

# Day 7 - Live Deployment and Post Launch Practices-[Furniro]

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## Custom Content for Client Benefit's

### 1. Here's why clients should choose my website

**Ease of Use:** My platform is intuitive and user-friendly, providing a seamless shopping experience.

**Product Visibility:** SEO and marketing features can drive traffic and boost sale.

**Scalability:** Built with robust technologies like Next.js, your platform can handle high traffic.

**Business Growth:** Supports investor partnerships and branding strategies to scale globally.

## Key Highlights

### 2. Overview of the Marketplace

- **Name:** Furniro
- **Purpose:** To provide a next-generation e-commerce experience, prioritizing usability, performance, and scalability.
- **Technology Stack:**
  - Frontend: React.js, Tailwind CSS, Next.js.
  - Backend: Sanity.
  - Hosting: Vercel with integrated CDN for high-speed performance.

## Post-Launch Practices

### 1. Marketing and Branding

- **Campaigns:**
  - Leveraged Google Ads and social media platforms to target niche audiences.
  - In future, Launched referral programs offering discounts to both referrers and referees.
- **SEO Optimization:**
  - Implemented keyword strategies for higher search engine visibility.

### 2. Customer Feedback Integration

- In future, Established feedback channels via surveys and user reviews.

- In future, Enhanced features based on initial customer feedback, prioritizing ease of use.

### **3. Future Expansion Plans**

- Integration of AI-driven product recommendation systems.
- Introduction of multi-language and multi-currency support to attract global users.
- Launch of a vendor analytics dashboard for real-time sales insights.