliation was by providing help to the customers and making the process of every activity simpler, therefore it could make the customers more satisfied and liked the business and its brand.
Reach, richness and affiliation were dimensions that could actually help the process of generating strategy based on 3 major questions. These 3 major questions were factors of how customers' interest and value were resulted. These 3 major questions were (Hitt *et.al* 2008: 65):
- Who to be served
- What needs of customers to satisfy
- How to satisfy the customers' needs

Segmenting, Targeting, Positioning
Buyers were differentiated based on their needs, wants, demands, locations, etc. This was the reason why market segmentation was made in the first place. According to Kotler and Armstrong (2007: 215),

there were 4 major segmentation variables for customer markets: geographic, demographic, psychographic, behavioral segmentation.

A specific target market could be determined by grouping buyers or customers that had common needs. After selecting target market, there was another strategy that should be done. It was by creating differentiated marketing which would become the key that covered all kind of market that was targeted by the company (Kotler and Armstrong, 2007: 224).

Product position was a method that defined products to fit them on customers from different attributes. By choosing a position strategy could determine value position which was the full positioning of a brand and the full mix of benefits upon which it was positioned (Kotler and Armstrong, 2007: 231). Value propositions theory was a theory that identified what a business needed to provide in order to fulfill its target. Below was a table that shows how to determine the possible value proposition.

		Price		
		More	The same	Less
	More	More for more	More for the same	More for less
Benefits	The same			The same for less
	Less			Less for much less

Table 3. Possible Value Propositions (Kotler and Armstrong, 2007)

Business Strategy

Business strategy was a determination of what a business should best focused on. This strategy should be concerned because it might be a key feature that made a business being more valued by its customers and also to make the strategy that matched the products of certain business.

Business strategy needed to consider the competitive strategy. It would make the business to result the best strategy needed. The famous theory was developed by Michael Porter. This theory explained about a business strategy making by using some considerations. These considerations were about its target scope and advantage of a business.
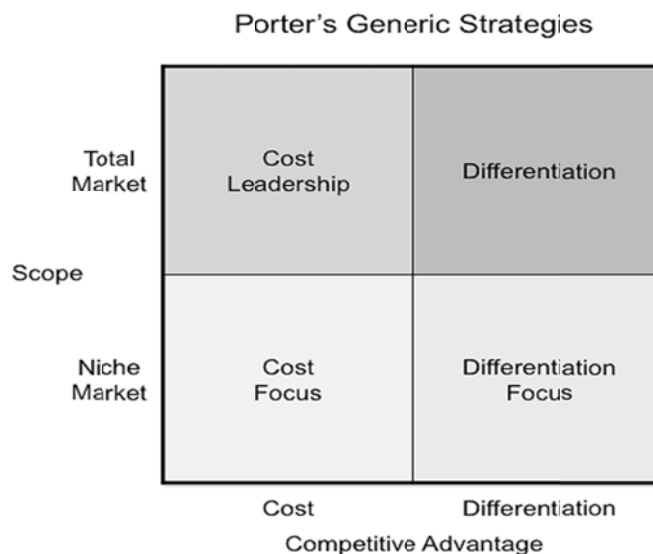

Figure 1 Porter's competitive strategy

The result of the analysis from this theory would determine what kind of business strategy needed to be implemented by a business. For a broad target scope, there were cost leadership and differentiation strategies, and as for narrow market (niche), there were cost focus and differentiation focus strategies.

- Cost leadership was a strategy where market was large enough and the cost was low. This kind of strategy was used by businesses which provided customers value more for its price rather than its uniqueness of the products.
- Differentiation strategy was a strategy where the market chosen was large and it brought value more from its product uniqueness rather than its cost.
- Cost focus strategy was a strategy that targeted a narrow or niche market with low cost of the products. This strategy was commonly used by certain business that focused on specific market with big competition in it.
- Differentiation focus strategy was a strategy where a business targeted narrow or niche market and provided unique products without being too concern about the price.

