Success Stories 2023

Volksapotheke – cross-media full-service package

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The cross-media implementation of the specialised eCommerce platform, the website and the complete implementation, including the refinancing of our customer magazine, is a unique service package that has made us much more efficient.

Redesign
New CI/CD as the basis for the modern and responsive website.

Inbound Marketing
Blog, social media & customer magazine strengthen visibility and loyalty.

Implementation
HubSpot as System for CMS, CRM and automated communication.

Integration
Systems such as ProPharmaX and Route4Me - for efficient processes.

Individual Software
eCommerce area for ordering

Challenges

Because there was a reorganisation, a consistent brand image was to be created - with a modern website and clear communication for consumers.

Solution

A responsive website with a blog, marketing automation, eCommerce area and ProPharmaX connection was created on the basis of HubSpot CMS. The new solution seamlessly combines brand, processes and digital services.