

Creating a place where "cooks love to shop"

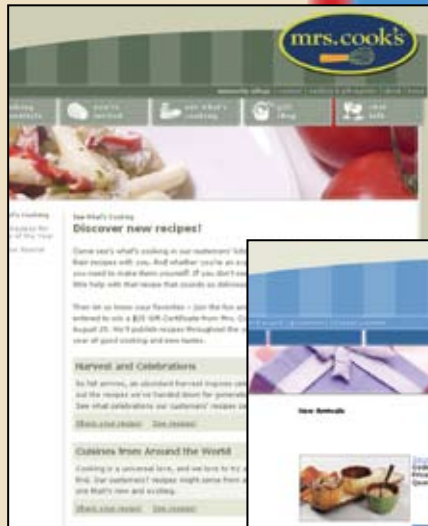
Mrs. Cook's is an eclectic cooking store that offers a wide variety of cookware, appliances and home furnishings for chefs of all tastes and abilities.

Strategy and Approach

- Developed personae and messaging for their unique target audiences – the passionate chef, the sometime cook and the gift giver
- Designed content, navigation and interfaces for visitors to easily find the products they need and discover other products that they can use
- Created and maintain an online gift shop, with bridal registry
- Designed and strategically located online interactivity where visitors can share recipes, suggestions and get online updates
- Created and deliver a monthly customer e-newsletter and e-mail marketing program
- Manage the site to assure that content is always fresh and interesting to cooks and shoppers

The Bottom Line

Mrs. Cook's saw an increase in visitors and sign ups for their e-newsletters and events. The online store has been a growing success, providing an additional sales channel.



www.Mrs.Cooks.com



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425.869.2157

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