Web Development and Design
In creating a useful and attractive website, there were some requirements needed to fulfill and they also determined how the performance of the website would be in the future. These basic requirements were website design and development (Stokes, 2008).
Planning and research also helped creating a good design and development. Here were some considerations needed in designing and developing website according to Stokes (2008: 88):

- **Accessibility**   : Ability to provide easy access
- **Usability**   : Ability to provide and fulfill users interest/needs
- **Searchability**   : Ability to be found via search engine
- **Discoverability**   : Ability to be discovered, such as through social media

As of accessibility considerations, there were types of barriers in accessing websites and content (Stokes, 2008: 88):

- **Technical barriers**   →   Example: browser compatibility.
- **Users' ability barriers**   →   Example: language problems.

Advertising
Advertising was a paid form of promotion that was done by specific sponsor. Advertising for internet marketing was really helpful rather than traditional media because it targeted people specifically by adjusting their behavior on internet or interest. Every advertising agency had different kind of technique but on internet, most of them used cookies or any related kind of data that were produced by their past activities on the internet.

Methodology
In this research, there were basically 5 steps to make simpler and better result of the research.
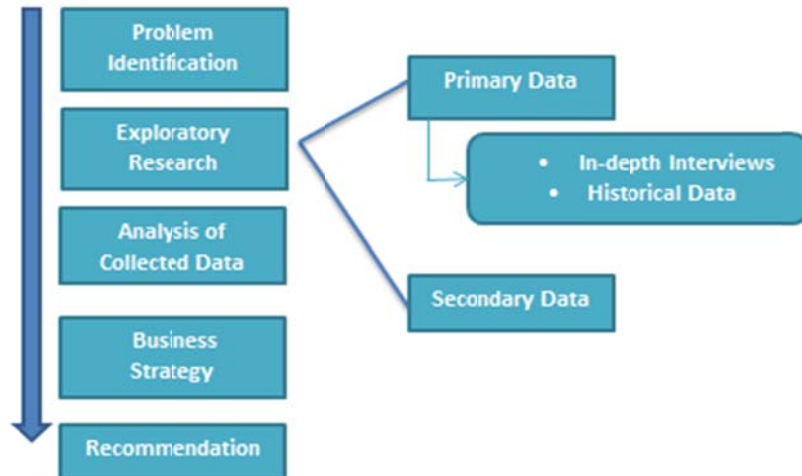
Figure 2. Research outline

Exploratory Research

Explorative research was a step where all relevant and required data would be collected from various sources in order to bring the answer to the research question from previous step. The data that were collected in this step would be helpful for the whole research.

In order to be able to continue the process, there were data required. There were types of process to gather the required data. They were by doing an in-depth-interview and historical data.

Historical data would be gathered from the website that was made for this research. The tool that would be used in this section is Google Analytics.

In this research, secondary data was also used to support any primary data that was gathered. This data would be taken from external resources such as journal, articles, literatures, and also books. Secondary data would be used to be references and to cover some required data that was limited by budget and time.

Besides books, this research also used some articles from websites on internet. The articles were used to complete additional necessary data that could complete the theory.

Data Collection and Analysis

In this section, there would be data about the distribution system of Nu Skin in brief in general review, analysis of in-depth interviews from some registered member of Nu Skin (distributor), and analysis of the observation from the created website specifically for this research, i.e. galvanicspaskin.com. The analysis would be explained according to the composition of the research.

In-Depth Interviews Analysis

The interview was done twice in this research both to more than one registered distributor member of Nu Skin. The first interviews were done for analyzing and finding the common issue that was felt by Nu Skin users and people who were new to the company and/or the products. After the first interviews, the website galvanicspaskin.com was made in order to get better understanding to what kind of website could help them to simplify issues they were facing. The second interviews were done to know deeper problem from their experience of using Nu Skin.

These in-depth interviews also determined the progress of the website making process. They were questioned with deeper subject when they dealt with the issue from the previous interview and converted it to what kind of solution best suited for the website to generate its usefulness. The in-depth interviews would also include the subject of the first interviews which had been done previously. The participants were Ms. Vika, Mrs. Yunita and Ms. Sisca.

