



Experts in marketing refer to this as dynamic content. Olga is not an expert in marketing, but she can tell that the Giffy CMS deployment has increased sales and given her more control over her inventory.

Overview

Olga had to choose the tea blends with the best chance of succeeding when she launched her online tea shop because there are hundreds of different kinds of tea. She reduced the selection to 25 items before launching her website.

On social media, one product was promoted each month as part of the marketing strategy.

The strategy worked, and orders soon began to flood in. Customers bought the tea blend advertised on social media instead of other products.

Management of the inventory became difficult. Olga was aware that she would have to estimate the order total based on the highlighted item and include a margin of error. Most of the time, at the end of the month, she would have an excess of products and an outdated inventory of other blends.

Even though tea has a very long shelf life, you should sell it as fresh as you can because that is when the flavor and aroma are most intense.

She and her marketing team came up with the idea of promoting various tea varieties while emphasizing their health advantages. Olga quickly realized, however, that managing a website with numerous promotions and offerings is easier than managing several social media posts.

Olga's husband, who worked in technology, suggested that she upgrade her website with a powerful CMS. She and the marketing team will be able to manage dynamic content on the website using a content management system.

The group started looking into CMS products and came across an article about a large corporation that specializes in assisting small businesses in implementing technology solutions. Olga found that intriguing because medium-sized and enterprise-level businesses typically use the highest-quality solutions.

She got in touch with Infiflex and found out about Giffy. With the assistance of a committed team of developers and project managers, small businesses can create web applications using the multi-cloud Rapid Development Application platform Giffy.

Even though Giffy can be used to create any type of web application, one of the best parts of the tale is how it turns out the platform already has a built-in CMS module. Olga found that the personalization required was minimal following a discovery session and free trial.

After the initial discovery meeting, Olga and her team only needed three weeks to start using Giffy to manage the content on her online store. Giffy is a subscription-based SaaS, so Olga can control costs by paying per user and easily add more users as her business expands.

Challenges

- Inventory management and rotation were difficult because buyers bought only featured products
- Social Media content was dynamic, but website content was mostly static and unchanged
- Updating the website with dynamic content was expensive and extremely time-consuming
- Enterprise CMS solutions were expensive

Results

- Personalized CMS solution using the native capabilities of Giffy
- Dynamic website content that is synchronized with the Social Media promotions
- Augmented engagement on multiple website pages
- Augmented website traffic
- Augmented sales
- Augmented market basket per customer
- More homogenous inventory rotation

