

Case Study



"Working with Effective Digital has allowed us to grow our website membership steadily over the last six years.

The solutions they provided were very comprehensive and easy to use. A site of our size requires constant administration and Effective Digital makes this simple.

When looking for a website design agency to work with we were conscious of finding a company with which we could form a good working relationship and one that would really grow to understand our business.

I feel that Effective Digital have achieved this well, regularly suggesting new and innovative ideas to improve our website.

Hardly a week goes by where we are not in some kind of communication with Effective Digital and they respond in a professional and efficient manner.

I would be very happy to recommend them to other businesses and look forward to working with Effective Digital on future website projects."

Kim Waller
Lick Library Guitar Community.

Lick Library Online Guitar Community is a membership site offering tuition to its members via a mix of different tools and features. Their online store contains over 20,000 products in multiple currencies and formats; the website contains an ever growing library of MP3 files which may be previewed or downloaded, as can the library of streaming video tutorials and multimedia articles uploaded by the websites professional contributors. A variety of other guitar related news, reviews and features are also available to the websites 55,000+ members.

Effective Digital has managed the LickLibrary.com website since 2000. The website has grown at a steady rate and continues to be one of the best online tuition communities available. As a market leader LickLibrary are constantly working with Effective Digital to add new and leading-edge features to the website.

Lick Library have continued to work with Effective Digital throughout their websites development due to their excellent pricing structures, solid understanding of their business and excellent range of simple-to-use tools to make administration of the website simple.

www.licklibrary.com

Site features

- Online Store with multiple currencies
- Streaming Video and Audio content
- Paid membership Subscription
- Chat Forum and private messaging
- MP3 Download Library
- Personalised site content
- Content / Document management
- Affiliate Scheme
- Syndicated Content
- Visitor Tracking
- Mailing List tools
- Advanced internal reporting tools