# EMB
ECHO MEANS BUSINESS™

Echo Means Business is an online community committed to delivering educational content for professionals in landscaping, arboriculture, and grounds maintenance, aiming to support their business growth.


Background

After the successful development of the primary ECHO USA website and the ECHO Canada and ECHO Latin America websites, the job of crafting a new website for ECHO Means Business (EMB) was entrusted to Wakefly. Diverging from the product-centric focus of its counterparts, EMB had distinct needs, centering around the delivery of insightful "how-to" and product review content sourced from the ECHO User Advisory Group (UAG) through engaging blog posts and videos.
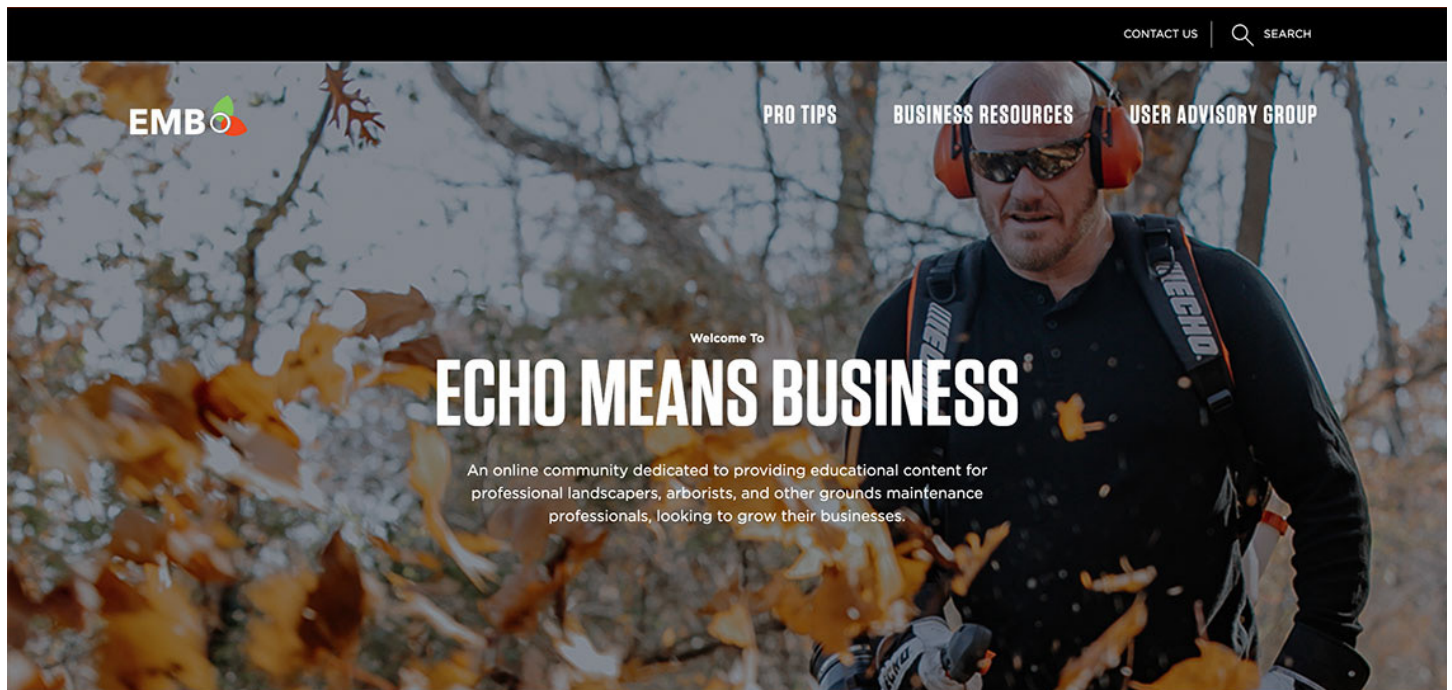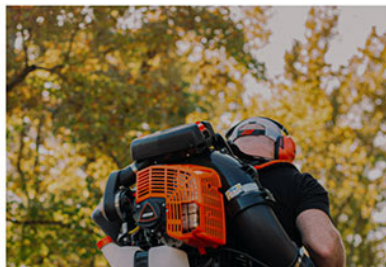
Goals & Challenges

Wakefly harnessed the established features and functionalities of the USA, Latin America, and Canada sites, incorporating Page Builder templates, sections, and widgets to seamlessly integrate the new EMB website. The intricacies of the project included the creation of customized page templates designed specifically to showcase blog and video content. In a groundbreaking move, Wakefly introduced an innovative model empowering content editors to tag blog and video posts with the names of their respective UAG authors.

The unification of these websites not only amplifies operational efficiency but also strategically positions ECHO as a cohesive and streamlined brand. The innovative approach to content management facilitates the marketing team's ability to navigate and control the digital landscape, ensuring a consistent and impactful online presence across varied markets.

