

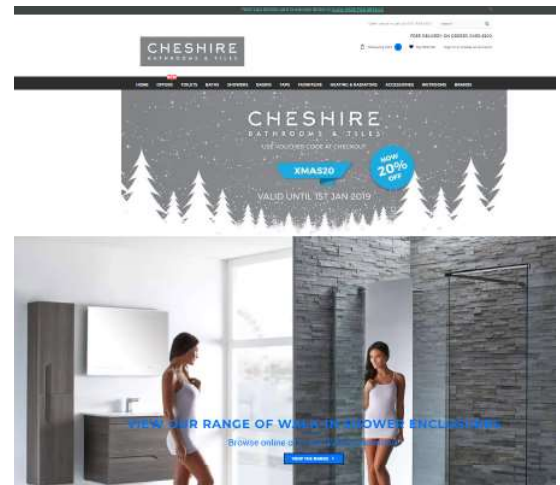
## Case Study - Shopify eCommerce Web Site

# CHESHIRE BATHROOMS & TILES

WIDNES, CHESHIRE




[WWW.CHESHIREBATHROOM.COM](http://WWW.CHESHIREBATHROOM.COM)



## OBJECTIVE

With a thriving showroom supplying and fitting bathrooms, Director Michael Blair wanted to expand the reach beyond the Cheshire and Merseyside area and introduce a new range of 1,500 high-end bathroom products. Integration with Facebook for promotional purposes was essential as the business page has over 5,000 followers.



## SOLUTION

Following a number of exploratory meetings we decided that a Shopify eCommerce web site would best display 1,500 bathroom products and be easy for staff to use after training. With numerous promotional features built into Shopify as well as a reliable architecture and anti-fraud features it was the right solution.



## BENEFITS

- Easy for staff to run promotions, add products, manage customers and more
- Integration with Facebook to promote products
- Potential customers anywhere can browse the full range
- Local customers can browse the full range before visiting the showroom.



## TESTIMONIAL

Within a few weeks we went from a single page web to an eCommerce web site containing 1,500 products. All products have high resolution images and full descriptions to help customers choose their dream bathroom.

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Michael Blair - Director

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