

AdvancedEMedia

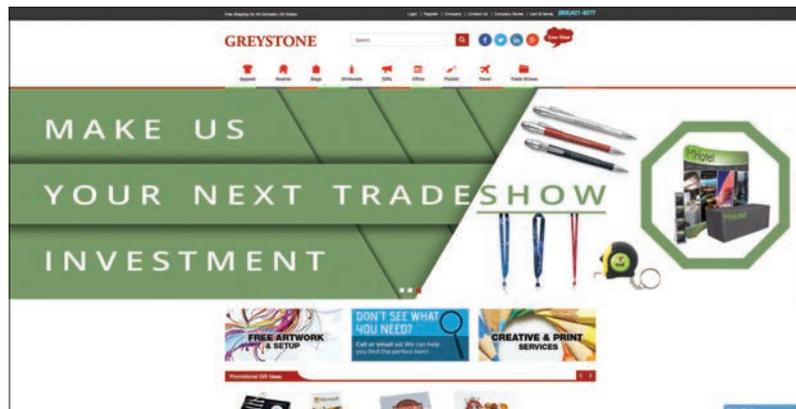
Greystone Specialties Builds Business With WebJaguar

Expanding one's e-commerce reach requires more than an information-only website. It demands a fully integrated website solution along with a comprehensive digital media presence.

"We've been providing promotional products, creative services, print services, warehousing and e-commerce storefront solutions for over 25 years," says David Bynum, president of Greystone Specialties. "Our business model has always been built on relationship accounts that we've cultivated and nurtured over many years, providing services to the Travel, Banking, Insurance, Financial and Educational industries to name a few."

A desire to reach an even larger audience prompted Greystone Specialties to think big. Its previous website was an informative site only. "In preparing our Sales & Marketing strategy for 2014/2015, we decided we would expand our brand awareness through a new fully integrated website solution along with an comprehensive digital media presence," Bynum says. Greystone's new site had to be a complete Management Information System (MIS), including Customer Relationship Management (CRM) and reporting functionality. It needed to include an integrated Search Engine Optimization (SEO) site map for organic lead generation and comprehensive customer support. Ideally all upgrades would be included.

Bynum reached out to online platform experts at AdvancedEMedia. Its e-commerce platform called WebJaguar provides small- to mid-sized promotional products companies an ability to easily automate and manage business with a fully featured website, e-catalog/content management, shopping cart, CRM and lead generation technologies. "We've provided a front-end and back-end solution to sell products online," says Bachir Kassir, president and founder of AdvancedEMedia. "We worked closely with ASI to develop data feed based on the ASI database. This gives distributors access to hundreds of thousands of products as a complete turnkey e-commerce solution."



"We're now in the middle of completing a small client storefront for their internal marketing collateral; the WebJaguar team helped me get it ready in less than three weeks."

David Bynum, Greystone Specialties.

The WebJaguar platform checked all the boxes, but Bynum worried about support. "Not having a full-time IT on the premises, I needed to make sure the WebJaguar team was going to walk us through the process and continue to provide support long after the initial setup." The solution: "WebJaguar assigned a CSR to our account; he has responded to all contact and given us prompt responses as well as allowing our IT to handle all setup remotely."

After six months, Bynum sees a positive effect. From an administrative standpoint, the WebJaguar platform has streamlined business. "We have the flexibility of running a myriad of reports from the admin back-end or export just about any data," Bynum says. "Once we've accumulated more historical data, we'll experience even more efficiencies." Though

it's too early to share sales data, Bynum definitely sees a promising start. "In just two months we've had nearly 20 leads generated organically from Google keyword searches."

He also feels confident that he and his team will receive expert guidance whenever there's a challenge or new application: "Since my staff here is not tech-savvy, we've needed a lot of support and have received help from several other WebJaguar team members besides just our assigned CSR, including their president, Bachir. We're now in the middle of completing a small client storefront for their internal marketing collateral; the WebJaguar team helped me get it ready in less than three weeks."

All that's needed for other distributors to get started on their own WebJaguar e-commerce solution is a Web browser. No special hardware is required, nor does any software have to be installed. WebJaguar is a cloud-based, turnkey solution. For more information, visit www.webjaguar.com/asi or call (888) 718-5051 for a free consultation and demo.