



# Relaunch and introduction of a CRM and marketing automation solution

Client:  
TOPP digital  
GmbH

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Tags:  
#Emotion  
#Managed  
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#WordPress

**asioso relaunched the website for TOPP digital GmbH and integrated a CRM and marketing automation solution.**

## The challenge

TOPP digital is a modern full-service print shop based in Munich, Germany, which focuses on the digital printing of personalized documents. In the meantime, the website appearance has become outdated and did not fit the modern orientation of TOPP digital GmbH, neither optically nor technically.

The aim was to create a modern website that reflects the quality of TOPP digital and offers a good presentation possibility. In addition, a CRM system was to be integrated, which would facilitate customer care and provide a better, always up-to-date overview of the business relationships. A marketing automation solution should help to make marketing campaigns more efficient in the future.

## The Solution

asioso has created a website that gives a quick overview of TOPP digital, its products, services, references and personal service on the start page. On the subpages the website visitors get detailed information. In the footer, in addition to contact details and important links, the latest blog articles and references are automatically teased.

The corporate design colours appear repeatedly on the website as an accent. High value was also placed on usability. To ensure that the website is also well presented on smartphones and tablets, the web design was designed to be responsive.

The result is a contemporary, customer-oriented website on which visitors can easily find their way around and get an overview of the products and services of TOPP digital. The new website has a modern look and reflects TOPP digital's innovative, high-tech offering.

The integration of Google Analytics enables TOPP digital to analyse visitor flows and the effectiveness of campaigns and use the results to make further optimisations in the future. The integrated CRM system agileCRM enables automation in the maintenance of contact data, which saves employees time and also provides a better overview of customer contacts. Contact requests via the website automatically land in the CRM. In addition, an employee is assigned a task to make contact. Readers can also use the website's blog to find out about interesting and current topics in the field of printing and printing technology.

# Benefits of the website relaunch for TOPP digital GmbH

- Modern website appearance which corresponds to the orientation of TOPP digital
- Good presentation possibilities for the products and services
- Integration of an effective CRM and marketing automation solution for better customer care
- Optimisation potential for campaigns due to the possibility of analysis through the integration of Google Analytics
- Publication of additional information on specialist topics in the blog possible
- High usability
- Responsive design
- Expandability for the future: future integration of a shop possible

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