

Business Consultancy Site

A business leadership development, strategic planning, and sales training consulting company wanted to update their web site to be able to sell books and other training materials, as well as centralize their mailing list management and add email newsletter subscription and distribution capabilities.

To meet their needs, Kappa Computer Solutions, LLC created a site including the following:

- A free, off-the-shelf template, customized to their desired color palette
- Migration of their site to new hosting that met all their email and web hosting requirements but at a lower cost
- Migration of their radio program audio archives, while adding the ability to sort by either date or program title
- The ability to maintain their mailing lists centrally through their web site
- The ability for web site visitors to self register and sign up for some mailing lists
- An online store with PayPal payment support and the option to add merchant services for direct credit card processing