Furthermore, the implementation of the Kentico instance offers a scalable solution that aligns with ECHO's growth trajectory. The centralized control over content and products translates into a nimble and responsive digital infrastructure, ready to adapt to the evolving needs of the landscaping and grounds maintenance industry.

In conclusion, Wakefly's adept handling of the ECHO Means Business website development project has resulted in a powerful and user-centric platform. The seamless integration of unique features and the consolidation of multiple websites exemplify a forward-thinking approach, solidifying ECHO's position as an industry leader with a robust and unified digital presence.

Critical elements in the website development initiative included the incorporation of Kentico Xperience 13 CMS, establishing a Multisite instance, and integrating Page Builder templates, Sections, and Widgets.

Noteworthy features also comprised Product filtering and Product Comparison Tools, enriching user experience. Additionally, the project embraced Multilingual support to cater to diverse cultures and enhance accessibility. The adoption of these key components collectively fortified

Solution

The culmination of these efforts is a dynamic platform where visitors can effortlessly filter content based on product type, UAG author, and content type (such as how-to videos or product reviews). This groundbreaking feature provides users with unparalleled control, enabling them to tailor their experience and discover content that precisely aligns with their preferences.

With the consolidation of four distinct websites – ECHO USA, ECHO Canada, ECHO Latin America, and ECHO Means Business – within a single Kentico instance, Wakefly has delivered an efficient and centralized solution to the ECHO marketing team. This strategic move empowers content editors to efficiently manage products and content across diverse markets, streamlining the overall management of ECHO's digital presence and significantly enhancing operational efficiency.
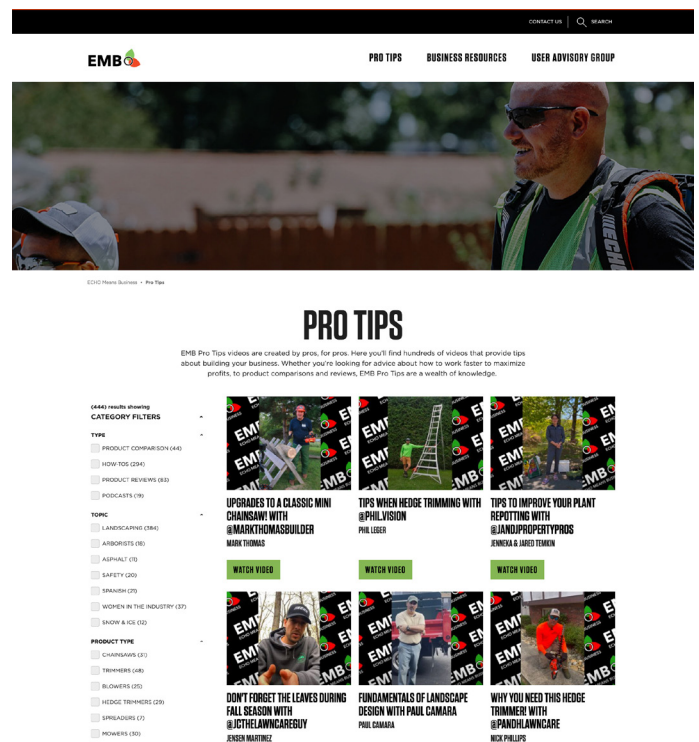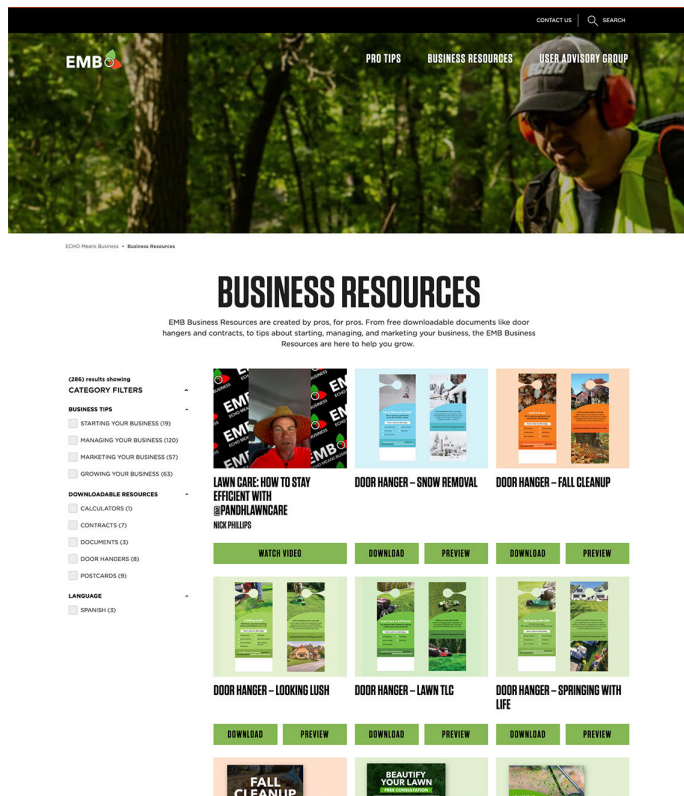
the website's infrastructure, ensuring a robust and versatile platform that accommodates various functionalities and caters to a broad audience.

