

museGrid

Marketplace for Adobe Muse Templates



museGrid, a new line of business for Pixel IQ, needed a website solution that could get us to market fast, with quality design & solid coding practices.

Background:

As Creative Cloud became more popular, and our agency realized more that there was an untapped market with these “creatives”, we used our experience with TribeVita and leveraged our team’s knowledge of Adobe Muse to launch a new business.

The challenge in our case was not money or expenses of creating another website; it was all about timing. We felt it was important to be visible and ready to start selling when the market demanded templates for projects within the New Year. So time was of the essence, and we had to get our site to market quickly! From concept of business idea to launch of the website was exactly one month to the day! Not to mention, we made our first sale the day of launch... not a bad start to a new business.

Process:

As we mention often, we drink our own kool-aid and practice what we preach. Being in the time constraint to launch our new line of business, we decided to leverage our own TribeVita frameworks. We took our existing PSD files, and “reskinned” one of our responsive templates with our museGrid branding. We designed our logo, chose our color palette, created our custom banners, added our products, entered content, and launched our new site... All within less than 30 days!

Project Results:

- Concepted, branded, designed, developed, populated and launched a new business website in 30 days
- Built a successful marketplace for Adobe Muse templates and widgets
- Launched a site which hit #1 on target keywords in organic Google search in one month using SEO coding best practices
- Leverage an easy to manage video module to update ongoing tutorials for our audience

Technology:

- ✓ E-commerce Module
- ✓ Responsive Functionality
- ✓ Unique Device Experience
- ✓ Video Blog Module
- ✓ Dynamic Carousel Web App
- ✓ Email Marketing System



Learn more about how SimpleFlame can help you achieve online success through a website solution built on Adobe Business Catalyst. Contact us today at [314.266.3485](tel:314.266.3485)