Lima Bean launches the Yes Baby Daily wedding deal website and directory

Issued by Lima Bean

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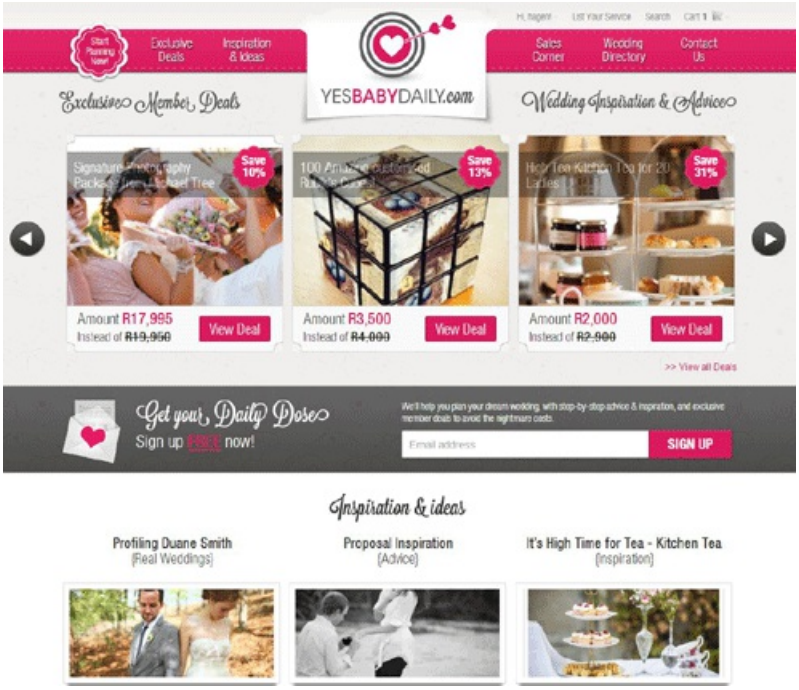
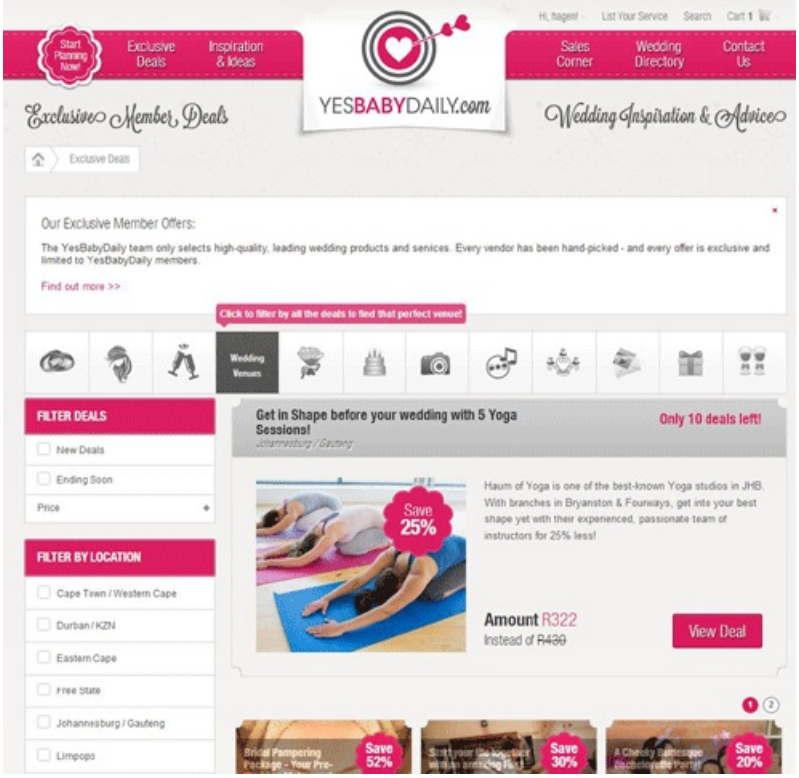
It's fairly well known that some of the most active communities on the web are centred on weddings and babies. Having built the very successful www.babysense.com website, which has over 27 thousand likes on Facebook, Lima Bean ventured into the wedding space with the project www.yesbabydaily.com.

The client's idea was to combine a daily deal type website with an informative portal with tips, tricks, articles and advice on how to plan a wedding. The end result turned out superbly and was very much a joint effort between the client and Lima Bean, with the client providing outstanding imagery and copy.



Lima Bean very much used a best of breed approach with regards to the technology used, enhancing the user experience with beautiful little slides, fades and scrolls throughout the website. The site was built on the rock solid, enterprise grade CMS Expression Engine, with the Store e-commerce module on top of the Foundation CSS framework. The combination of these frameworks allows for easy maintenance, clean code and will allow the site to be responsive in the future.



Just a few days after the launch, sales are on the increase on a daily basis, more than 500 likes on Facebook achieved and a specific blog post receiving 275 comments (as a part of a competition) .

There is no doubt that the wedding industry is highly active, with new passionate and excited wedding planners hitting the market each year. Given the quality of the site, the content and the solid marketing strategy, there is no reason that Yes Baby Daily won't go from strength to strength.

Watch this space.

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Lima Bean

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