

Company Profile

1888Lanyard.com is a designer, manufacturer, and distributor of stock and custom lanyards and accessories, and is one of the fastest growing lanyard manufacturers in the world.

Challenge

- Creating a new brand and customer base in an established market.
- Meeting tight deadlines for industry trade shows and the website launch.
- Working through problems created by the original service provider that worked on this project.

Solution

To develop an interactive, design-your-own lanyard website, allowing customers access 24/7. Due to tight time constraints, a demo site was created prior to the official launch of the website. Search Engine Optimization (SEO) and viral marketing campaigns were used to attract a new customer base.

Results

A successful e-commerce website was launched using a unique configuration tool. Due to Zeon Solutions SEO efforts, the 1888lanyard site achieved a #1 Yahoo page ranking and sales for custom lanyards increased by 200%.

Key Functionality

- Customers had the ability to upload their company logos and preview their lanyard designs before making a purchase.
- Cross sell/up sell functionality offered customers additional products to increase sales.
- End-to-end integration to the production process significantly reduced lead times.

1888Lanyard.com interactive online lanyard design application

“Zeon is an end-to-end solution provider; technologically and business savvy.” - Rick Liou

Background / Objective

1888Lanyard.com is a business specializing in the design, manufacturing and distribution of premium quality lanyards and accessories. The goal of this project was to create an interactive, design-your-own lanyard e-commerce website that could sell factory direct. Also, it was important to provide customers the convenience and tools to transact 24 hours a day, 7 days a week. Due to their expertise with custom product configurators, Zeon Solutions was chosen to take over this project from a former service provider in August of 2006.

Customer feedback from the tradeshow helped to further enhance the design of the site. Zeon developers worked closely with the sales, marketing and operations teams to streamline the entire order-to-cash process. Zeon's Search Engine Optimization (SEO) and viral marketing skills were employed in an effort to effectively reach their target customers. With the intensive collaboration of 1888Lanyard and Zeon Solutions, the interactive web solutions were successfully launched on January 2, 2007.

Outcome

Zeon Solutions was able to effectively launch a professional e-commerce website for 1888Lanyard.com. Integrated within this website is the custom configuration tool that has proven to be one-of-a-kind. Through the combined SEO efforts of Zeon and 1888Lanyard.com, a #1 Yahoo! page ranking was achieved with top keywords. Continued pay-per-click efforts have also driven sales to a new level. In combination with the custom configuration tool and SEO efforts, 1888Lanyard.com has exceeded their initial projections by over 200%. Gross margins have also improved 4% as a result of the cross sell/up sell strategies that were employed.

Testimony

“Zeon's business knowledge combined with their exceptional development, design and Q&A teams helped us to meet our target launch date and they continue to provide us crucial operational support. 1888Lanyard.com would not be as successful today if not for the great work and dedication shown to this business by key members of the Zeon organization.”

- Rick Liou, Internet Marketing Manager

Quantity	100+	200+	500+	1000+	2500+	5000+	10000+
Price Per Unit	\$1.24	\$1.10	\$1.36	\$0.94	\$0.81	\$0.81	\$0.77
Premium Accessory Pricing	\$0.05	\$0.05	\$0.05	\$0.05	\$0.05	\$0.05	\$0.05

Challenges

A major challenge for this project was creating a new brand and establishing a customer base in an already crowded market. Deadlines were tight due to upcoming trade shows, meetings and website launches, so it was important to finish the project quickly and efficiently without sacrificing quality. Zeon also faced the challenge of responding to problems that were created by the service provider that started the project.

Solutions

In order to meet tight deadlines, Zeon created a demo version for use at a September 2006 tradeshow prior to the launch of the official website.

