JADE J

ANDESIGN'S MARKETING STRATEGY

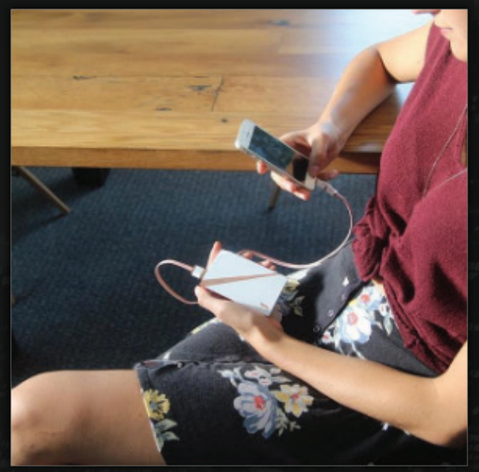
EVERY WEBSITE WE DESIGN BEGINS WITH A GOAL

Our client, **Jade J Tech**, approached us with the goal of creating an easy-to-manage e-commerce website that we could design quickly and hand over for them to manage thereafter. After researching our content management system (CMS) options, we decided on building his website through Shopify.

THEME

We first built a landing page in order to utilize the website as a lead-collection platform while we worked on the full e-commerce site. We built the Jade J landing page using HTML, CSS, and liquid for reliability, fast loading times and cross-platform compatibility.

The full e-commerce website is based off the Granada theme designed by SW-THEMES. We used custom CSS to fine tune the website to meet Jason's specific needs. Thanks to Shopify's easy-to-use interface, they are solely able to handle all of their online sales through this store.

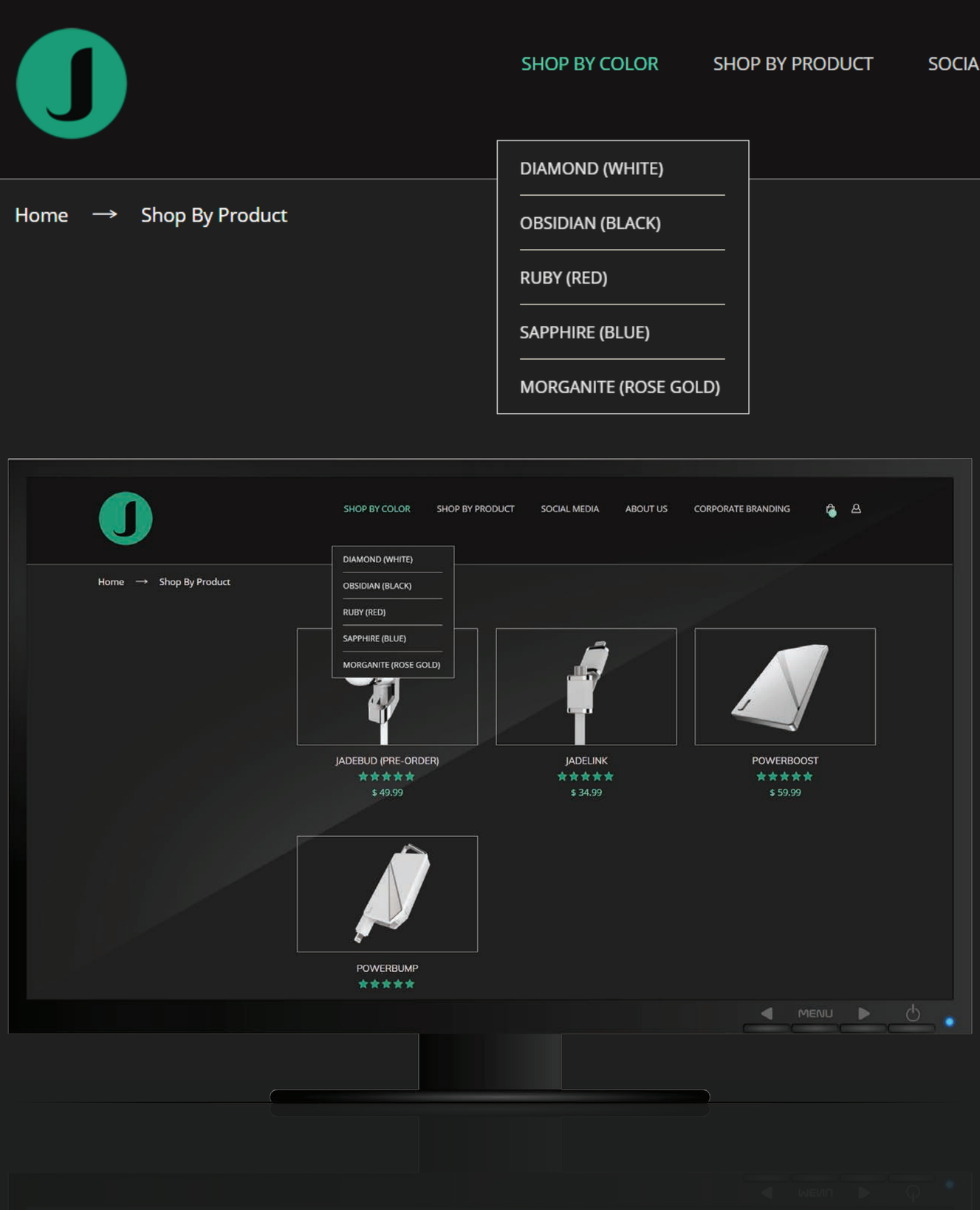


PROJECT OUTCOMES

The shopping experience is a journey. Much like making a purchase at any brick and mortar, the journey is experiential. We sought out to make the website the company's primary point of sale. People need to be able to go on that same journey in order to enhance doing business with you.