From those 3 in-depth interviews, it could be concluded that there were common issues they felt and encountered as Nu Skin products users and distributors. The issues were:

- There were not sufficient information about the products in the Indonesian version of Nu Skin website
- As a first time users, it would be difficult for them to choose the best product without being explained and some needed to try to acknowledge it
- Difficulty in making transaction of the products and its long shipping time when they bought the products directly from Nu Skin

Market Positioning
After the market segment and market target data were gathered, it could be concluded that the market positioning was **the best product with best natural performance for skin care**, especially with its **"anti-aging"** advantage as it was people interest and desire from using the products.
By seeing the result of market positioning above, it could be concluded that what was needed to be promoted in the website was **"distinctive"**. It was what could make the website bring more value to visitors by delivering something in the website that the other competitor did not have.

Porter's 5 Forces
This theory would discuss the competitiveness level of the business. As explained in chapter 2, there were 5 forces. The first one was about the bargaining power of customers.

Bargaining Power of Customers
There were many websites that provided Nu Skin products and provided attractive marketing words in them, but many of them did not provide simplicity in making a transaction and additional information about the products. Therefore, the bargaining power of customers was medium to low.

Bargaining Power of Suppliers
The role of supplier, in this case, actually depended on the distributors themselves because they were the ones who would run the website. There were some options that could be done by each distributor. The first one was by storing the products themselves. The second one was by ordering straight from the company because they were registered as the distributor of the products which meant that they could do it. As for the company, Nu Skin, it was the one that could lead the website business into success or failure. However, as for the price, the products were given specifically to the distributor by the company in low price. Therefore, the bargaining power of suppliers was low.

Intensity of Rivalry
The intensity of rivalry of Nu Skin distributors was high. However, there were few of people that did the business on internet since many people becoming distributors did not really into becoming ones, but to get the benefit of getting them the products in low prices. Besides, considering the online business was about how the website became recognized by many people and its online marketing management, there were few people with such skill. Therefore, the intensity of rivalry was medium to low.

Threat of Substitute Products
Nu Skin products basically provided everything about personal care. In the market, there were dozens of products that provided such benefit, but Nu Skin had special advantage in its 'anti-aging' benefit. As people were concerned about their health and bodies, they would use products that had benefit commonly to get fast performance of it and there were lots of products especially with cheaper prices. Therefore, the threat of substitute products was medium to high.

Threat of New Competitors
According to the research, the websites that provided transaction and information such as galvanicspaskin.com were not yet available. However, new competitors might be coming because the business was actually promising but not in the near time because it was not yet a 'trend' to use anti-aging products especially in Indonesia even though for other personal care products were available in large quantities. Therefore, the threat of new competitors was medium to low in this kind of business via online.

