

ACME LIGHTING

What can make a business website successful? A company by ensuring it has a sound website strategy can help ensure its success. A company such as Acme Lighting with the help of IBF Interactive developed a successful website strategy.

The Acme Lighting was looking to upgrade their website and with the help of IBF Interactive and a sound website strategy, goals, and objectives they were able to achieve what the company was after. The company's goal was to retool its marketing focus around the website while lowering printing costs, and expand the number of products displayed and be able to making changes on the fly to the product mix. The company's strategy was to "Create an interactive site that would give customers a 24/7 library to allow them to learn about product and research the information that they needed. The site was also designed to be able to take customers on product tours while they were on the phone with customer service representatives and for product demos with design teams without the cost and necessity of visiting the stores" Bob Rice VP Acme Lighting. The measurement of success was the original cost of the project required a 1% increase in sales and year to date sales are up over 17% for the company.

The implementation of this turn around was done in the latter half of 2005 and by November of that year the website was up and functional. The company skipped mass mailings to the 30,000 plus customers and instead favored a target catalog distribution and encouraged customers to use the 3-D catalog to see for themselves. The company would not divulge the original cost to develop the site but did say that with a 1% increase in sales the project would pay for itself. Bob Rice only had good things to say about their venture with IBF Interactive and the

design and implementation of the website. IBF Interactive was able to provide the technology at an affordable price for Acme Lighting to keep them on the frontline in the lighting industry.

The cost of the website to maintain is reasonable in the eyes of the company. The company currently has about 275 products on the site for viewing, which is up from the 75 items the old site had and the average cost per items is around \$25 dollars a month. The website has saved the company at least \$10,000 dollars this year in print media costs alone. The average length of stay on the website has jumped from 30 seconds to over 3 minutes. For the company this has been a very profitable investment with sales increase of 17% on the year so far. The company VP Bob Rice could not be happier with the results.

The company benefited from their website. The project has already paid for itself with the reduced printing costs of outdated material and the increased time spent by customers on the website the company has a bright outlook. The cost for maintaining the website is the cheapest available at the time so cannot fault the company for that. So the only recommendation is truly for the company to keep doing what it is doing at this time.