The utilization of Kentico Xperience 13 CMS attests to a commitment to cutting-edge content management, providing a foundation for efficient content creation, modification, and management. The Multisite instance facilitates the integration of multiple websites under a unified platform, streamlining management and enhancing overall coherence.

Page Builder templates, Sections, and Widgets contribute to a user-friendly interface, empowering content creators to design and modify pages seamlessly. The inclusion of Product filtering and Product Comparison Tools speaks to a dedication to user convenience, enabling visitors to refine and compare products with ease. Moreover, the incorporation of Multilingual support underscores a commitment to inclusivity, recognizing and respecting diverse linguistic and cultural preferences.

This comprehensive approach to website development reflects a strategic and forward-thinking mindset, aligning the platform with modern standards and user expectations. It not only ensures a seamless and engaging user experience but also positions the website as a versatile and adaptable tool capable of meeting the needs of a diverse and dynamic audience.
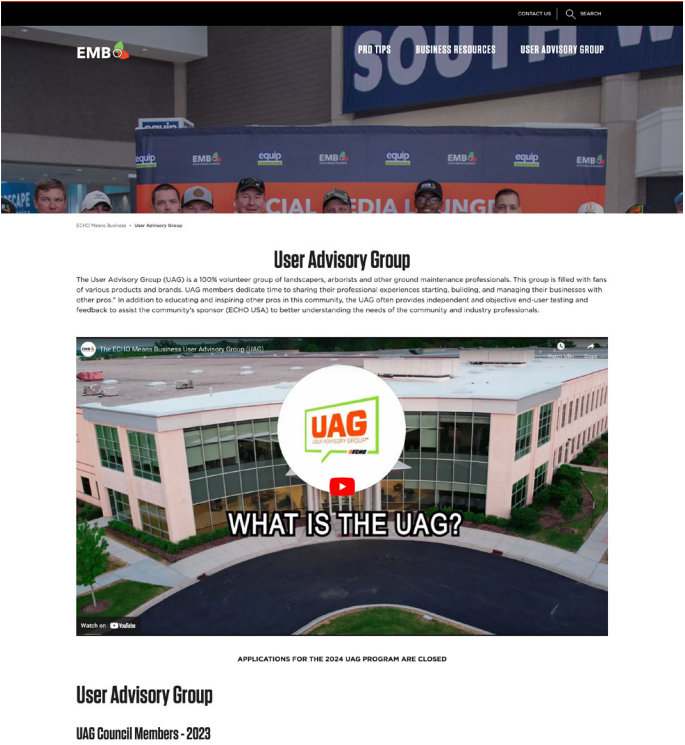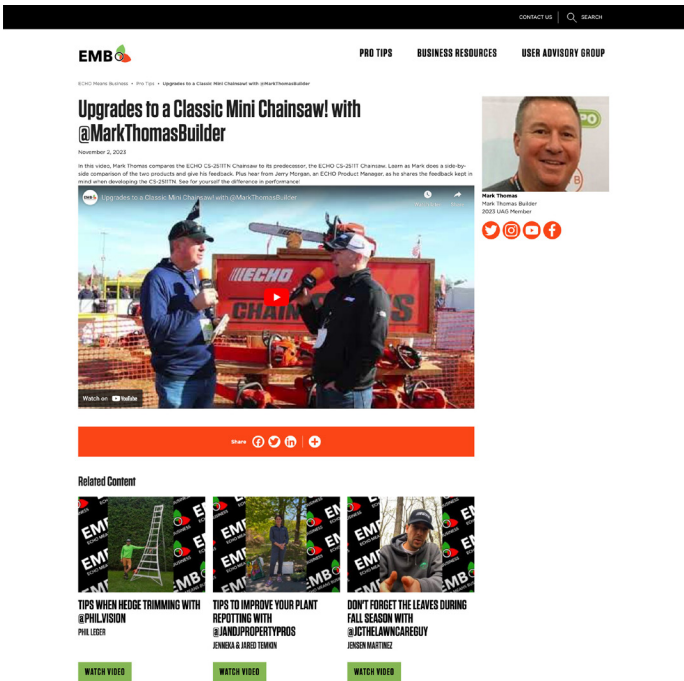
Wakefly

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.