



CASE STUDY : WEB DEVELOPMENT



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The new look site allows users to more easily navigate their way around. With a single click, users can bid for auction items online, register their footy tips, sign up as a member and even email the coach.

Vivid modified the layout and enhanced the functionality of the site to give it a fresh and professional look, while at the same time reflecting the club's core messages.

An integral part of the Vivid's work was to use the latest email technology to allow supporters to sign up online for the Eagles' free newsletter. This will provide the club's marketing team with a greater insight into the Eagles' fan base.

Records show an increased number of users since the site was enhanced by Vivid, up from 43,000 users per month to 61,000 users per month. In particular, bidding for online auction items has increased over 200%.

Vivid has also developed an eye-catching banner for the website and is working closely with the Eagles to produce a CD ROM to promote the club.

The feedback on the site has been very positive and Vivid believes there are no boundaries in terms of future development of the site for Eagles fans and supporters.