In conclusion, it could be said that the business of distributing or selling Nu Skin products via online was considered as quite easy since its rivalry and competitor was medium to low. The next theory one that would be explained was the business strategy itself.
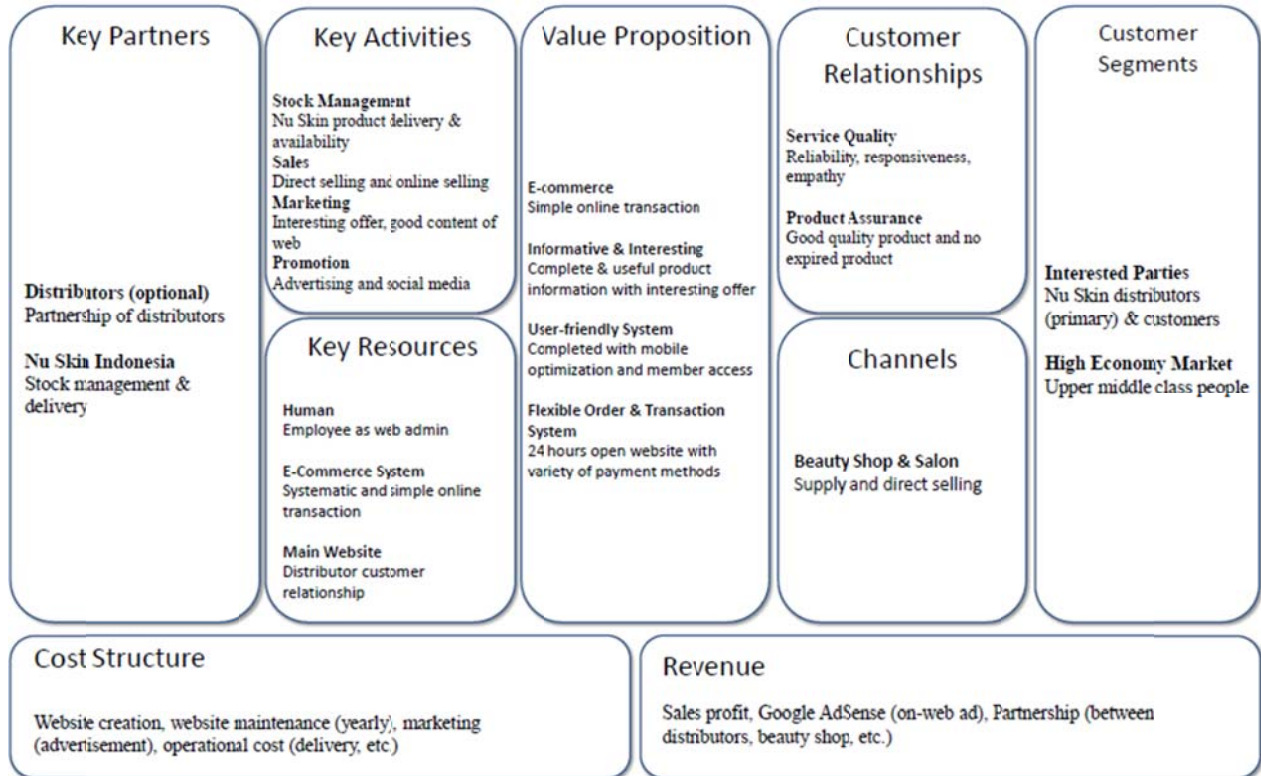
Business Model Canvas

Figure 3. Business model canvas of the website

Business Strategy

This business strategy determined what the website actually had to deliver with its richness of information and competitive advantage that the website had to have. In order to know it, Porter's Competitive Strategy would help analyzing what was best suited strategy that the website had to implement.

Porter's Competitive Strategy

The previous analysis, STP, it could tell that the strategy the website had to use was more into a product uniqueness. This was because the website needed to provide the benefit more than the other competitors and put aside the price competitive advantage. As for the target market, by seeing the result of segmentation and target market analysis, the target was more narrow and specific.

Thus, the competitive strategy of the website had to be set in "**Focus Strategy (differentiation)".** This strategy required the website to bring exclusive benefit or value to customers than the other competitors while targeting a more specific market. For website, this kind of strategy could be done by making an Ad on internet through the best advertising agency.