Re-route potential clients to your e-commerce by grabbing their attention via social media, featured content and brief company history. When planning out a web strategy for Jade J Tech, we made sure to create all of those possible outlets converged into the landing page.

The steps you need to have potential customers encounter before reaching the purchase phase requires some personal connection.



SHOP BY COLOR
SHOP BY PRODUCT
SOCIAL MEDIA
ABOUT US
CORPORATE BRANDING
Home → Shop By Product
DIAMOND (WHITE)
OBSIDIAN (BLACK)
RUBY (RED)
SAPPHIRE (BLUE)
MORGANITE (ROSE GOLD)

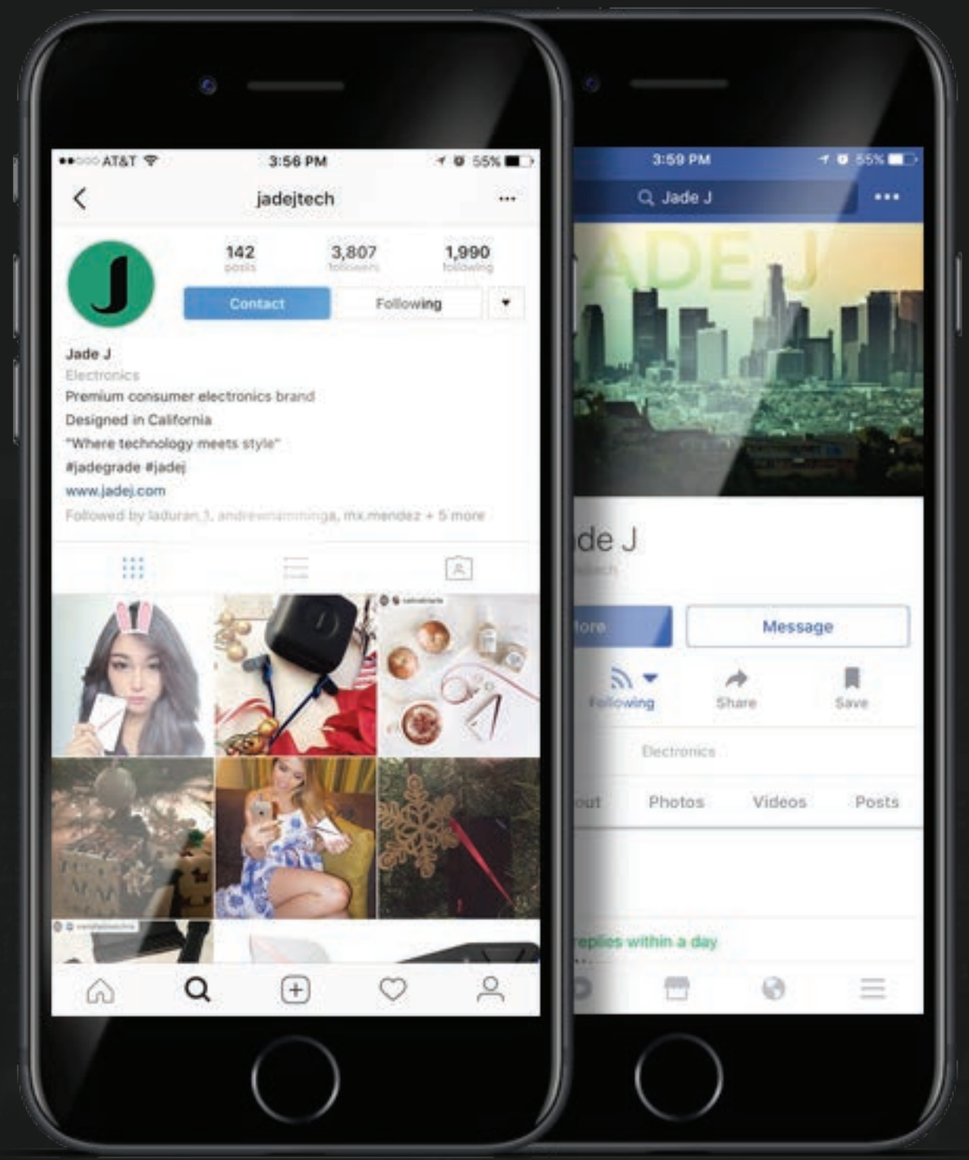
BACKLINKS

When designing the homepage, we made sure to create extra tabs redirecting back to important key points.

The client's brand revolves around a color schematic explaining its virtuosos approach to tech products:

- Shop by Color
- Shop by Product
- Social Media
- Corporate Branding Opportunities
- About Us

CONTENT CREATION

When choosing how to approach the product page, and whether to use photos or renderings, the client decided to use 3D files that we created in earlier rounds of product development.

In the process of debuting the website, we took over the brand's social media for the first three months of its campaign launch and garnered over 3,000 social media followers. We launched the client website with the debut of a lifestyle video which we placed on the homepage and shared across social media platforms.