



Inzen's web solutions are all about simplicity and ease of use - we make your web presence work for you.

Below are case studies of how Inzen's high profile clients are using Kaboodle (Inzen's Software Content Management System) to make their business more successful in a variety of ways.

WHAT CAN KABOODLE DO FOR YOU?

- > Quickly and easily update your web presence
- > Communicate quickly and easily with your clients and potential clients
- > Maintain brand consistency and design throughout the website and e-newsletter
- > Drive new business

PROMOTE AND SELL

Are you using your online presence to increase your sales?

3 minute angels are the leading corporate massage provider in Australia. Before Kaboodle, they received about 50 unique visitors a month. Once on Kaboodle, they watched the statistics jump to 4000 unique visitors a month, on some days peaking at 400 a day! Rapid growth was assisted by redesigning the site, sending e-newsletters regularly to their clients, and running online promotions. 3 Minute Angels gained 7 corporate clients within 3 months as a direct result of Kaboodle.



INFORM AND PROVIDE

Do you need to get information out quickly and effectively to your clients?

Harmers Workplace Lawyers specialise in workplace law. As Industrial Relations laws change, Kaboodle allows Harmers to upload all the relevant data to their website and send out a newsletter to all of their clients and e-newsletter recipients within 24 hours of any changes in news or legislation. The newsletters notify clients and potential clients and re-directs them to the Harmers website for full details.

As a result of their quick responses, Harmers receives strong feedback on their value-add campaign that leads to business growth and exposure to new clients.



www.harmers.com.au

SHOWCASE AND IMPRESS

Are you frustrated by not being able to exhibit your products or services?

Brandculture Communications is a design and branding agency based on a strong foundation of design excellence and a true understanding of business objectives. Being able to display their expertise and understanding in a smooth, logical and aesthetic manner was paramount. They also needed to regularly update their website with their latest works, testimonials, news and events. They chose Kaboodle to manage all of this, and their unique, graphically brilliant website and ongoing email newsletters are testament to Kaboodle's strength and flexibility.



www.brandculture.com.au



INZEN

case study

GENERAL

DAZZLE AND SEDUCE

Do you want a website so beautiful that it is a pleasure to use?

The Trademark Hotel is one of Sydney's newest and most prestigious nightclubs. Situated under the famous Coca Cola sign in King's Cross, it boasts world-class decor, a sumptuous food and beverage menu, some of Sydney's best DJs and a high-class clientele. Trademark needed a website that would truly represent the glamour of the venue, whilst also having complete control of all aspects of it. With a smart Flash-driven menu, rotating movie banners, streaming video, photo galleries, e-newsletters, downloads and more, Kaboodle has perfectly fit the bill.



www.trademarkhotel.com.au

CONTACT US

For more information on how Inzen's Kaboodle can add value to your business, feel free to contact us...

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