

Case Study: Infinitely Simple eCommerce

Challenge

As a high-growth emerging brand BALMSHELL needed a marquee eStore website to promote and sell their product line. Without in-house IT resources or experience creating an online sales channel, BALMSHELL required an eCommerce solution that would help them every step of the way. This included developing an eStore website, maintaining it, training on the eCommerce system, and ongoing support services. Through this critical phase, BALMSHELL looked for a partner to make it easy and allow them to focus on growing their business.

“ OrderDynamics’ Dynamic Merchandising has helped Balmshell launch our brand and focus on our customers. ” - Jennifer Lees and Fiona Lees

Solution

BALMSHELL was referred to OrderDynamics because of their Dynamic Merchandising approach and high-touch philosophy towards Customer Service. For BALMSHELL, Dynamic Merchandising means they'll be selling faster and more efficiently without worrying about underlying complexities. OrderDynamics worked with BALMSHELL and their Website Design firm and consulted with them on how they wanted their brand reflected through their eStore. BALMSHELL was trained to use OrderDynamics immediately, even before the eStore was live. This allowed them to setup their products, payment services, and shipping integration in preparation for launch. OrderDynamics continues to provide guidance and support to BALMSHELL to ensure they are maximizing their online sales potential.

Benefits

- Sourcing eStore website designer as a trusted advisor
- Implementing the eStore, HTML code, and maintenance
- Dynamic Merchandising best practices and tactics
- Easily manage products, promotions, and website content
- Assistance implementing shipping automation and payment gateways
- OrderDynamics Merchandising Specialist for continued support
- Successful launch of BALMSHELL brand and continued high-growth

BALMSHELL™

Company: BALMSHELL Inc.

Industry: Manufacturing

Web: www.balmshell.com



About: BALMSHELL is a new, exciting lip gloss with a difference and is available in high-end retail boutiques, including Shopper's Drug Mart Beauty Boutiques and London Drugs across Canada, on Sephora.com and in selected Sephora stores across Europe and Canada. BALMSHELL can also be purchased online at www.balmshell.com. BALMSHELL Inc. is privately owned and operated by Jennifer and Fiona Lees and based in Toronto, Canada.