

Case Study: Colorado Pen Direct

Needing to translate their retail success on to the Web market space, Colorado Pen needed a firm who had breadth of experience in business consulting, traditional and interactive marketing, and technical expertise.

The company wanted a vendor to lead them through the development of their new sales channel from business process mapping to marketing to web development.

While the overall goal was to increase sales and revenue, staying true to the brand was crucial.

There was also a need to utilize database-driven marketing and analyze customer behavior and buying patterns to support and improve the online store as well as other sales channels. Colorado Pen Company desired a customer-friendly site that loaded fast in spite of a plethora of beautiful images. And, they needed the capacity to manage the online store independent of an outside vendor.

We met all their needs and more, and the result is a technically sound, user-friendly and highly-effective website that is boosting sales and reaching a whole new audience with awareness of the Colorado Pen brand.

"They worked with us during our business plan phase to create a successful brand and marketing plan. The brand that was created has helped to propel our business beyond our expectations in just one short year. People know our name, recognize our logo and comment on our marketing pieces often.

We owe it to the group and specifically, Terri, for taking our company vision and communicating it to our clients through beautiful and thoughtful design."

