



The Client

The North American Celtic Trade Association (NACTA) is a trade association representing over 250 Celtic retailers throughout North America. Members sell predominantly Celtic products sourced from Ireland, Scotland, Wales and the Celtic Isles, and are typically owned and managed by individuals or families.

NACTA's mission is to support, promote and facilitate communication among businesses involved in Celtic retailing in the USA and Canada. They organize promotions, initiatives, trade shows, networking events, educational seminars and assist members in sourcing Celtic products.

Background

Member stores have limited access to technical and marketing resources. Most had either no web presence, or one that had been created by a friend, family member or web designer. The resulting web site was ineffective and hard to manage. Many did not feature online sales, and content and product information were out of date. At the same time, small retailers were searching for a way to compete with larger chain stores and the changing economic environment.

NACTA asked Green Island Interactive (GII) to develop a customized solution to help members harness the power of the internet to start selling online and to promote sales and marketing for their brick and mortar stores.

NACTA's priority was to offer members a system that would:

- Be very easy to use;
- Allow members to build and maintain their own website;
- Provide for sales of products and services online;
- Help members to communicate with customers;
- Include online marketing tools to promote their business;
- Include shared vendor product information;
- Connect with information provided by NACTA partners;

The system had to require no technical expertise, be cost effective and help members increase sales and reduce costs.

When NACTA reviewed Site Caddy as an option they quickly saw the potential and suitability for their members as GII was able to easily customize Site Caddy to provide:

- Customized 'Celtic' inspired site designs;

CASE STUDY: Customized Member Solution

"The Member Web Services Program we launched in association with Green Island Interactive and Site Caddy, has been a tremendous success. Members that previously had no online presence are now online, others that were not happy with their website have switched over to the new system. Feedback has been very positive, especially with regard to the ease of use and the support available. We are thrilled with the success of Site Caddy and look forward to continuing our partnership with Green Island." **Anne Tarrant, Executive Director, North American Celtic Trade Association**

- Integration with NACTA partners (such as CIE Tours);
- Integration with third party software systems used by NACTA members;
- Integration with vendors to make selling online easier;
- Connections to third-party point of sale and inventory management systems

After due diligence, NACTA selected Site Caddy and began working with GII to roll out Site Caddy to its members in January 2008.

The Solution

Site Caddy was developed by GII in response to clients' need for a self-service and affordable solution for promoting their business using the power of the internet. It provides a suite of web-based marketing and promotional tools including website design, content management, hosting, e-commerce, customer relationship management (CRM), online marketing and communications.

Site Caddy requires no technical knowledge to set up and manage, therefore ideal for small and medium sized businesses (SMEs). As it is completely "web-based" there is no software to install or upgrade and users can update their website from any location with an internet connection.

GII can customize Site Caddy to meet the specific requirements of member-based associations (such as NACTA), providing a unique opportunity to provide members with a turnkey solution to their online promotional needs. It can be integrated with specialist third party services already used by the member, or added over time as their business expands.

The Result

GII created a customized Site Caddy system to meet the unique needs of NACTA members offering Celtic inspired designs. Members can customize their website further by incorporating their logo, photos and images into the selected design. Members who prefer a unique design or to re-use their existing design are also accommodated. Other features of the NACTA Site Caddy system include:

Support: GII provides each shop with hands-on training and support, especially for new web sites. This includes assistance with choosing domain names and email addresses and merchant gateways, and more focused marketing support once the site is established. Support is available by phone, web and email, and regular webinars are used to help geographically diverse shops get the most of the system. In addition, GII representatives attend NACTA shows in Ireland and US to provide personal demos, training labs, and question and answer sessions.

Graphic design: A series of Celtic inspired web site design themes including templates for emails. These can be further customized by each NACTA member to include their logo, photos, and color scheme. New design templates are added regularly and each member may request a customized graphic design to suit their specific requirements, or import a design from an existing web site.

Integration: NACTA offers members programs through 3rd party companies and Site Caddy has been customized to work with these online services to provide exciting online member services. For example, each member will be able to add live tour information provided by CIE Tours to each of their web sites, constantly updated by CIE! Vendor product photos are available to Celtic retailers saving them time and frustration while increasing vendor sales.

Online marketing: GII provides online marketing advice and ideas to help shop owners fully utilize the internet to promote their business, increase sales and develop stronger customer relationship.

Upgrades: Since Site Caddy service is regularly upgraded, members' have access to new services and features to further enhance their website, online promotion and customer communication - all part of their subscription price.

Sample 'Celtic' templates created for NACTA members. Each template can be further customized by the member with their own logo and images.

