



FABRIC

Fabric Content Management System.

Take control of your website through the unlimited potential of our Fabric Content Management System. We design the site, put it together, then give you the power to make the most of your online presence.

At the heart of the FABRIC CMS lies a powerful content editor which makes updating a web page as simple as using a word processor.

No more waiting for the web developer to make the updates, within seconds you can create, edit and delete your web pages and have them viewable to the public instantly.



Content Management

Gain control of your website in a simple, user-friendly environment incorporating a powerful content editor. Have something new to say? Need to edit an existing piece of content? With Fabric this is as easy as using a standard Word Processor and following a few simple steps.



Easily Subtract and add pages

Adding new pages to your web site traditionally requires the skills of a programmer. Not any more. Using Fabric, expanding your website is as simple as clicking a button. Don't let your site get bogged down with outdated and irrelevant content, let it to grow and evolve with your business.



News and events

Keeping your customers informed of recent news and events is essential in maintaining an ongoing relationship. Fabric's powerful news and events module organises this information and updates it in real-time. Allow users to register to attend an event.



Powerful Searches

Visitors to your website should be able to find specific information instantly. The most direct way of achieving this is a search feature that will thoroughly scan through all the available content on your site and provide relevant results.



Shopping Cart

The Fabric E-commerce module includes all the necessary tools to turn your website into a fully-functioning online store. Fabric allows easy updating of new products, as well as a secure process allowing the user, to select, order and pay for any products they require.



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Secure Access

In today's online environment, it's vital for your data to be protected in adherence with the highest security standards. All critical information is located on secure 128-bit encrypted servers. In addition to the high-level of security that is enforced, your data is regularly backed up and stored in case of unforeseen disasters.



E marketing

The E-marketing module gives you the ability to send out customised, branded emails, directly to your web customers or client database. Fabric allows you to edit, add and remove customers from your database, and allows you to inform them of upcoming special offers or changes in services meaning your customers will always be well informed.



Web Statistics

Take the guesswork out of the equation. Let the statistics determine your strengths and weaknesses by providing details as to the behaviour of all your website visitors.

Advanced web analytics for marketers and webmasters who want to track their visitor behaviour, commerce, conversions and online advertising in detail.



Forums

Forums are a great way of creating a sense of community amongst visitors to your website. The Fabric forum module allows users to communicate in an open environment with your staff and other customers. It can also act as an autonomous customer support mechanism, where customers can assist each other.



Blogs

A popular method today for communicating your message in a personal and informal manner is by maintaining a blog directed at your user base. A blog is a regularly updated journal entry that allows you to write on a particular subject and enable feedback from colleagues or customers. This in turn will develop a relationship and level of trust.



Gallery

They say a picture's worth a thousand words. A gallery is therefore capable of communicating a range of your company's attributes in ways that text alone can't. Galleries are a great way of showcasing a range of products, introducing your staff, or photos from a recent promotional event. Photos speak for themselves, and add a vibrant human touch to your website.



SMS Functionality

Improve the productivity and mobility of your business. Make your business more accessible to customers and staff through the use of SMS messaging. No longer is the reach of your company restricted to your website, use Fabric to deliver campaigns directly to your customers' mobile phone.



To request a demo or to find out more about the Form Creative CMS, email fabric@formcreative.com.au or call 02 9368 1640