

Case study

Client: Thermoline

Overview

Thermoline, Australia's favourite laboratory equipment manufacturer has over 50 years of innovation and testing on products for the healthcare, education and industrial markets.

Thermoline were looking for a new website design and custom UX experience for their customers.

Key takeaways



HubSpot onboarding for Sales Hub and CRM, Marketing Hub, Service Hub.



HubSpot CMS website with a templated HubDB product catalogue.



Custom built website design and bespoke development.



Tailored UX experience and site navigation.



Reflecting branding and design to be consistent throughout the website.

Goals

Our goal was to build a custom UX experience for Thermoline's customers with bespoke website design and development using HubSpot CMS and HubDB.



The challenge

Thermoline wanted to reach their customers online and build a platform that enabled them to showcase their products, increase visibility and establish a strong online presence. They wanted to compete in the online space to bring information to their customers, enhance customer engagement and increase revenue. Thermoline wanted to enhance their user experience, optimise conversion rates and integrate marketing tools. They wanted to use a platform that enabled them to scale their operations and streamline their customer experience.

The solution

We conducted comprehensive workshops to define objectives and design needs. We first took the time to understand Thermoline's audience and developed a unique website design that would resonate with their industry. We created wireframes and prototypes to visualise the website structure and layout before beginning development. We used HubSpot CMS with a templated HubDB product catalogue to create their bespoke website as it best suited Thermoline's needs. We ensured the website was mobile responsive and focused on improving customer engagement.

Thermoline now has a custom website that resonates with their audience and represents their industry. Streamlining their marketing efforts with improved brand credibility, enhanced customer experiences and scalable growth solutions.