

INCREASED WEBSITE & SOCIAL MEDIA TRAFFIC....MORE EXPOSURE. MORE CUSTOMERS.

ABOUT FEME FREE. Tara Harris created FemeFlex after having a surgery that made it difficult for her to wear tight-fitting undergarments. In collaborating with doctors, engineers, and manufacturers, Tara designed and created an innovative pantless liner that provides the same comfort and protection as a regular pantyliner without the need for undergarments. FemeFlex will be the world's first-to-market pantless liner when the product launches in late 2022/early 2023.

THE CHALLENGE. In 2021, Tara was in preparation for the launch of future products and trying to identify opportunities for business growth. In particular, Tara was interested in new marketing strategies - she wanted to increase the company's brand awareness and grow the company's client base by boosting organic website traffic and social media touches. Tara contacted CMTc for expert guidance and assistance.

MEP CENTER'S ROLE. CMTc, part of the MEP National Network™, worked with Tara from November 2021 to March 2022 to identify and implement customized search engine optimization (SEO) strategies. CMTc consultants developed and recommended website optimization tools, provided Shopify theme support, and supported Google Analytics installation and configuration. To help her save money and avoid hiring outside developers, CMTc consultants also gave Tara a tutorial on how to make content updates and edits to the website and social media accounts herself.

"Our new website is great. I am very happy with CMTc's work and their advice on positioning!"

-Tara Harris, CEO

RESULTS

\$10,000 in cost savings



\$60,000 expected in new product and process investments

CONTACT US

3760 Kilroy Airport Way
Suite 450
Long Beach, CA 90806



(310)263-3060



www.cmtc.com

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