Web Development Analysis

Web development was about how the performance of the web design and the information was. The design and information that were stored in a website were things that determined the overall picture of website performance because they could be the determinant of search engine ranking.
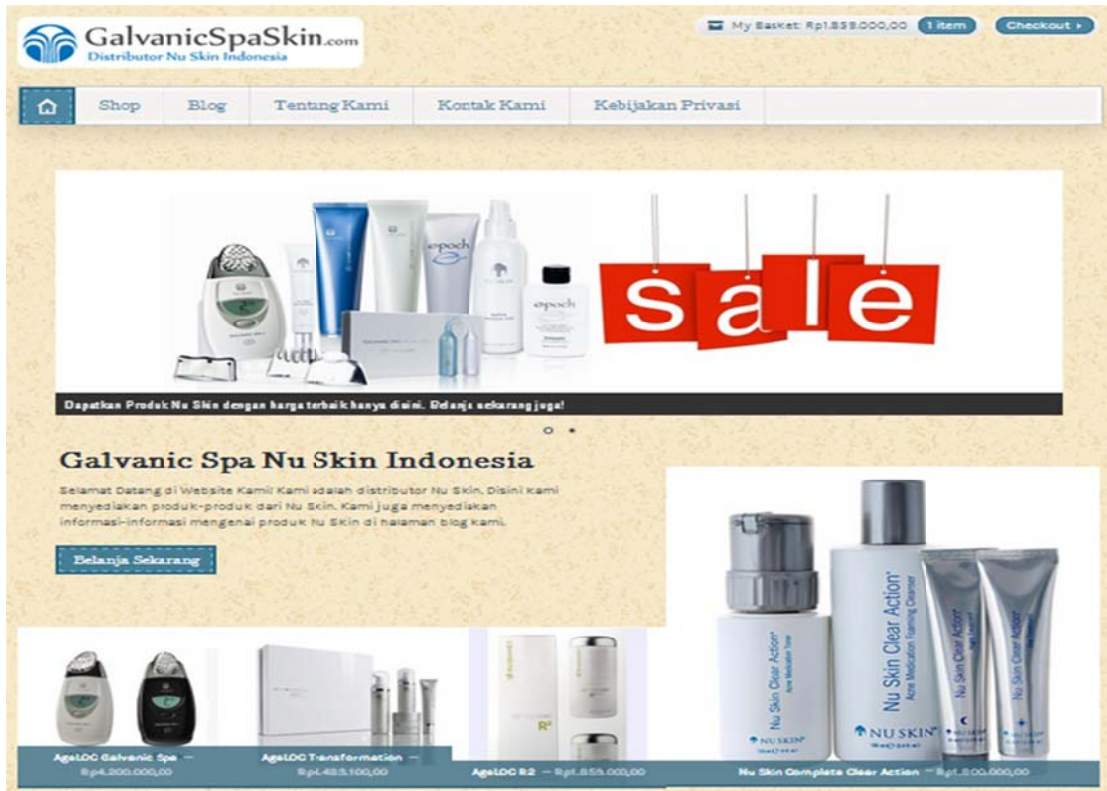
Figure 4. Website homepage of galvanicspaskin.com

The ranking usually was determined by two aspects of a website, i.e. the website context and content.

Website Context

The research used the free version of "Artificial" theme of WooTheme considering the emphasis of the cost which actually had been considered as good already seen from all of its features. This theme also gave a simple elegant look on the web thus making it more trustworthy for the visitors

Several plugins were used to design the web and result better look. Some of them were also the "system" of the website thus making them really important especially to result a simpler management. Galvanicspaskin.com was supposed to be an example web that would be used by all kind of distributors.

Website Content

Website content basically consisted certain form of text, picture, sound and video. Galvanicspaskin.com mostly stored information about Nu Skin products as much as possible and needed to be as reliable and user-friendly as possible. Therefore, the content inside the website mostly was text and pictures of the products. For the font of the text, the website generally used "karla" and "sans-serif" in 14 pixels size. They were used because those were the original theme fonts that had interesting-looking and suited with the theme itself. As for the text especially in the blog section, it was completed with some tags and certain description plus keywords to make search on and off-page search engines more functional.

Advertising

Web development was not all about its context and content. It also included the advertising as its marketing strategy. Advertising on internet that was famous was Google AdWords with its PPC (Pay per Click) method. This method was considered quite helpful because Google tried to target people who were most likely would click the ad. The advertising on Google was really helpful because it was the biggest and famous search engine that was used by most of internet users. Google search result was considered quite actual and could lead people who used it go through the most relevant result.

Historical Data

Historical data was a data that showed the traffic of visitors for the past few days for this research. Some visitors visited the website from the ads on Google search result. They looked for some keywords that were match with one of many keywords that the advertising set earlier. The product from galvanicspaskin.com that was advertised was AgeLOC Galvanic Spa. It was a well-known product of Nu Skin and people in Indonesia sometimes searched for its product specification on Google. Below was the overall click of the ad for the last 3 days.

