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Marketing Media • Landing Pages • Squeeze Pages • Explainers • Whiteboards • & Much More!

Case Study: Marine Bone Discovery



Overview

The Client had already spent a large amount of time and money to develop a multi-landing-page website for the sale of a new product, but had little to show for it. Their copy was based on a modular print catalog format and was very challenging to replicate on a responsive web system. Their launch date was quickly approaching and they weren't going to be prepared for it.

The Challenge

They needed to convert long-form Copy into eight separate Landing Pages utilizing a limited budget and quick turn-around time. The pages were highly complex, and comprised of a majority of sidebars and callout boxes. The entire website needed to blend seamlessly with their store and shopping cart system, and be uploaded into a dedicated server with which they were having technical issues. The web pages also needed to be merged with the Shopify Liquid script to ensure a seamless integration with the shopping cart and purchase system.

The Solution

Coordination with a marketing copy expert allowed us to streamline and remove some of the graphical complexity. A custom style library was created to meet the project requirements while emphasizing the brand. The website was developed using PHP pages, and scripting was done with HTML5, CSS3, PHP, and JavaScript. Even with the deletion of significant print elements, because of the complexity and modularity of the copy elements, ten separate levels of resolution formatting had to be developed to provide a consistent design at every media resolution (instead of the standard two or three levels of resolution). Although a daunting task, a combination of design and coding expertise allowed the project to be completed on time and within budget, with few revisions required.

The Results

The Client was extremely pleased. The website was able to launch on schedule, and received an unprecedented amount of traffic and product sales. As a result of the high volume sales exceeding expectations, it became a challenge to keep enough of the product inventory in stock.