

Extended case study

A perfect platform for the world's first football club

Where do you go for help if you want to relaunch the website of the world's oldest football club?

Bespoke web development agency Phoenix Digital was already working with Sheffield FC to redesign and redevelop the club's website. A key part of this was to incorporate a fast and functional online store.



The club relies heavily on sales of tickets and merchandise for its income, so this had to be an integral part of their website.

Phoenix had already partnered with Aero, giving them access to our ecommerce platform. This was the foundation on which they'd build the SFC shop.

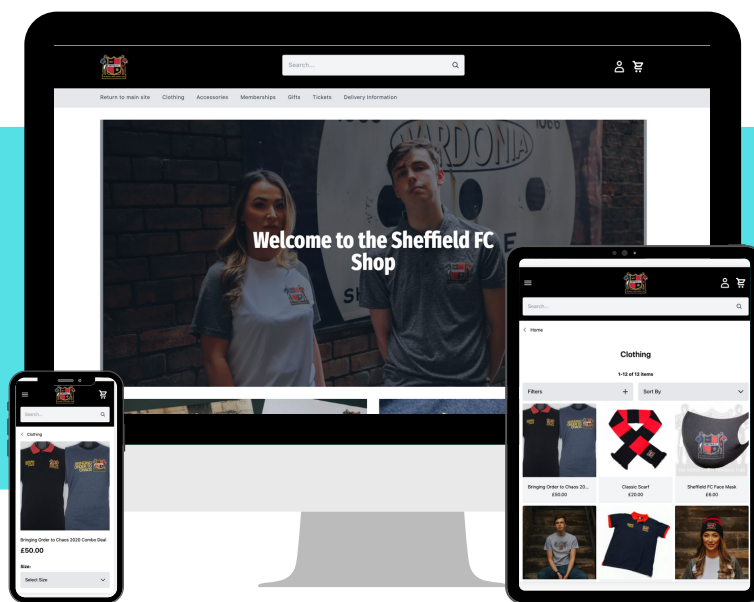


Partnership and team talk

What would make Aero a good fit for Phoenix? We listened carefully to what their team was looking for, and they spent time with our CSO Robert Cooper to learn about the platform's functionality and security aspects.

We wanted to instil full confidence in the Aero offering, so that the Phoenix team could get a clear idea of how it would fit in with their strategic objectives.

It was important to get across the value of partnership, not just for the practical access to the platform, but as an opportunity for Phoenix to build its customer base.



We were able to demonstrate that the flexibility and freedom they'd get with Aero would align with their approach to clients and projects. The right tool for the job, with the added value of becoming an Aero partner.

This added value includes being listed on our agency directory, and providing assets to help them pitch for Aero-based work.

We also arranged a tech day with our Head of Platform, including an introduction on getting started with Aero, installing the platform and building a site rapidly.

The perfect combination

There are plenty of digital agencies out there offering web development services. A big differentiating factor is being able to offer highly individual results, which don't look like they're based on just another template.

At the same time, this whole process needs to be streamlined and efficient.

The Aero platform addresses both these issues: it offers out-of-the-box functionality but with plenty of room for individual customisation.

For any agency wanting to stand out from the crowd, that's a perfect combination.

We've used other ecommerce platforms and always found at least some elements restrictive. Aero integrates well with Laravel, and that's our framework of choice."

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Davinia Hamilton-Maddox
Director, Phoenix Digital

The results

The ambitions for the Sheffield FC project were not complex: to have an efficient, functional website with good UX that would keep users engaged and enable them to buy merchandise and tickets easily.

The new site, built on the Aero platform, retains all the personality of the club while driving conversions through the integrated shop.

The club has seen:

1100%

**Increase in
sales**

32%

**ROI achieved in
the first 3 months**

500

**New members
per month**

For Phoenix Digital, it's been a rewarding experience too:

"We've enjoyed our first build on the Aero platform. Not only does it fit excellently with our own method of technical development, but also very easy to work with from an admin point of view. And the team has given us great support through the whole journey."

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Davinia Hamilton-Maddox
Director, Phoenix Digital

The Aero perspective

Aero's functionality makes it an attractive option for agencies looking for the flexibility and reliability that will enable them to provide outstanding and individual outcomes for their clients. Phoenix Digital's work for Sheffield FC confirms this. They were able to build on the club's personality while adding value and clarity to its site.

"It's been a privilege to work with Phoenix, providing them with the platform and support to exceed their client's expectations. And it's great to see our contribution help such an established institution as Sheffield FC thrive online."

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Richard Bendelow
CEO, Aero Commerce

If you're looking to provide unique ecommerce answers to your retail clients, then the Aero platform will give you the freedom and technical resources you need.

For more information get in touch with the Aero team today.