Case Study

Purvis Beer

www.purvisbeer.com.au

Get Started
seize the web

Industry
Food & Beverages

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Goals and Challenges

Purvis beer offers Melbourne's best and largest range of boutique, rare and exciting imported and Australian craft beer. Their aim is to establish a beer and cider only outlet that offers a massive range of imported and local craft beers online in Australia.

Our challenge was to build an ecommerce site that complemented their in store service and knowledge while also providing that "word of mouth" social feel to the experience of shopping. In addition to that, the site needed to compete against the big boys with their SEO. The result is a site that ranks highly in organic searches.

Solution

We utilised several in-built Kentico features such as Facebook Connect, Newsletters, Events Calendars, and of course the Kentico Ecommerce module incorporating the wishlist functionality. To encourage social networking we included the Facebook integration and a Twitter feed. A rating system where people can score each beer assists with generating the community feel that Purvis Beer wants to foster.

Because Purvis Beer office such unique products we wanted visitors to be able to search in various ways – hence we developed a Beer Finder. With 1000s of beers on offer the Beer Finder allows users to search and filter on many different aspects of beer from location to beer type and by keyword.

Results

Purvis Beer now has an online presence to match their brick and mortar store. They are getting excellent search results (often 1st page on Google when a beer is sought by name). Their online beer sales have increased by 50% and traffic by 70%. Most importantly the client is very happy and sees that periodic investment in the site will provide a rapid return on investment.

Key criteria for selecting Kentico CMS

Kentico was chosen for its numerous out of the box features such as Facebook Connect, Newsletters, Events, Shopping Cart and Whishlist. A CMS that was easy to use was essential for the client as they planned on updating products almost daily.