

return on Objectives

wavelength

Savvy Counsel | Relevant Creative | Measurable Results

Web Site Development

Overview

This outdoor furniture manufacturer needed a complete web overhaul. Prior to the site upgrade, Casual Living's site did not reflect their market leadership or product quality. It also did not engage or serve customers.

Objectives

- Deepen relationships with dealers by making it easier for them to do business with Casual Living
- Save staff time
- Attract new dealers
- Position the company as a market leader

Solution

We evolved the static site into one that supports business activities. We improved the company's visual presentation and leveraged three key differentials: customer service, product quality and color selection. We also ensured that the web site integrated with the company's new brand strategy.

The site features a password-protected, dealer's only section that allows qualified dealers to:

- Place orders online
- Download and modify price lists
- Download product images and logos
- Maintain account information

Casual Living's staff protects the integrity of their data by approving dealers before providing access. Casual Living also uses an administration tool to update job postings.

Return on Objectives

Dealers began conducting business with Casual Living online vs. phone or fax, resulting in an immediate time savings for Casual Living's administrative staff.

There were 219 dealer logins in the first quarter of 2009 alone.

Time on site increased by 218%. Pages viewed increased by 130% demonstrating the amount of time dealers were now spending online in business activity or learning more about Casual Living's products and benefits.

Casual Living is providing its dealers with more marketing support than ever, and reducing costs associated with the old way of supporting dealers (such as shipping image CDs).

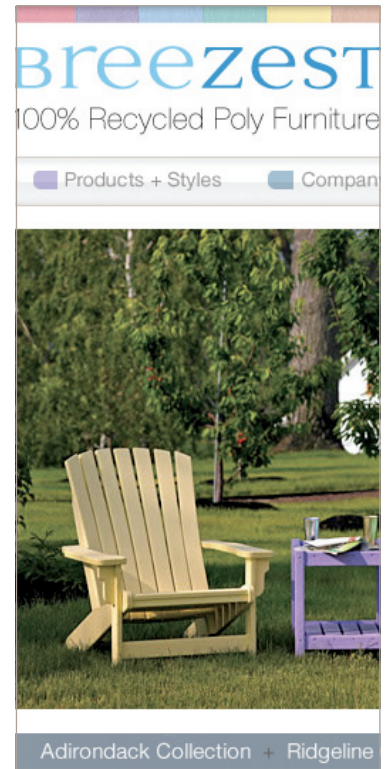
Sales reps use the site as a selling point.

Your web site should serve as more than an online brochure. Use it to engage customers and streamline operations. From site facelifts to comprehensive interactive strategies, social media to search, we can help.

Call Jennifer Peterson at 717-823-6939 or visit us online at www.wavelengthb2b.com

savvy counsel
relevant creative
measurable results

We put them to work for you.



CASUAL LIVING
products unlimited, llc

This site accomplished all of our key objectives. Dealers love it. It saves our staff time processing orders and spent managing administrative requests. Dealers have on demand access to pricing and images. They can place orders at their convenience. We are very pleased with your performance on this site. And we're ready to take it up a notch.

– Owner, Casual Living Products Unlimited (April 2009)

wavelength
B2B

1525 Oregon Pk. Suite 602
Lancaster PA 17601
717.823.6939
jennifer@wavelengthb2b.com
www.wavelengthb2b.com