

Sound FX Plans to Create a More Informed Customer With New Website

Solutions-oriented format combines with products, information links and original content

LEWES, DEL. – June 25, 2015 (MEDIAWIRE) – Sound FX, the leading vehicle enhancement center on the Delmarva Peninsula, announced the relaunch of its consumer website at <http://www.sound-fx.net/car>. The 2014 *Mobile Electronics* magazine Retailer of the Year unveiled its new online destination after six months in production, complete with more than 70 pages and more than 1,500 images. The vastly enhanced Web presence will allow the company to transition online viewers into brick-and-mortar customers, while educating potential customers on the latest technology and installation expertise available in the automotive aftermarket.

Sound FX caters to consumers who want the latest safety, security, convenience and entertainment upgrades for their vehicle or watercraft. The new website utilizes a solutions-oriented design rather than a product catalog format to allow visitors to drill down and discover customized options for their needs.

From the menu, “Vehicle Solutions” unfolds into seven options centered on a customer's primary needs. Visitors can then select from a number of topics that not only showcase product, but also provide informative content, videos and links to outside sources. Under “Distracted Driving,” visitors can read the latest tweets from the National Highway Transportation Safety Board (NHTSB), “Take the Pledge” to end distracted driving, and view the full array of hands-free kits and other safety products offered by the store.

The website also features select topics surrounding new vehicle technology, hand-picked by the staff from various news sources or contributed by industry experts. Images of completed work are selectable by classification of the work done. Visitors can request an appointment right from the website.

To build rapport with customers, the website includes a “Why Choose Us?” selection that opens into several sections to introduce the staff, show a walkthrough of the store, present testimonials from past customers and outline the store’s White Glove protection plan.

"It was definitely a huge undertaking, but it was one we felt we needed to take in order shape our business for the future," said Brian Layton, co-owner of Sound FX. "It's also a very personal goal for me. Just like we have in our store, I wanted to have a place where consumers can learn about smartphone integration, fabrication and more in a place where they feel comfortable."

About Sound FX

Founded in 1992, Sound FX has provided Delaware and the Delmarva Eastern Shore area with years of courteous service and top-quality products. The company takes pride in the ability to design and install great-sounding and easy-to-use systems for its clients. Voted Best of Delaware by the readers of *Delaware Today* magazine, and most recently Retailer of the Year by *Mobile Electronics* magazine, Sound FX derives its success from great relationships with its clients and industry. For more information, call (800) 454-AUDIO or visit sound-fx.net.

Images:

mwire.co/SFX-Home.JPG

Captions:

Homepage of Sound FX Car Website

mwire.co/SFX-Menu.JPG Menu selection orients topics based on consumer need