



Softwoods Case Study

Website Development

Quotation

“Deadline are very thorough in providing cost breakdowns for each project feature and realistic timelines, and they continually gave me ideas to consider about what could be achieved; I felt there were no boundaries. Working with Mark (Deadline) allowed for there to be one channel of communication. Also as Deadline worked on all three websites it meant that issues were resolved in a timely and efficient manner.”

Mark Lambert

Marketing Manager

Project Snapshot

- This project focused on the re-development and streamlining of three separate sites.
- Mark wanted to work with a web-development agency that could provide ongoing support and conduct continual upgrades.
- The site provides a crucial point of contact for customers; it is a lead communication source and averages 120 enquiries per month.

Project Description

Established for 29 years, Softwoods operates in the home improvements industry and offers an extensive range of timber and related products. The company is well-established and highly competitive in the market due to the level of services it offers. The company has three DIY stores in Adelaide, and provides customers with everything needed for DIY projects and built projects.

Softwoods came to Deadline in early 2009 with the need to make 3 separate websites more manageable from their company viewpoint. The project initially was focused on configuration re-development and streamlining of the systems.

Mark of Softwoods wanted to work with a website agency that could provide ongoing support and conduct upgrades. This would improve business efficiencies and give Softwoods a point of difference and position them as innovation leaders.

Deadline faced the initial challenge of dealing with 3 existing websites with different technical configurations. Deadline spent time understanding these systems in order to build one consistent platform. This needed to be done without changing the “back-end” and avoiding a complete “re-start” of all sites.

The new website and relating sites aimed to reduce other media and marketing costs, as Mark saw that creating a clear brand message on the website would be a more cost effective and faster communication tool.

The website now provides a crucial point of contact for Softwoods customers; it is a lead communication source and the business averages 120 enquiries a month.

Today Deadline and Softwoods have an ongoing relationship, with common goals to improve functionality and business efficiency, build innovative custom tools for the home improvement industry, and maintain a leading position for Softwoods in the online space.

Visit the websites

www.softwoods.com.au

www.patioliving.com.au

www.pdwarehouse.com.au