

Introducing Rapid Marketplace

Medina, Ohio, October 14 2010. Chad Wilson, President of Rapid Marketplace, has announced the launch of a new ecommerce tool. "Rapid Marketplace is the result of more than a decade in business, developing software solutions for a wide variety of clients," says Wilson. "We noticed an increasing need for a scalable ecommerce solution that will grow with a business, providing the specific internet marketing and ecommerce tools they need, only as their business is ready for them."

Rapid Marketplace is a comprehensive package providing a broad array of ecommerce solutions, starting with a professionally designed website and then adding modules as they are needed:

- A comprehensive product management module, complete with an online product catalog that includes multiple images of your products, enlarged/detailed images of your products, and a product search based on relevancy. Also included is a shopping cart tool, real-time credit card processing capability, and secure checkout process.
- Convenient, integrated shipping capabilities. The Rapid Marketplace system integrates seamlessly with both UPS and FedEx to ensure exact shipping rates, as well as product transportation via trusted carriers.
- Robust customer management tools to easily update customer information, including customers' billing addresses and shipping addresses, among other customer data.
- Manual order management capabilities, which permit customers to order via the method they choose, whether online, by phone, or by fax. The manual order database also integrates with the online order database collecting all orders in one place.
- Customer communication tools, including a complete suite of broadcast email tools, live chat/online help, and blog/discussion thread capabilities. Also included are dynamic forms management for contact and/or submission forms, as well as the ability to create automated emails with customizable trigger points.
- Reporting and statistics tools that allow monitoring sales by product, date range, and manufacturer, as well as progress toward online sales goals.

The Rapid Marketplace team will support clients through ongoing competitive analyses and monitoring clients' search engine rankings for select keywords. In addition, clients will be supported by customized online marketing efforts and stellar traditional marketing pieces.

Wilson adds that Rapid Marketplace was designed and priced specifically with smaller to mid-sized businesses in mind. "There are a number of ecommerce solutions in the marketplace," adds Wilson, "but most are tailored to larger enterprises. We designed Rapid Marketplace to fill an unmet need."

For additional information, or a product demonstration, visit www.rapidmarketplace.com or call (330) 721-1792.

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