



www.rossipasta.com



newsletter sample
July 2004

client: Rossi Pasta

Rossi Pasta, a wholesaler and retailer of fine gourmet pastas, came to acadia creative to redesign their site, which at best, could be characterized as producing lackluster sales. Their company was primarily mail order with very little in web sales. Nothing was integrated. In fact, all orders from the web had to be manually entered. The site did not reflect the Rossi brand in any way. It was an off-the-shelf e-commerce product with page templates that were difficult to navigate, making it almost impossible for customers to make a purchase.

Working with a limited budget, acadia creative developed a new site that's based on a new design, search engine optimization, and direct email marketing. It's a much easier, simpler, and cleaner experience for the customer. It's incredibly easy to use, to shop, and to find what you need. The checkout process is extremely streamlined. The system also now integrates seamlessly with Mail Order Manager, their backend accounting system.

The end result was stunning. Rossi Pasta is now listed #1 in Google for gourmet pasta. The sales they used to do in a week, they now do in a day. acadia creative continues to work with Rossi Pasta to fine tune and optimize their marketing and direct mail.

"acadia exceeded our expectations. Sales were 3 to 1 compared to 2002 fourth quarter sales. acadia finished our site on budget, on time, and creatively. Their team works quickly and is very adaptable. I would recommend Ali Goodwin and her staff to anyone; she is the perfect professional, web designer, and web marketer."

Lori Sweezy, Marketing Director

