

# Total Fan Shop hosts B.B. King & Dolly Parton



**TOTAL FAN SHOP**  
Where Music Fans Come to Shop

Legendary music pioneers choose  
Total Fan Shop & Zoovy for merchandising

## Back to the roots

Starting out in 2002 Total Fan Shop's founder, Daniel Sigmund, had a vision to provide music fans with all the official merchandise they could ever want, from some of the world's top musicians, in one place. Today Total Fan Shop provides a complete service to some of the world's most legendary artists, hosting Zoovy web stores for such iconic greats as B.B. King, Dolly Parton, the Beach Boys, and the Doobie Brothers.

## 19 web sites but only one pair of hands

"Before coming onboard with Zoovy I was doing everything myself, hosting my web sites with a self-installed software package. Unlike Zoovy, that software was geared toward one store, so I had to run 16 separate copies of the software, one for each store, basically I just outgrew the software, that's when I turned to Zoovy."

"Now we have 19 web sites and process day to day orders with Zoovy Order Manager, no more need to log in to 19 different sites, we process everything from one panel, it's a piece of cake and saves us so much time every day."



## Reaching more fans with syndication & integrated shipping

Using Zoovy's powerful syndication technology Total Fan Shop reaches more dedicated music fans than ever by listing products through Google, Yahoo, eBay and Amazon.com. "Our store is still a niche market, and we don't rely on search engines," says Sigmund "Now I have much more time to concentrate on syndication and don't have to worry about micro management. Anybody can give you an on-line store, but can they syndicate to Google, eBay and Amazon too? I tell anybody who has an online store, if you're only selling from your site then you are really behind the times. Instead of customers coming to you, you go to the customers, and that's a huge benefit offered by Zoovy."

## The whole performance in harmony

"We use UPS for domestic shipping and the post office for international packages," says Sigmund "That's mainly what we were looking for when we signed up with Zoovy, the whole package that allows us to do everything through one place, it's all in one and makes everything go smoother. Zoovy has definitely saved us a lot of time and resources by letting us operate our store web sites from one place, freeing time to concentrate on other projects like marketing."

Total Fan Shop, is based in Nashville, Tennessee providing dedicated music fans with official merchandise from some of the most iconic figures in the music industry. The Zoovy powered Total Fan Shop web store can be found at [www.totalfanshop.com](http://www.totalfanshop.com).



To find out more about Zoovy e-commerce solutions contact a consultant at **1.877.966.8948** or visit **[www.Zoovy.com](http://www.Zoovy.com)**.