

KupiKniga.mk

case study

the first online bookstore in Macedonia

Client: iVote Technologies

Industry: Books

Challenge:

iVote's Technologies set a challenge for its team to create the first online bookstore in Macedonia that will bring together the full offer from all Macedonian publishers, as well as most of the books offered in the region.

The specific objectives of the project are the following:

- *Developing an e-commerce portal*
- *Connecting national and regional publishers and bookstores*
- *Providing e-payment options and processing*
- *Providing world-wide shipping and free national delivery*
- *Multilevel membership, promotions and discounts*
- *Search engine optimization and internet marketing*

Solution:

KupiKniga.mk is an e-commerce platform for all national publishers and bookstores with the purpose of sales growth and promotion of reading, literacy and education.

The services provided by iVote Technologies include: development of web-portal with e-commerce options (shopping cart, wish list, card processing); administration panel for the publishers and bookstores, as well as controls for the registered users of the portal; social network interaction options; web traffic analytics and marketing solutions as well as funnelling traffic using social networks.

Success:

More than 1.500 faithful readers, more than 10.000 titles in just three months.