Table 4. AdWords result of galvanicspaskin.com

Day	Clicks	Impressions	CTR	Avg. CPC (Rupiah)	Cost (Rupiah)	Avg. position
2/16/2014	11	346	3.18%	4,650.00	51,150.00	1.5
2/17/2014	13	358	3.63%	3,996.31	51,952.00	1.9
2/18/2014	41	1061	3.86%	1,053.56	43,196.00	2.6
Total	65	1765	3.68%	2,250.74	146,298.00	2.2

On the table above, it could be seen that the total clicks for the ad was 65 in 3 consecutive days. Impression stood for how many often the ad appeared on Google website and its website partners. By seeing from the table above, the ad had its highest number of clicks in the third day about 3 times of the previous day with the average CPC (Cost per Click) of Rp 1053.56 which was also much lower than the last two days. The number of visit might come from the ad with certain keyword. In Figure 4.8 below, there was a list of keywords for the ads (Galvanic Spa) that was set at the first time the advertisement launched.

Figure 5. AdWords Galvanic Spa keyword

Keyword	Max.CPC [?]	Clicks [?]	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]	Avg. Pos. [?]
galvanic spa	auto: IDR6,899	32	257	12.45%	IDR1,739	IDR55,636	1.3
perawatan wajah	auto: IDR6,899	9	706	1.27%	IDR3,338	IDR30,044	2.7
produk nu skin	auto: IDR6,899	9	89	10.11%	IDR1,185	IDR10,664	1.3
galvanic indonesia	auto: IDR6,899	5	41	12.20%	IDR903	IDR4,513	1.5
setrika wajah	auto: IDR6,899	3	53	5.66%	IDR1,332	IDR3,997	1.4
anti aging	auto: IDR6,899	2	32	6.25%	IDR7,352	IDR14,703	2.3
produk kecantikan	auto: IDR6,899	2	211	0.95%	IDR5,178	IDR10,355	2.5
solusi jerawat	auto: IDR6,899	1	52	1.92%	IDR8,704	IDR8,704	3.2
ageloc body	auto: IDR6,899	1	15	6.67%	IDR6,382	IDR6,382	1.3
perawatan galvanic spa	auto: IDR6,899	1	1	100.00%	IDR1,300	IDR1,300	1.0

There were strategies in setting keywords in AdWords. They could be changed and erased anytime by the admin of the advertisement and the control was quite easy. The strategy that could be used was that after setting some keywords and then got the result after few days, the keywords needed to be reviewed. After that the keywords that were felt unnecessary could be erased to generate more clicks in the other potential or the effective ones.

Website's Store System
Galvanicspaskin.com website system was based on e-commerce of WooThemes. The provided system was used in the website to generate simple transaction process and its management. The store was created by means to provide transaction facility for interested visitors or customers that previously read about the information of the product.

Figure 6. Store system: Add to cart

Conclusion and Recommendation

Conclusion
These data were collected from various sources and had been analyzed in the previous section. These analyses of the data would be then turned into more specific answers for the research questions and used to generate best applicable recommendations.
Below were the research questions and answers based on the analysis:
1. What is the most possible and applicable marketing strategy to be used by Nu Skin distributors to effectively able to attract and sell the products via internet?
   - The best internet marketing strategy that helped the website to get people recognition was by using Google AdWords as advertisement on specific product. This advertisement was proven to be effective because it could attract numbers of visitor to go and check the websites. This strategy was supported with the help of proves from AdWords activities. The AdWords generated and attracted 65 new visitors to the website in just 3 days and the average of the Cost per Click (CPC) of the ad per day was also considered low, which were Rp 4650, Rp 3996 and Rp 1054. This numbers of advertisement was categorized as cheap since the people who clicked the ad were the ones who had interest on the products and in specific location that was set manually by the ad creator so that the advertisement would be more effective and directly to targeted internet users in certain locations.
   - Social media interaction between admin and visitors or customers was one aspect that was highly necessary because it could maintain the visitors in accessing the website and provide tips & tricks and also latest information so that people could see and know it by directly accessing the page or even then they open their social media newsfeed, latest updates from what or whom they followed in that social media.
2. What kind of informative commercial website is most likely made by Nu Skin distributors to deliver useful and interesting information to new potential and existing customers?
   - Based on the created website, galvanicspaskin.com and interviews, the website that stored lot of information regarding Nu Skin products, had simple and easy-to-understand design and

provided good interaction features with the visitors or customers were the best ones that every informative commercial website had to have. These features were actually simple but according to the interviews, these were the factors that were needed by almost every party that accessed the website. But the key feature was actually the full information since it was the core advantage that galvanicspaskin.com had. Besides, the web also had to create a good e-commerce system that was simple enough to be used by visitors and managed by web admin.

