

# I-COM

# & IL2L

## Case Study

### Project at a glance

Sector	Fashion/Retail
Platform	Magento e-commerce
Services	Design, development, project management, SEO & social media

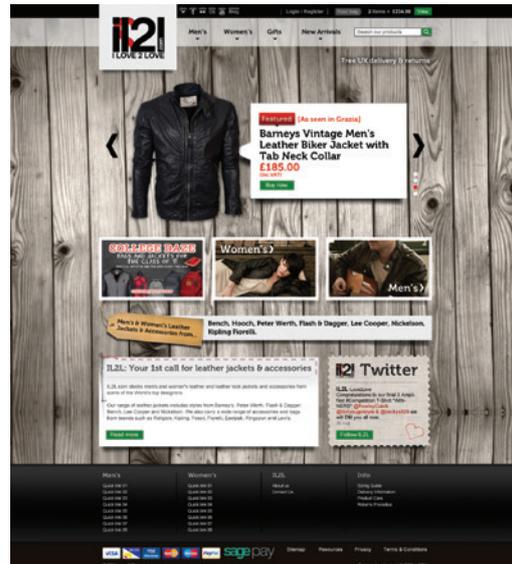
### What we achieved

**A striking new website built on the award-winning Magento platform. A new design that improved customer conversion rates. A potent mix of Social Media and SEO that raised brand awareness and increased levels of targeted traffic to the website.**

Our work with IL2L is a fantastic example of how an integrated marketing strategy can transform an online business; an example of Web Design and Development, SEO and Social Media working together in perfect harmony to produce excellent results.



▲ The old IL2L homepage.

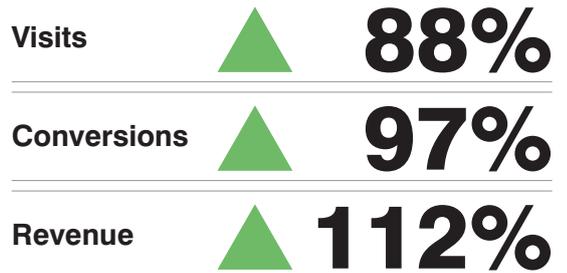


▲ The new I-COM designed IL2L homepage.



“ I know there has been a big team working hard behind the scenes at I-COM to ensure that the new site is as good as it can be, as I don't know all of the people involved, I would ask you to pass our great thanks and sincere appreciation for all their efforts.

**Richard Arron**  
IL2L



▲ Annual growth

# IL2L

How we did our stuff

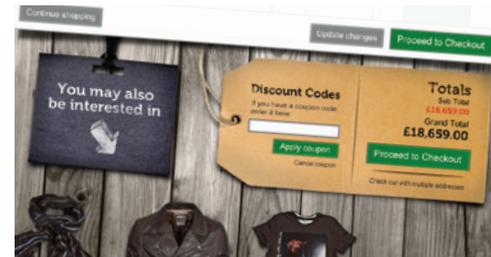
We worked closely with IL2L for the duration of the project, agreeing key objectives and outcomes from the outset. Regular client review meetings kept the project on track, ensuring we delivered on time and within budget, whilst invaluable input from I-COM's multi-disciplined team gave the new site its desired impact.

Overall, a very successful project, and a great example of agency and client working closely together to deliver something truly special.

- + Definition of objectives
- + Milestones & review meetings
- + Clear communication channels
- + Integrated marketing approach
- + Tight project management



▲ Improved functionality on the new site.



## A bit about our lovely client

Manchester based IL2L.com is an online fashion boutique which stocks two of its own leather jacket brands, IL2L and Barneys, alongside collections of clothing and accessories from household names like Levi's, and smaller labels like House of the Gods. They carry an extensive range of leather jackets, accessories, footwear, bags and gifts from designer brands such as Kipling, Fossil, Fiorelli, Eastpak, Paul Frank, New Era, Pineapple, and Ted Baker.



If you'd like to talk to I-COM to see what we can do for your business, get in touch. We'd love to hear from you.

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