



Internet Services Success Stories - Danvar Entertainment

Company: Danvar Entertainment

Project: Web site Development

Site: www.danvarentertainment.com



Overview

Danvar Entertainment is one of Canada's leading B-to-B distributors of music, video, DVD's and a complete line of music-related accessories.

Challenge

Danvar was looking a partner to help them expand the reach of their business with a compelling Internet presence that would attract new customers and better serve existing ones.

Evron's Solution

Strategically plan and implement an engaging Web site including a full catalogue of Danvar's products. Site was designed from scratch, including:

- Strategic planning
- Graphic and Logo design
- Text editing
- Advanced Functionality
- Image creation
- Site Architecture
- Technical and Hosting Needs
- Promotion
- Monitoring and Maintenance

Evron provided a single point of responsibility for all of Danvar's Web site needs and delivered the site on time and on budget. Evron continues to support the Danvar Entertainment site.

Results

- **Shorter Sales Cycle:** The Danvar web site replaces couriered brochures and product lists as the primary method of communication. This proves to be less expensive, and allows prospects to learn about the company instantly. They can respond more quickly and sign more quickly.
- **Scalable Marketing Material:** When updates and changes are necessary, they can be done instantly. New features are quickly implementable.
- **Expanded Market:** Through targeted internet advertising, Danvar is able to efficiently reach more, higher quality prospects within their niche market across North America.
- **Instant Credibility:** By demonstrating a web presence more comprehensive and professional than their industry rivals, Danvar gains enhanced credibility with new contacts.
- **Improved Customer Service:** New and established clients can more easily find out about new products and get their questions answered at any time of the day or night. Customer satisfaction rises and relationships can be expanded.

Quote:

"Evron took the time to understand our business and gave us a web site that we're proud of. They continue to provide excellent support and new ideas."

- Sal Zagorski, President,
Danvar Entertainment

