



E-Commerce Site Development for Abrasive Manufacturer

PROJECT DETAILS

 E-Commerce Development, Ecommerce Marketing, Web Design

 Jan. 2023 - Ongoing

 Confidential

 *"They're extremely helpful, patient, and understanding of my situation and have delivered everything I've needed."*

PROJECT SUMMARY

MTR Marketing has developed a Shopify website for an abrasive manufacturer. They're responsible for sourcing a host, creating a theme, building a home page, creating several landing pages, and inputting SKUs.

PROJECT FEEDBACK

MTR Marketing has helped the client see more orders since the web store's launch. Their team has delivered a fully functional, easy-to-use e-commerce app, which has received positive customer feedback. Moreover, they've impressed the client with their personability, patience, and responsiveness.



The Client

Please describe your company and position.

I am the Sales/Marketing of Rex-Cut Abrasives

Describe what your company does in a single sentence.

Rex-Cut makes high performance abrasives that are designed to be faster, safer, and more efficient than any other abrasive tools on the market.

The Challenge

What specific goals or objectives did you hire MTR Marketing to accomplish?

- Design a Webstore
- Technical Marketing Support



Jonathan Costa
Sales & Marketing Officer, Rex-Cut Abrasives

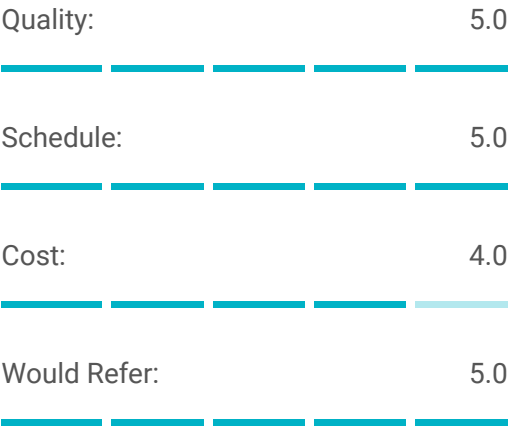
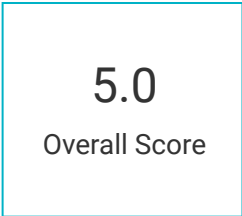


Manufacturing



Fall River, Massachusetts

CLIENT RATING



The Approach

How did you find MTR Marketing?

Online Search

Why did you select MTR Marketing over others?

- High ratings
- Great culture fit
- We had worked with MTR before

How many teammates from MTR Marketing were assigned to this project?

2-5 Employees

Describe the scope of work in detail. Please include a summary of key deliverables.

We hired MTR to build us a new web store that was easy to use, flexible, and engaging for our wide base of customers. MTR delivered on:

- sourcing a host (Shopify)
- helping us decide on a theme that was suitable for our products
- building a home page and several landing pages
- inputting SKUs with multiple variations
- providing custom programming
- making sure our brand was properly represented
- guiding us through the e-commerce process



The Outcome

What were the measurable outcomes from the project that demonstrate progress or success?

The store is functional, it works and is very easy to use. The store is being received well by our customers, who are already placing orders. Order processing is going smoothly; we have seen more orders since the launch of the new store than we had previously seen in over a month.

Describe their project management. Did they deliver items on time? How did they respond to your needs?

We had weekly team meetings that represented that week's goals. The MTR team would also send me weekly reports on what they were working on and what they needed from me. We communicated almost daily in Slack, which was helpful for me to communicate with MTR easily and efficiently. They were always very prompt in answering my requests, and if they didn't have an answer, they would get me one quickly.

What was your primary form of communication with MTR Marketing?

- Virtual Meeting
- Email or Messaging App

What did you find most impressive or unique about this company?

Their personability and ability to deliver on the technical side of marketing. Everyone I have worked with at MTR has been very friendly, understanding, and personable.



When I first started working with MTR, I was very new to this kind of thing, and they're extremely helpful, patient, and understanding of my situation and have delivered everything I've needed. The technical side of marketing can be difficult to navigate (web development, building workflows, automation, etc.), and MTR is very knowledgeable about this area and provides ample assistance.

Are there any areas for improvement or something MTR Marketing could have done differently?

If I had to choose, I would say briefly educating their clients on certain things that they do. For example, in our situation, we typically hire MTR on a project basis or in 3-month increments, taking breaks in between to meet our budgets, work on other tasks, etc.

These breaks can be difficult for us if something goes wrong, and we don't know how to fix it or modify things that they had done in the past. Obviously, I know there is a reason why we hire them, but it would be nice to have a little more knowledge on some things so we can serve ourselves in the meantime.