

Customer: Creative Calendars
Web: www.advertising-calendars.com



• **Brief\Requirement**

Established for over a quarter of a century Creative Calendars had developed a loyal and steady customer base. Creative Calendars attempted to grow their business by designing a new company website themselves. After not seeing the results from this that they had hoped for, they contacted the Easyspace design team to see if they could help.

The main requirement for the Creative Calendars website was to bring their extensive range of available calendars to a much wider audience by developing an online directory.

• **Solution**

Easyspace had to design a site that was slick, visually attractive, easy to navigate and ultimately one which would bring further success to the Creative Calendars business. Understanding and appreciating the busy workload of the team at Creative Calendars, the Easyspace team of designers and developers had to use their own initiative and

experience to exceed the expectations of the brief and deliver a site that was just as creative as the calendars offered by Creative Calendars.

• **Outcomes**

Creative Calendars have seen a significant increase in enquiries and sales since the launch of their new Easyspace designed website. They have more visits to their website than before and had received a number of sales within the first few days. The website allows potential customers to go online and view samples of Calendars before purchasing, which, compared with the previous process of manually sourcing leads and posting out samples before sale, is more efficient and allows Creative Calendars more time to focus on promotion of their service.

On top of that, the Creative Calendars site is hosted within a data centre owned and managed by Easyspace, allowing hosting costs to be kept to a minimal and security to be kept at a maximum.

• **Client Comments**

"The new website gives a "one stop" approach to all of our products. They are showcased in such a way that our potential customers can quickly and easily locate their exact requirements - and order online!"

"Web "novices" like ourselves could never have achieved the visual impact of our new website. It has also been designed using software that will enable us to make changes and updates very easy."

