

Website Design & E-Commerce Campaign for Jewelry Company

PROJECT DETAILS

📁 Web Development

📅 Jan. 2016 - Jan. 2017

💰 \$50,000 to \$199,999

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"We believe that their remote approach is a winner in today's competitive market..."

PROJECT SUMMARY

Plus972 provided e-commerce development, web design, and social media optimization for a jewelry company. They worked remotely.

PROJECT FEEDBACK

Plus972 successfully designed a website and increased sales. Their efforts increased traffic and engagement with content. The team is extremely versatile and completed the project efficiently.



The Client

Please describe your company and your position there.

SEVEN50 was founded in 2015 by Jeffrey Loloi, an Italian native born and raised in the beautiful city of Milan. Jeffrey started his jewelry company with a desire to create pieces with a taste in art, design and beauty for today's every day, modern consumer. Currently SEVEN50 now resides in New York. This past year, SEVEN50 has extended their managing list of bloggers and celebrities enormously as we pride ourselves in superior, jewelry design and personalization.

The Challenge

For what projects/services did your company hire Plus972?

Web design E-commerce Campaign design and Social media. As SEVEN50 began to quickly grow, innovative designer Jeffrey saw an opportunity to grow his business further and had a new approach on how to create and sell his jewelry. He realized that different target markets and trends exist in a vast range of up-to-date consumers, and what better way to capture these differences than through the use of different jewelry lines and social media.

By expanding into a managing firm, Jeffrey started his different lines by designing jewelry with public figures, celebrities, and fashion bloggers. SEVEN50 meets with each figure and collaborates with him to create jewelry which resonates with him based off of personal experiences, interests and tastes. Once sketches are finalized, SEVEN50 launches the exclusive line and markets through the use of social media, our company website, and the figure's own personal website.

What were your goals for this project?

Create a successful e-commerce page



Jeffrey Loloi
CEO, Seven50



Advertising & marketing

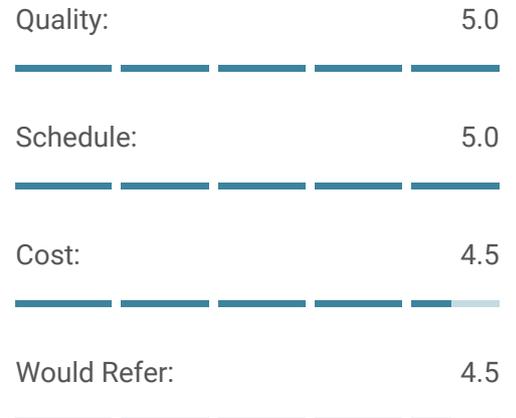
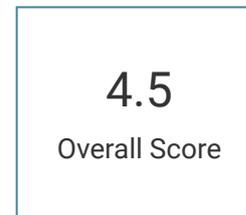


11-50 Employees



New York, New York

CLIENT RATING



The Approach

How did you select this vendor?

Friend's referral and we looked at their website and credentials. we interviewed four agencies before selecting them

Describe the project and the services they provided in detail.

Web design Consulting Marketing

What was the team composition?

Reuben - strategist Anca - creative direction Tiago - web developer Astrid - project manager

The Outcome

Can you share any information that demonstrates the impact that this project has had on your business?

Since their involvement we increase the sales and client engagement. We saw better quality traffic and more engagement with our content on social media

How was project management arranged and how effective was it?

Considering that they are very a child agency communication was fluid. We believe that their remote approach is a winner in today's competitive market for agencies





What did you find most impressive about this company?

The Company is so agile and versatile that would turn around revisions very efficiently and the process was so easy. It was remarkable to see how easily and how fast did that with the turnaround revisions based on our feedback. Being an international company weave on you quick turnaround times, and definitely we commend them for that

Are there any areas for improvement?

Improvements - we feel that at times there where it leave it to demanding in terms of feedback and then ask too many questions.

