



Buoy Local, a program of Bangor Savings Bank, has a mission to help create vibrant downtowns by supporting the diverse independent businesses which make each community unique. Buoy Local helps promote local businesses by using a one of a kind technology to keep more money in the local communities.




Background

Bangor Savings Bank reached out to Wakefly to redesign the Buoy Local site in Kentico 13. The site is developed in Kentico 13 and its back-end is structured to facilitate content entry and the creation of new content sections and pages.

The client wanted the new website to be eye-catching with clean design and crisp images, as well as be user friendly and have a straightforward, easy to use approach to navigation.

[About Buoy Local®](#) | [Contact Us](#)

[How Buoy Local® Works](#) | [Where to Use Buoy Local®](#) |  | [Get a Buoy Local Card®](#) | [Become a Buoy Local® Business](#)


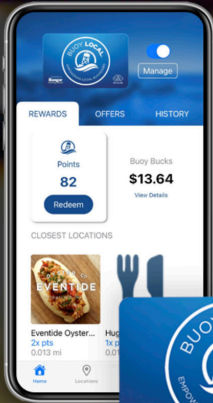
Join the Buoy Local® Rewards Program.

Earn reward points while shopping at the local businesses you love!

[Get a Buoy Local Card](#)

[Download the Apple app](#)

[Download the Android app](#)



Download on the App Store

GET IT ON Google Play

Goals & Challenges

Bangor Savings Bank needed The Buoy Local website to be engaging and user-friendly. They required e-commerce capabilities to allow the seamless purchase of Buoy Local Cards directly from the website. The new website had to be vibrant and modern, maximizing the user-experience to facilitate seamless, intuitive and easy navigation. After the on-boarding and kickoff meeting, it became clear there was a line that needed to be walked between the equal focus of promoting the member

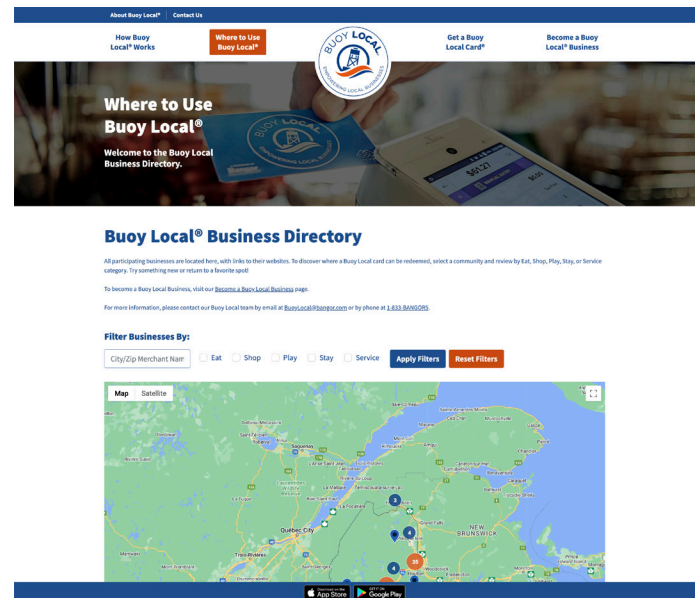


Solution

The new Buoy Local website took the user experience of the member rewards program to the next level. The website is designed using imagery that supports the Buoy Local brand and uses marketing language that appeals too and resonates with the customers of the hundreds of different vendors, merchants and service providers that take part in the Buoy Local program. While the site does not have many pages, each one serves its specific purpose, from providing details on how the program works to a merchant directory map which lists Buoy Local merchants by category and location. Site users can purchase Buoy Local gift cards using the e-commerce shopping cart feature on the site. Users can also find information on Bangor Savings Bank locations if they prefer to pick up a card in person, or they can reach out via a contact us form. The program also supports corporate purchases in larger quantities.

Key features

- E-commerce to purchase Buoy Local cards using standard Kentico e-commerce features, integrating with Authorize.net for payment.
- Integration with back-end web service to update the merchant directory location data. The update frequency is handled by Kentico scheduled tasks, and the data is stored using custom module classes.
- Google Map with marker clustering to display merchants based on search criteria.
- Sticky navigation and always present bottom bar with links to app stores.
- Fully responsive site.



Wakefly

Wakefly is one of the oldest and most experienced Kentico Solution Partners. Wakefly has been a Kentico Gold partner since the inception of the partner program in 2008. Our vast portfolio of highly technical and marketing-focused websites allowed us to achieve Kentico's highest honor, Quality Expert.

Whether you are in the market for a new website or just need help to make updates to an existing Kentico site, we can act as an extension of your team to help you achieve your goals. Wakefly's entire project team has experience working with Kentico, including certified developers and EMS certified marketers, so you can feel confident entrusting us with your site.

Wakefly creates digital experiences that matter. We craft unified, online marketing strategies to help you to reach more prospects and customers. Our methodical, data-driven approach ensures that we engineer the digital solution that's right for you.