

CASE STUDY: ECOMMERCE/TV SHOW

CLIENT: Automotive Industry Leader

REQUIREMENT: Provide as-needed marketing professionals for high profile special projects ranging from new online catalog development and e-commerce website content development to TV broadcasting on automotive topics.

APC SOLUTION:

Web Content Developers

Content Operations Analyst

TV Host

OUTCOME:

- All web content matched source (database) information and could be cross-referenced from multiple systems, e-commerce website content developed & enhanced, TV broadcast (Tech Garage) provided do-it-yourself information on automotive repairs.