

Case Study JustForKix

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Application Overview

JustForKix (established in 1981) provides exciting dancing, performing opportunities and related services for young people in the US. JFK generates revenue from dance/camp organization service charges, the sales of products and from the advertisement on the site.

JFK's legacy system needed a complete re-engineering and enhanced features to cater the expectations of their growing customer base on the Internet. Soft Prodigy enhanced the old system at JFK and added new features to its ecommerce module, envisioned and implemented the community platform, custom apparel store and CRM thus enhancing features and extending the horizons for JFK. Also provided was an online marketing campaign so as to enhance their sales and increase the brand value across US.

Solution Developed

Understanding the requirements of JustForKix, Soft Prodigy started work on developing a complete solution for the client which included:

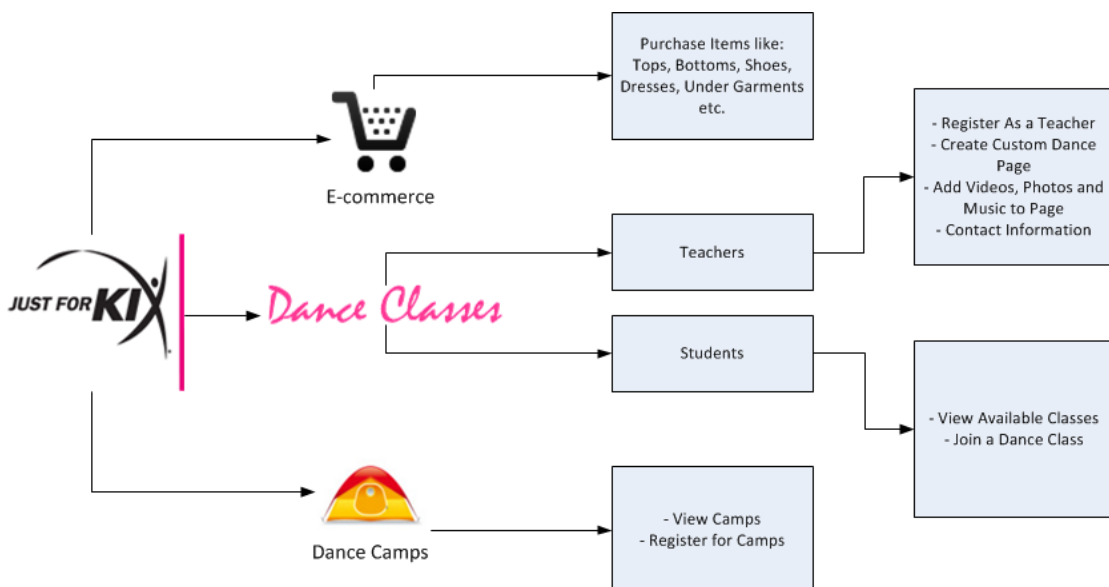
Social Networking – The Social Networking Solution provided was packed with all the features that provide a single platform for dance enthusiasts to network, make new friends with like interests and share their passion, learn about the upcoming events. The platform also enables vendors registered with JFK to manage their product portfolio online on the custom vendor page.

Dance Management - Dance management module empowers JFK to conduct and promote Dance Classes, Camps and organize all the aspects like participants, coach, pricing and expense etc. The central database enables the organizers to extract rich reports. One can easily manage Camps, Meals, Staff and Students using the tool.

e-Commerce - Enhancements were made to their existing Magento e-Commerce. Major features included in the enhancements were: Shopping cart, shipping methods, user interface and blogs.

SEO – The team did a systematic and rigorous campaign that included: research on potential keywords to help increase ROI, On Page enhancements, aggressive and ethical link building and unique content submission across article, directory, blog and press release websites.

Web Application Flow



Screenshot



Benifits

JustForKix enables dancers to shop for quality apparel and form social connections. The network is scalable and can accommodate growth. JFK website provides a one stop shop for the dance community with Dance classes, Dance apparel and Social Networking, all at one single place.

Convert Users to Customers– The social networking feature in JFK provides link minded users of dance community to interact with each other. Users can manage events and groups. With the website also providing dance apparels and dance classes, the users part of the social network get converted to customers for purchasing products and participating in dance classes.

Online Presence and Recognition – With the aggressive SEO campaign, the website has increased its web presence by achieving top search engine rankings for many of the keywords within third month of the campaign. Considerable increase was seen in the rankings of relevant and competitive keywords. Moreover, with over 70% of the traffic coming from organic search, it was proven that the site was ranked well in its domain.

Increased Sales Effectiveness – JFK experienced positive differences soon after the implementation of CMS updates. The new system has extended the company's reach and driven an explosion in sales. The spike in sales supports the growth of the manufacturing operation and enabling the company to add jobs.

About SoftProdigy

Founded in 2006, SoftProdigy is an award-winning organization with expertise in the areas of Web & Mobile Technologies and Consulting services. Over the last few years, the organization has made a reputation for building quality solutions for its clients that helped them get more out of their business. SoftProdigy's customers range from start-ups to Fortune 500 companies such as Intel, Hyundai and Sony Ericsson. The company has worked with entrepreneurs as well as established corporate houses across the globe to put their ideas into inception and take it to the market. It employs over 150 technology and management professionals who work closely with each other. With a consistent growth track record that has surpassed the industry trends year on year since the company's inception, what sets it apart is the philosophy of pursuing, quoted as "measured success".

