

E-commerce Dev & Branding for Outdoor Snacks Co

JaxonLabs developed a brand identity, ecommerce website, provided design services, and consulted on the digital strategy.

WHAT WAS THE SCOPE OF THEIR INVOLVEMENT?

Tom (Corporate Director) outlined a few options for us. Basically, he discussed what we should set up now and the level of growth that our site should have in the future. He also guided us to choose Shopify as our platform.

Tom also focused on branding and storytelling. He directed us through a brand plan to decide what to put on our website and how to niche ourselves. That process also enabled us to articulate our customers.

As well, he captured photos for our website and brought on a designer who created images to use on our website and packaging.



WHAT EVIDENCE CAN YOU SHARE THAT DEMONSTRATES THE IMPACT OF THE ENGAGEMENT?

We're happy with the first version of our site. It's a great place to tell our story.

Our product is innovative, so it's helpful to have a place to send people. Tom captured that on our website.

We launched the site last week!

HOW DID JAXONLABS PERFORM FROM A PROJECT MANAGEMENT STANDPOINT?

Tom was excellent, so it was a smooth process.

We had one in-person meeting but maintained excellent communication via email and WhatsApp.

We're such a small group that we didn't need to use any project management tools.

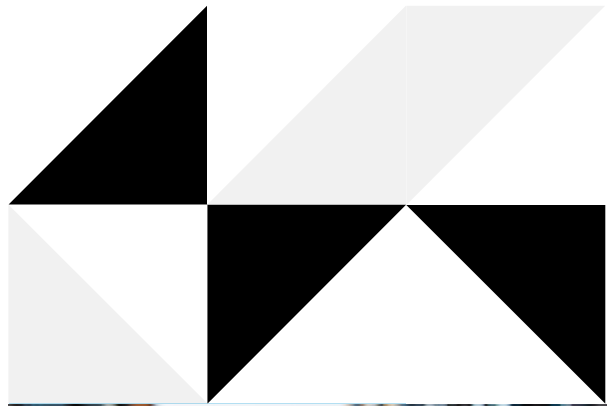


WHAT DID YOU FIND MOST IMPRESSIVE ABOUT THEM?

Tom's an active collaborator who isn't afraid to put forward ideas.

JaxonLabs takes part in the ideation and design processes, taking feedback in stride and working with it.

They're consistently positive and contributing to our brand.



DO YOU HAVE ANY ADVICE FOR POTENTIAL CUSTOMERS?

Engage them early to leverage their knowledge and plan accordingly.

JaxonLabs can give you a frame of reference when it comes to e-commerce and SEO initiatives.