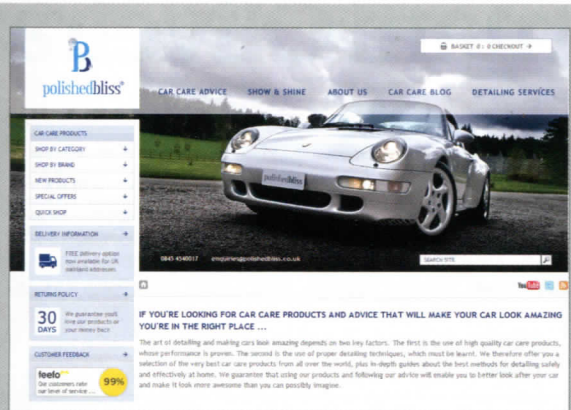


Mark Fraser

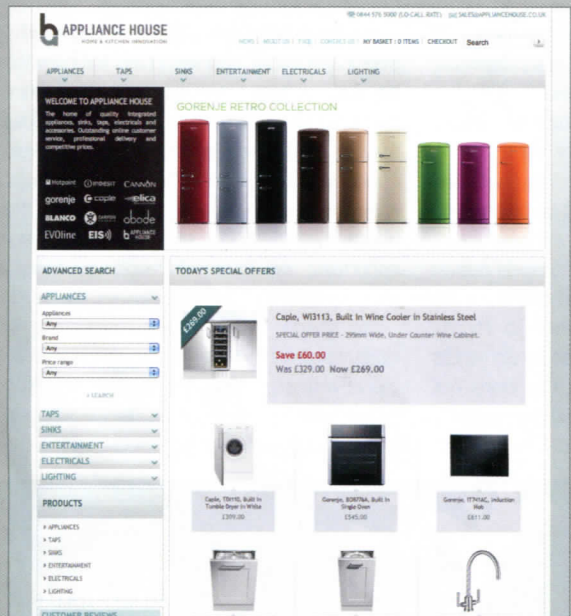
web www.greenjersey.com



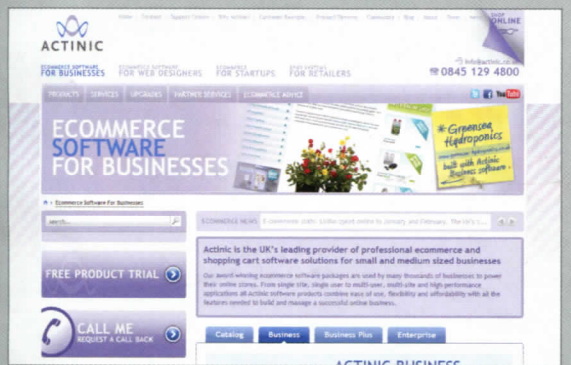
Current role MD and co-founder of Green Jersey Web Design
Education N/A
Expertise Actinic, Joomla, WordPress, eCRM strategy and exploitation, plus the usual web-design tools
Clients British Film Institute, Down's Syndrome Association, Continental, Siemens, The Transport Trust, Axiom Films, Polished Bliss, Appliance House
Twitter @greenjersey



01 www.polishedbliss.co.uk



02 www.appliancehouse.co.uk



03 www.actinic.co.uk

Green Jersey is best known for its creative eCommerce websites built with Actinic software. Beyond eCommerce work, Green Jersey also has a reputation for producing large sites using Joomla and WordPress. MD Mark Fraser tells us more about the business:

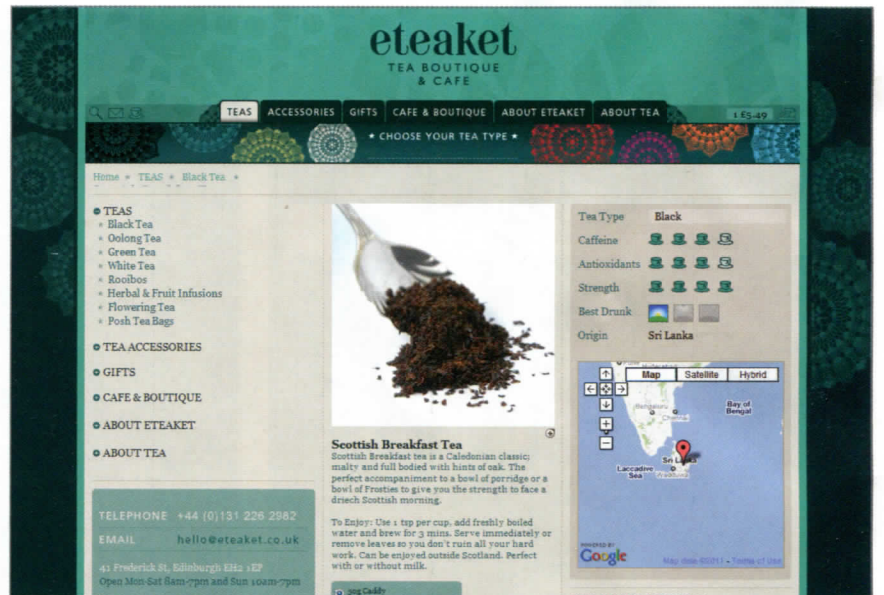
"We knew we had to carve out a niche. Small agencies need to differentiate themselves, and Actinic suited us perfectly. We gained a reputation for producing creative sites, and we built a great relationship with the company. Since building Actinic's own corporate site we're also their supplier now!"

As the business matured, Green Jersey's focus shifted from design-led projects to more commercially driven work. Mark continues: "Clients expect top-quality design and

functionality. But in the long term, unless you deliver a clear return on investment too, a client will go elsewhere. So everything we do for a client has to be justified by whether it will contribute to that business's profitability. We like the challenge of building eCommerce sites for SMEs to compete with big-name brands."

Green Jersey does a lot of work helping eCRM clients grow their businesses. "We're fascinated by improving eCommerce performance," Mark tells us, "and the key to this is knowledge of a client's market, customers and website performance. We [use] data from [a range of] sources to build a complete picture."

"We get a huge buzz out of our work. We're lucky to be paid for what we love doing anyway - not everyone is as fortunate."



04 www.eteaket.co.uk

01 The site's main function is to sell high-end car care products, but Green Jersey also created a dark, rich layout to present the client's luxury services.

02 Green Jersey created the branding for this kitchen appliance business as well as the website. It can easily compete with the big-name retailers.

03 Actinic's online presence was transformed with an all-new design, new functionality and a powerful CMS. It's a key tool for the company's customer service.

04 This site for tea retailer eteaket has a high degree of creative design and custom development. Everything is designed to make shopping online fun for tea lovers.