

## ActivityQuest.com Site & Product Launch

### Who:

ActivityQuest.com: Where activity providers can publish an online catalog of their programs; and where people can search, compare and enroll in activity programs for kids, adults, and seniors.

### What:

Site Launch & Product Launch

### When:

October 2006-June 2007

### Highlights:

ActivityQuest.com needed help making their existing site copy and concepts Web-ready. They needed someone with Web and content management system experience to edit their site content and back-end Activity Catalog Builder system for tone, and to simplify a complex concept for a non-technical audience.

- ⊕ Edited and wrote copy for both front and back-end, including FAQ/Help topics, pre-launch and launch site.
- ⊕ Worked closely with the Creative Director to concept and write targeted direct mail pieces including letters and postcards.
- ⊕ Wrote pre-launch e-mail to activity providers.
- ⊕ Wrote launch press release.



### Web Address:

<http://www.ActivityQuest.com>