



## Medwyn Goodall Music

Platinum-Selling Recording Artist

### Aim

The Medwyn Goodall Music site offered a guestbook for Mr. Goodall's fans to communicate with him directly by leaving a short entry. It became clear to CornerWays that there was an evident need for fans to have a more comprehensive venue to communicate with Mr. Goodall and with one another. The aim was to provide a better method for participation, encourage continued growth of sales, and expand the site's consumer base.

### Solution

CornerWays consulted with Medwyn Goodall to provide the following services:

- ◆ **Message Board Software Consulting:** It was important to choose message board software that could be fully customized. A particular concern was being able to prevent individuals from posting advertisements or disparaging remarks so a comprehensive moderation tool was needed. CornerWays provided recommendations on the best software to use.
- ◆ **Message Board Implementation:** CornerWays customized and created engaging forums for Mr. Goodall's fans to exchange with him and other fans. A comprehensive launch plan was developed which included stages of development and necessary action items to ensure anticipated needs were met and the launch would be successful.
- ◆ **Moderation:** To ensure quality dialog and assistance for participants, CornerWays supplied message board moderation for the site. Two moderators assist with approval of posts, answer questions, guide members to particular products and encourage conversations.

## Results

Since its launch the community has thrived both in terms of new membership and the number of posts. Site sales have increased and the members have readily shared their satisfaction through return visits and complimentary posts.

---

Need further information? Please feel free to contact us directly.



PHONE:

Arizona Office - (480) 361-2635.

United Kingdom Office - (+44) (0) 704-400-4292

EMAIL:

[info@cornerways.com](mailto:info@cornerways.com)

---