



Jim Richardson
CuddleWorks

CuddleWorks Streamlines Holiday Orders with Volusion

Gift personalization, free shipping and built-in SEO tools position teddy bear retailer for 300% sales increase this holiday season.

CuddleWorks, the successful online retailer of teddy bears and other stuffed animals, used Volusion's ecommerce platform to roll out its exclusive holiday gift promotions on November 12, 2009. CuddleWorks expects a 300% increase in visitors this holiday season with expected gross sales roughly three times that of 2008.

Fast Facts

- In 1902, Morris Michtom saw a picture of Theodore Roosevelt standing next to a bear cub trapped in a tree. Michtom decided to create a stuffed bear cub which he later called Teddy's bear.
- CuddleWorks goes interactive. Check out their YouTube page that features bears in HD -<http://www.youtube.com/cuddleworks>.
- CuddleWorks offers a large selection of teddy bears, stuffed animals and giant teddy bears that stand over 7 feet tall.

Our Site



“For just over three months, we researched several ecommerce packages, ranging from “A” to Zen-Cart. Many had a good feature here, or useful process there, but none met the strict requirements we had for price and flexibility, until we found Volusion,” he said.

CuddleWorks has relied on Volusion’s platform since going live in December 2007. Jim Richardson described it as an “instant success,” breaking \$10,000 in sales within 10 weeks of launch.

Free support and a combination of robust features led Richardson to choose Volusion as the right ecommerce solution for the CuddleWorks online store.

Richardson’s short and sweet advice to other online store owners stems from the months of extensive research he did before choosing Volusion to host his online store: “do it right the first time.”

Holiday Season Promotions Made Easy

Jim Richardson, CEO of CuddleWorks, has two goals every holiday season: 1) make the shopping experience as quick and easy as possible and 2) provide personalized holiday packages that give the recipient more than just a product in a box.

Every year the teddy bear retailer creates “complete holiday gift packages,” allowing customers to purchase everything they would expect in a holiday gift with just one simple click. This season, giant teddy bear gift recipients will receive a large red bow and personalized holiday greeting card in advance of Christmas indicating something very big and special is on the way. CuddleWorks intends on playing off the anticipation factor, enhancing the gift’s arrival.

With Volusion’s customizable checkout page, CuddleWorks created its own greeting card section that allows customers to select a specific greeting card and add a personalized message. Typically, retailers simply insert the buyer’s message on the packing slip, but CuddleWorks customers will receive a laser printed embossed greeting card enclosed in a white envelope.

As a secondary holiday promotion, CuddleWorks is offering free shipping on all Jumbo Teddy Bears through Christmas. Volusion’s ability to flag specific products as “free shipping” items made this promotion exceptionally easy to implement and manage.

The Gift that Keeps on Giving

Volusion also offers CuddleWorks the following features and benefits throughout the year, which have become especially important during the holidays.

- **Vzoom:** With Volusion's Vzoom feature, CuddleWorks customers have the ability to hover over images and get an up-close-and-personal look of the teddy bears before they buy.
- **Built-in SEO:** With the assistance of Volusion's SEO tools embedded into the product interface, CuddleWorks is able to establish an immediate presence on Google, Bing and Yahoo. Customers can find products routinely on page one search results, constantly driving free traffic to the website.
- **Inventory Management:** Volusion's inventory control forwards low inventory items to a single page, making purchase ordering easy for CuddleWorks. Instead of having products sell out on a routine basis, the store maintains a high availability of products for customers to purchase.

“I've always felt that it's the small details that set our company apart from the competition. Volusion's greeting card option has given us a huge competitive advantage.”

“One of our most valued tools is the low inventory control feature that Volusion makes possible. It has helped streamline day-to-day operations and made purchase ordering a breeze.”

“I strongly believe that SEO can make or break a new company starting up in a competitive market. CuddleWorks is no exception. With the assistance of Volusion's SEO tools embedded into the product interface we were able to establish an immediate presence on Google, Bing and Yahoo.”

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