

Priority Attracts Bicycle Fleet Customers with eMazzanti-Built Website



Low maintenance NYC bicycle manufacturer wows fleet customers with media-rich drag-and-drop website produced by Liqui-Site, an eMazzanti Technologies Company—in a new case study

Hoboken, NJ (Cision) July 1, 2020 – Liqui-Site, an eMazzanti Technologies company providing [custom website development](#) services has published a new case study relating how the Liqui-Site team implemented innovative website technologies that enabled Priority Bicycles to realize its concept for a media-rich website platform for its expanding fleet business.

The informative case study features fast rising Priority Bicycles located in New York City. According to the study, the website launched to rave reviews, enhancing the company’s credibility and likability.

“eMazzanti has given us the ability to talk about a very important part of our business in a way that pushes our growth and communicates the things that we’re excited about,” reported Connor Swegle, CMO, Priority Bicycles.

Below are a few excerpts from the case study: [“Priority Bicycles Pedals Fleet Success with eMazzanti-Built Website.”](#)

Visually and Functionally Excellent

“Following two rounds of discovery, design, development, testing and training, the site was up, and Priority was adding content. ‘Visually, it looks great, and the technology enables all the functionality we need,’ related Swegle.”

Leadership in the Development Process

"eMazzanti took Priority's designs and helped guide them through the process of making it work in a web and mobile environment. 'It's a media-rich site that can host hundreds of video case studies, fills and copy,' said Swegle. 'For us, to have that all in one place was a mighty task.'"

"I am extremely happy with how intuitive the technology is to use," he added. "Effectively, it's a drag and drop solution to a media-rich website. I really appreciate eMazzanti's ability to take leadership in the development process because they have the expertise in that space."



National Attention Brings Fleet Customers

Priority Bicycles launched in 2012 as a direct-to-consumer bicycle brand for the masses, committed to making the best bicycles in the world at an affordable price. Their simple strategy of high-quality parts, an efficient supply chain, low overhead and an online business model has gained national attention.

Increasingly, the company's promise and business model appealed to hotels and resorts, campuses and corporate clients focused on health and wellness. Over the last few years, the company's number of fleet customers has grown rapidly.

[Read the full case study](#) >>

Award-winning Custom Website Development

With an award-winning web portfolio spanning fourteen years, Liqui-Site's top digital marketing talent and innovative web technology deliver increased leads, sales, and profitability for clients. The firm's

2015 | 2013 | 2012 Microsoft
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Inc. 500 || 5000
2016 | 2015 | 2014 | 2013 | 2012 | 2011 | 2010



ShoreTel Sky
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digital marketing experts help clients attract top talent, tell their story, and increase advertising effectiveness to grow their brand.

Liqui-Site offers a full menu of [digital marketing agency services](#), including custom website design and development, search engine optimization (SEO), pay-per-click, [digital advertising and retargeting](#), and ecommerce and website hosting services, as well as email marketing and automation.

The agency's clients excel in a variety of verticals, including manufacturing, publishing, entertainment, and nonprofit, among others. The firm's mantra, "driven by relationships, solutions and social good," best describes its values.

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