

Promo Website For a European Retail Company



How launching a website for a promo event allowed a retail company to proceed with the new market entry strategy and increase the number of customers by **13%**.

Challenge

To create a website for the promo event with intent to use as part of advertising campaign. The Website should give the user an opportunity to get acquainted with the promo event, put a question to Technical Support, to look through most-oft asked questions, to see the prizes, etc.

*instinctools team need to develop:



Wordpress plugin which displays the list of winners, adds ability to edit this list from the admin panel of the website



Display all information about future events on the landing page located on the wordpress CMS



Plugin for the news which allows news to be editable, to add or remove them from admin panel by administrator



Wordpress plugin which allows to subscribe on the website news



Add countdown to the promo event which sponsors are going to run soon.



Give users the ability to view most frequently asked questions and ask their own questions



View participating rules of the planned event

Solution

The website meeting the objectives has been developed, which allows to look through information of the following types: HTML pages, video, images, PDF. It is integrated with WordPress CMS.

Key features



learn rules for participating in promo event



view some recent news about past and future events



subscribe on exclusive offerings & news



ask question to Technical Support



get acquainted with frequently asked questions



see prizes

Technologies

Methodology: Waterfall



HTML



CSS



PHP



Wordpress



JS, Ajax

Do you have a similar project idea?

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