

Company Profile

1888Lanyard.com is a business specializing in the design, manufacturing and distribution of premium quality lanyards and accessories. It is now part of Brady Corporation, a \$1.3 billion public company. The goal of this project was to create an interactive, design-your-own lanyard e-commerce website that could sell factory direct. Also, it will be able to provide its customers the convenience to transact 24/7 and the tools to self-serve for those who desire it.

Challenge

- Creating a new brand and customer base in a new market.
- Meeting tight deadlines for trade shows, meetings and website launch.
- Working through problems created by the original service provider that started the project.

Solution

There was also a need for the creation of a custom configuration tool for real time display of user designed lanyards. Also, to successfully reach new markets there was a great amount of effort put into Search Engine Optimization (SEO).

Results

Using Maximosity to implement it's zDIY application and it's SEO and PPC programs delivered sales that were 200% over initial projections.

Key Functionlity

- Creating a new brand and customer base in a new market.
- Meeting tight deadlines for trade shows, meetings and website launch.
- Working through problems created by the original service provider that started the project.

1888 Lanyard's interactive online lanyard designing with DIY application

"Maximosity is an end-to-end solution provider; technologically and bussines savvy." - Rick Liou

Background / Objective

1888Lanyard.com is a business specializing in the design, manufacturing and distribution of premium quality lanyards and accessories. It is now part of Brady Corporation, a \$1.3 billion public company. The goal of this project was to create an interactive, design-your-own lanyard e-commerce website that could sell factory direct. Also, it will be able to provide its customers the convenience to transact 24/7 and the tools to self-serve for those who desire it.

it was determined that Maximosity would work with 888Lanyard.com. In order to meet tight deadlines, Maximosity created a demo for a September 2006 tradeshow prior to the launch of the official website. There was also a need for the creation of a custom configuration tool for real time display of user designed lanyards. Also, to successfully reach new markets there was a great amount of effort put into Search Engine Optimization (SEO). With the intensive collaboration of 1888Lanyard.com and Maximosity the interactive web solutions was successfully launched on January 2, 2007.



Outcome

Maximosity Solutions was able to successfully launched a professional e-commerce website for 1888Lanyard.com Integrated within this website is the custom configuration tool that has proven to be one-of-a-kind. Through the combined efforts of Maximosity and 1888Lanyard.com, a #1 Yahoo! page ranking was achieved with top keywords. Continued pay-per-click efforts have also driven sales to a new level. In combination with the custom configuration tool and SEO efforts, 1888Lanyard.com has exceeded their initial projections over 200%.active web solutions was successfully launched on January 2, 2007.

Challenges

Creating a new brand and customer base in a new market. Meeting tight deadlines for trade shows, meetings and website launch. Working through problems created by the original service provider that started the project.

Solutions

The project was initially handled by another service provider for about six months. Due to several problems with the provider, Maximosity Solutions was brought in to take over the remainder of the project in August of 2006. After several meetings between 1888Lanyard.com, Maximosity Solutions, and the former service provider,

Testimony

"Maximosity's knowledge base and access to development, design and Q&A resources helped us to meet our target launch date and continues to provide us crucial operational support. 1888Lanyard.com would not be as successful today if not for the great work and dedication shown to this business by key members of the Maximosity organization."

- Rick Liou, Internet Marketing Manager

