

New Website Connects Instantly to Target Markets

PrimeVoice: A Web Design Case Study

www.primevoiceonline.com

PrimeVoice's Unique Situation...

PrimeVoice is a new division of an existing company, Virginia Broadband. They came to us needing a more effective way to market online and heighten the credibility of their brand. With a better website, they sought to accomplish their objective of the need to recruit sales agents to sell their services. PrimeVoice was already marketing directly to their clients; however, they needed to improve the speed with which they developed a sales agent organization. Striving to communicate credibility and professionalism online, we developed an online marketing plan that would meet their various objectives.

Challenges in Creating their Marketing Plan...

- How can we convert website traffic into prospects through a more efficient web presence?
- How can we communicate credibility and attract other companies to become part of their sales agent organization?



Overcoming Challenges with Solutions...

This project began with the development of an entirely new website. Organization of the site needed to appeal to the two different target markets – direct buyers of their services and sales agent organizations. By structuring a unique navigation routine, we sought to maximize calls to action to achieve objectives. The site is simple to navigate and showcases their most important services. The site also appeals directly to potential sales agents. In addition, it provides a way for sales agent organizations to log in and access restricted product information.

Results, Feedback and Client Satisfaction...

The final result is a professional website that appeals to their broad network and customers who sell PrimeVoice's technologies to other companies.

"PrimeVoice was extremely impressed with how WSI took the time to understand our service and message. They then translated this into an excellent web presence that has already paid for itself by creating the online image that matched our world class offering. We highly recommend WSI's web marketing work and continue to enjoy their ongoing customer support."

Mark Williams, Director of Sales at PrimeVoice



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