

Case Study : County Brides Ltd

A leap forward for Wedding Magazine Publisher

County Brides now strategically placed to generate warm leads for their advertisers thanks to the Pennine IT supplied Content Management System.

Our client, County Brides Ltd, an up-and-coming publisher in the Wedding Magazine sector, recognised the need to improve their web presence and to increase the amount of traffic it generated for their client advertisers. Staying one-step-ahead of the competition was paramount for them. Our consultants designed, built and implemented an online solution that would:

- **Provide a superb web-presence**
- **Allow them to manage the site flexibly**
- **Capture Bride details for Advertisers**
- **Pass targeted leads to their Advertisers**
- **Provide metrics supporting Advertiser sales**

The commissioned application comprised a CMS web-site and a feature rich back-end system. The system has already proved itself, with renewals already received from advertisers for next year's County Brides magazine. Competitions can now be effectively managed to ensure maximum return for the advertisers and additional on-line advertising packages are now supported.

Pennine IT Solutions Ltd provides a number of online applications that can be seamlessly integrated into your business to provide major benefits and increased turnover. Our systems can be enhanced and developed further to provide a truly seamless fit with your organisation. Additionally, due to our sophisticated technology stack and business knowledge, we can ensure:

- An understanding of your business
- Speed of delivery
- Cost effective solutions
- Robust applications
- Automated backups



IT Consultancy
Business Process Design
Bespoke Software Design
Hosted Online Applications
Project Management



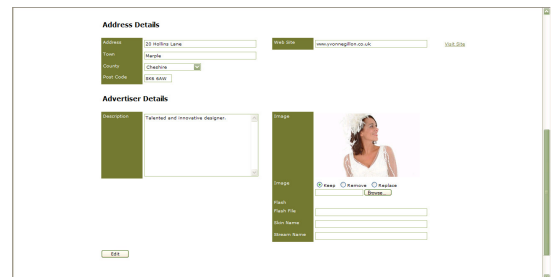
"That's just what you have access to. Hundreds of professionals, committed to working with you to deliver your perfect wedding for your budget".

Dawn Thornborough

Visit www.countybrides.com for further details.



The back-end at work



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