



Good Karma Brands Case Study

About Good Karma Brands

Good Karma Brands (GKB) is a media and marketing company with an expertise in leveraging the power of sports to build brands. They have a unique collection of premium brands within the GKB family and pride themselves on offering best in class solutions and service. Whether their clients want to impress others at an event, engage with sports fans via their ESPN assets, redecorate their home or office, or feel comfortable walking into a wireless store, they're here for you.



"In converting to Ellington, we found a content management solution that could help us facilitate our publishing strategies. With their great customer service, Synchronex Ellington has been a wonderful partner to our growing brand."

Cody Smith,
Operations Manager
Good Karma Brands

Challenge

GKB needed to manage and publish podcasts, video and on-demand programming in a variety of file types, while engaging their audience on multiple channels. They were looking for a Content Management System that supported flexible integrations and provided simple tools for publishing.

SYNCRONEX  **ELLINGTON**

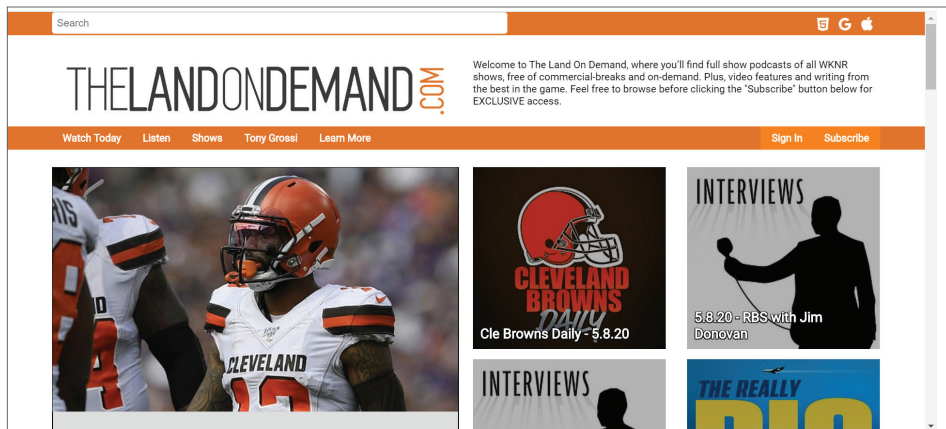
synchronex.com

877-796-2766

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Solution

They turned to the EllingtonCMS for the solution. With the integration, GKB wanted to support their existing paywall provider and enable seamless integration with their Whiz mobile application platform. They were able to do both, while gaining the tools and flexibility to achieve their publishing strategies.



GKB publishes [TheLandOnDemand.com](#) and [WisconsinOnDemand.com](#) using the EllingtonCMS. They swiftly took their sites live utilizing the quick start templates of the EllingtonCMS where support for multimedia publishing and content delivery to RSS and mobile apps was integrated rapidly due to the flexibility of the platform.

By utilizing Ellington's inline functionality within its text editor, users are able to embed podcasts, videos, audio links, images and more without any coding. The team at Good Karma can publish content, no matter the format, as they wish.

