

Bringing customers online and then into the store

Sky Nursery is one of the leading garden centers in the Northwest, with a very loyal customer base.

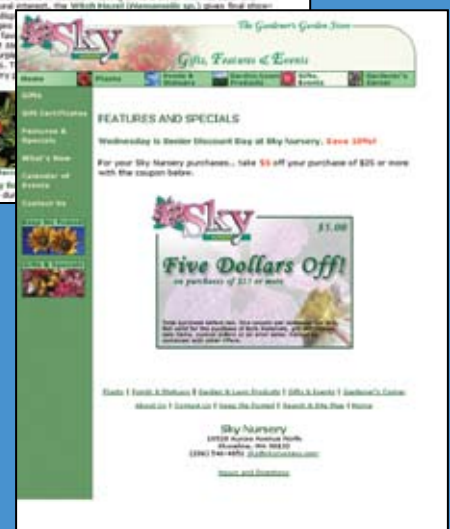
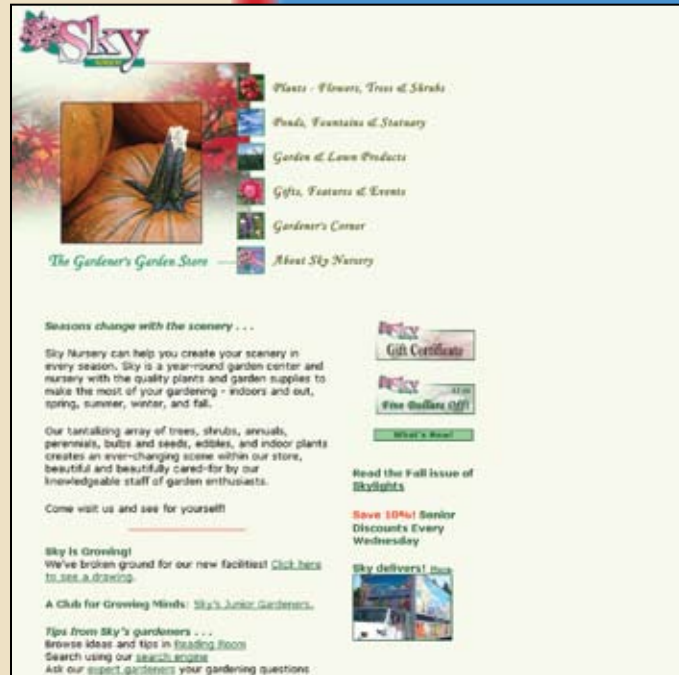
Strategy and Approach

- Developed personae and messaging for the site's target audiences: avid gardeners, weekend gardeners, gift shoppers and young gardeners that positions Sky as *the* gardener's Garden Store
- Created the site from the gardener's perspective, and designed content to educate and enhance the gardening experience
- Designed the information architecture and navigation to enable visitors to easily access the site's rich content and integrated it with a search tool to make site visits even more enjoyable
- Created and deliver a monthly customer e-newsletter for those who have signed up to receive it
- Manage the site to assure that content is always fresh and interesting to gardeners and customers

The Bottom Line

Sky Nursery's Website enjoys steady growth in traffic, brings customers to the store and to sponsored events and contributes to the company's increasing customer base and sales.

www.SkyNursery.com



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