- For the design, according to the interviews and customer relation strategy analysis, the best design to be created in the website was the one that had simple look that could indirectly lead visitors to access every page of the website. In galvanicspaskin.com, the design was completed with a moving-slide that showed recommended products, related product feature below every product page and comment section on every page that could be a media to discuss what people need or anything else they needed to question about. Besides, the website also had share button to famous social media such as Facebook.

3. What kind of content does the website need to enhance its performance?
   - According to the website strategy, the content that was necessary to be put into the web was the one that could attract people to visit the web. This could be the product information in any kind of aspect such as product ingredient, how-to-use, review, and even tips about everyday use etc. This was actually the reason why people tended to visit certain website and check again in the near future. Therefore, these types of content should be stored more accordingly to generate better performance.
   - The content stored inside the website needed to be as simple but complete as possible to lead people in fulfilling their needs. However, considerations for each type of the content such as font type, video length, etc. should still be done in order to deliver its message completely in an interesting way.

4. What is the best possible management of the website to control its processes?
   - The performance control of the website was quite easy considering the provided system from the web theme.. The website that had been applied with the system would then be easy to control because generally users could monitor its performance and set things up better and easier. The control of the website should be adjusted with conditions of distributors thus making it more effective that way, for example 2-3x a week.
   - As for the advertisement, Google Ad and Google Analytic provided by Google itself were quite easy-to-use tools. Users could monitor traffic of the website and turn it into a good strategy. For example, Google Ad was easy to control because its function that was understandable and flexible to implement. And as for social media, it was generally more flexible but still it needed to be put in sight for at least twice a week. Therefore, ad and social media would not be a problem for distributors in managing and controlling the performance of the website.

Recommendation

Recommendation of the research was separated into some factors in order to get the best recommendation for every activities and performance of the website. These following factors were actually about the performance of the website which would then ended with some recommendation for each factor. The recommendations would also mix the result from the interviews with its recommendation as well from all participants. These factors were:

- Web design and development

The website design was currently good, but in order to reach and facilitate more visitors, the website needed a media that could result people interest in using the website, such as more content like video, better design that made its look more professional and private chatting media between admin and visitors.

As for further development, the website needed more strategy rather than relying on advertising agencies considering the budget and other web performance. There was also a strategy to make the website resulted high ranking in search engine page (SERP). This strategy was called as Search Engine Optimization (SEO) resulting organic search result or 'free' visitors because of its capability to get more visitors as the website was ranked high. This strategy needed to be used for the future of the website because it could not rely on advertisement all the time.

- Internet marketing

Internet marketing that had already used for the research was Google AdWords. After implementing this ad, there were some considerations needed to be thought about. This ad could actually make another campaign to advertise its other products. Therefore, the products would get many visits and the website could make fortune from it. This ad agency was actually good at it, but in order to attract more visitors, a social media such as Facebook or Twitter were required. Social media was where people looked for various kinds of information and also a media to connect various kinds of parties. There were also advertising agency for these kinds of social media.

- Web performance based on reach, richness and affiliation

The first one was 'reach'. Reach for galvanicspaskin.com was actually less good because it was now only supported comment section and text message through certain provided number owned by the admin of the website. For this 'reach', there had to be provided some media, such as social media. Social media interaction would be a good choice because website such as galvanicspaskin.com needed followers and people attention to be better from time to time as their attention and comments to specific things could be made into improvements of the website.

The second was 'richness'. This richness of galvanicspaskin.com was located in information as mentioned before. This information was the core advantage of the website.

The last one was affiliation. The affiliation of the website was actually good enough because of its ability to support mobile devices and its layout and features that were actually easy-to-understand. The website also inserted feature that could lead people and make them checked the recommended products that were shown in the homepage of the website.

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