



Case Study: Web Design & eCommerce

Getting 'All Dolled Up' for Online Success

In early 2009 All Dolled Up Jewellery, a retailer of fashion and costume jewellery, appointed Pulsion Technology to provide a turnkey eCommerce web site and associated services. Operating in an increasingly competitive area of the retail sector, the move from retailer to online retailer seemed the natural next step in the company's growth strategy. The website, with full eCommerce 'shopping cart' functionality, is based on the market leading Magento solution. A fully managed service including search engine optimisation, online marketing strategy, online ad campaign management and IT support, optimised the launch of the site and ensured maximum impact. In May 2009, www.alldolledupjewellery.com was launched.

Debbie Stewart is the founder of All Dolled Up Jewellery and the driving force behind the business. With many years experience in running retail businesses, Debbie was aware of the opportunities to really grow All Dolled Up through an online revenue stream.

The Need For Change

Debbie explains, "With my background in retail, I was well aware of the overheads associated with setting up and running shops. To gain good footfall the shop has to be positioned in a prime location, which comes at a huge cost. Statistics prove that the eCommerce market is growing against the backdrop of the recession. With well know high street names going under every week, it's a particularly worrying time for smaller retailers. However, online commerce seems to be bucking the trend, with some retailers making up to 500% more profit online than in-store. I wanted to be part of the success story and worked alongside retail consultant Norrie Stewart to select Pulsion Technology as the partner to deliver a full eCommerce managed service."

Moving Online

As the project commenced, Debbie had a clear vision of which direction All Dolled Up should move in and what markets could be targeted. However, within All Dolled Up, there was very little technical expertise and no experience of producing online marketing strategies. Various members of the Pulsion team, including marketing consultants, web designers and eCommerce specialists, worked closely with Debbie to scope out exactly where they wanted to be online and how to get there.

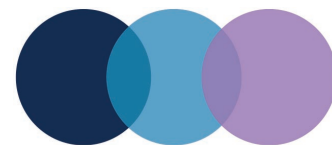
"Our main objective was to have a high quality, modern website which was easy to use, would attract large volumes of traffic and encourage large volumes of sales."

Project benefits:

- » Online exposure worldwide - 24/7
- » Increased revenue and operational cost savings
- » Fully automated sales and invoice processing
- » Reduced investment normally associated with traditional shops
- » Easy to navigate website & shopping cart
- » Secure and remote access
- » Full managed service - affordable monthly payments

Project Deliverables:

- » Fully functional eCommerce website
- » SEO consultancy
- » Google Ad Word Campaign management
- » Voucher discount system
- » IT Managed Service
- » Web visitor statistics
- » Fully integrated stock and invoice management
- » Integration with payment gateways – PayPal, World pay, Google Checkout, 2checkout
- » Management Reporting



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We wanted to gain much more exposure than we would with a traditional shop and hit a wider audience, 24/7, but with lower investment costs. From the initial meetings with Pulsion, they were able to explain in non technical terms how this would be achieved. We now know that it's not just about having a sleek website which is easy to use and allows online purchasing. With over 9.8 million websites listed against the search term 'costume jewellery uk' on Google, it's clear that ranking highly in the results page is just as, if not more, important than how the website actually looks. To run in parallel with the launch of the site, Pulsion produced an online marketing strategy which consisted of Google adword campaigns, viral email campaigns and search engine optimisation activity including link building. These have all contributed to large numbers of visitors to the site and our site rising in the search ranks for our chosen keyword terms", says Debbie.

Fully Managed Service

"Having one company run and manage everything was a key success factor in the project. Pulsion provided a full managed service and worked closely with All Dolled Up to provide this service on an affordable monthly fee basis. All of the technical requirements of setting up email, registering the website domain name, setting up and designing the website and making updates to the website is managed by Pulsion. Things like our email system are managed over the web, meaning minimal investment in the supporting IT infrastructure.

For us, having one company do everything saved a lot of time and money. Pulsion has the technical skills and eCommerce experience to provide everything from IT support to design and online marketing consultancy. Our website has the same look and feel as that of other market leading retailers' online sites. As part of our monthly managed service fee, we can call on design services to make graphical changes to the website, Pulsion can manage or run new online adword campaigns on our behalf and manage multi channel marketing campaigns." says Debbie.

Flexible Reporting

The All Dolled Up website is based on the Magento eCommerce software platform, which is being adopted by a large number of leading online retailers. Using this technology allows Pulsion to provide a full web design and eCommerce service at competitive rates. Some of the key features adopted on the All Dolled Up site include shopping cart facility, integration with payment gateways including PayPal and flexible search facilities. There are also a number of management tools which make the actual fulfilment and operations side of the business run more efficiently. These include management reporting and stock control.

Debbie comments, "The managed reporting function has allowed us to analyse our sales and customer data, therefore letting us target specific discounts and promotional campaigns accordingly. The solution provided by Pulsion is a seamless eCommerce and stock management system. The full

process of taking orders, fulfilment, shipping and invoicing is fast, efficient and is all managed in one system. Not only are our sales increasing but our operational activity is more efficient and cost effective."

Staying Competitive

"Although we decided to launch All Dolled Up to primarily sell jewellery accessories, the future will see us grow our jewellery product range but also diversify into different markets with different products. With an online shop and with ongoing support from Pulsion Technology this should be a smooth transition. The walls within a virtual shop are elastic, meaning All Dolled Up can expand easily. As our business grows, we won't have the physical or investment boundaries of a traditional store. We are growing at an impressive rate and are excited about the future for AllDolledUp.com and the new tools available to help us grow even more online," concludes Debbie.



All Dolled Up Jewellery is an eCommerce website featuring Costume and Fashion Jewellery