

CASE STUDY

Case-study 2 : Illustration Gifts, ecommerce meets illustration

Background

Illustration Gifts are an online gifts retailer specialising in the supply of limited edition greetings cards and t-shirts featuring the designs of up and coming illustrators and artists. The client had an existing website and undertook other forms of traditional marketing to attract visitors to the site.

Business Need

The client approached We Are Web to develop a more sophisticated website which would include both an eCommerce platform and features which would drive visitor conversion and data acquisition through email and social networks.

The website also needed the capability to be easily updated by the Illustration Gifts team as well as providing flexibility to further extend the site with advanced functionality in the future.

Finally, the brief included assistance with online marketing development and execution.

The Solution

We Are Web built a bespoke website with full ecommerce and content management capability. The site features an email sign up facility which links to a back end database and links to social networks such as Facebook.

In order to support the website and in response to the client brief, a presence on social networks was established as well as a range of emails to use in launch and customer acquisition campaigns.

CASE STUDY

The Results

We Are Web have helped Illustration Gifts achieve a constant increase in website visitor numbers since launch as well as growing a significant opt-in email list in a matter of weeks. Revenue generated via the site has continued to grow at an average rate of 16% per month, which has helped support return on investment for the client.

“ We Are Web provided a first class service..”

Frank Johnson – eCommerce Director