

Case Study: KST Marketing

The successful launch on an OPS Reseller website with Tradeprint integration

www.kstmarketing.com



KST Marketing are a graphic design and website development company based in Stirling. They are a print reseller who were amongst the first companies to launch an OPS Reseller website with Flex4's Tradeprint integration.

The Challenge

For many years KST Marketing have produced a local magazine and completed graphic design projects, alongside reselling small numbers of print orders to Tradeprint.

They've always understood the opportunities presented by reselling print but the process of receiving enquiries, arranging artwork and then uploading orders to Tradeprint was time consuming. Alongside this they realised that potential customers now expect to be able to source and order print online.

To attract new customers a professional and easy to use website was required. However, as with many small businesses they needed to maximise the budget they had available and needed any solution to quickly start providing a return on investment.

The Solution

The OPS Reseller package is supplied as a ready-made solution complete with a mobile friendly OPS Reseller website and web to print eCommerce functionality 'out the box'. It has enabled KST Marketing to rapidly implement a new website and build an online print shop catalogue.

Thanks to being able to upload Tradeprint product pricing spreadsheets to their OPS back office, all Tradeprint products and pricing can be quickly added to the website. All this left KST Marketing to do was enter their own selling pricing, create website imagery and consider the actual page wording.

In addition, OPS WordPress websites are supplied with Flex4's custom built Flexible Content Blocks. This drag and drop page builder has allowed KST Marketing to create and populate website pages with engaging content layouts.

The Results

The new KST Marketing website launched in July 2019 and was amongst the first to go live with the Flex4's Tradeprint integration.

The website has also been launched alongside a local digital marketing campaign with Flex4 to build visibility in their local area. Since the website launched it has already begun to build visitor numbers and attract online print orders.

The OPS back-office provides complete order management and allows website users to upload their artwork ready for approval. Once complete orders can then seamlessly be sent to Tradeprint for fulfillment.

The affordable solution and Tradeprint integration has immediately introduced new business efficiencies and boosted profitability. The solution can also grow with them and provide a base to use a series of print suppliers for an unlimited range of products.

KST Marketing continue to work with Flex4 to develop and market the new website.

"I feel Flex4 have a very unique offering and easily allowed me to not only enhance my business services, but help automate the whole process and increase profitability."

"The customer service received has been second to none, Flex4 support are knowledgeable, dedicated and passionate about making every website they collaborate with work."

Karen Tully



Want more leads and print orders?

Call or email us today to find out how Digital Marketing from Flex4 can help increase your print revenues.

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