

CASE STUDY

Best Movies By Farr: Successfully Building a Community of Movie Buffs

For Best Movies By Farr, a new, scalable content management solution enables them to increase their audience with a beautiful, responsive design and a wealth of powerful new features.

Born of the idea that “too many exceptional films are hiding in plain sight,” film advocate and movie curator John Farr launched Best Movies By Farr with the sole goal of being the guide to the best movies to stream, rent, or buy. Best Movies By Farr answers the much fought-over question, “what do we watch tonight” in a timesaving manner with a highly-curated database of more than 2,600 outstanding, hand-picked films and over 400 themed editorial pieces.

With so much content, and a vision for finding even more “hidden gems,” Best Movies knew that they needed to leave their homegrown CMS behind and move to a user-scalable and developer-friendly platform.

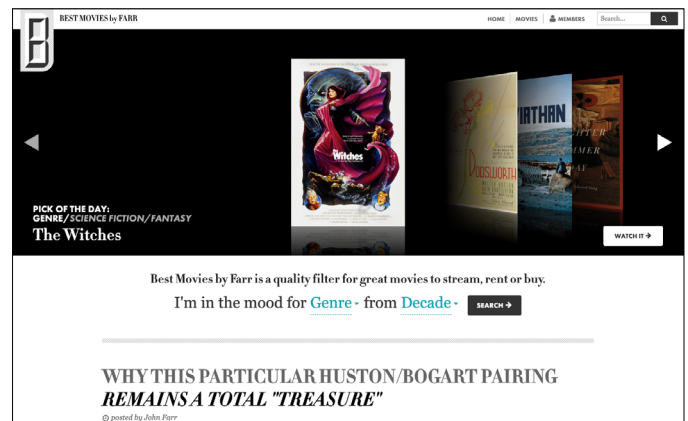
CHALLENGE

Best Movies By Farr’s previous website was self-hosted, and was backed by a homegrown CMS built around a database that was both time consuming and costly to maintain and operate. They were looking for an easy-to-use, Software- as-a-Service (SaaS) solution for their new website, BestMoviesByFarr.com, that enabled simple content creation and publishing for authors, and provided the ability to create a beautiful, modern site and to easily introduce new features, functionality, and integrations from developers.

AT A GLANCE



- Highly curated movie database of 2,600+ recommendations and 400 themed editorial pieces
- Led by film advocate and movie curator John Farr
- www.bestmoviesbyfarr.com



Crafter CMS makes it extremely easy for us to add new movie reviews and articles while providing our users with a beautiful and easy-to-use resource to find, learn about, and enjoy the movies we all share a passion for.

— John Farr, Founder and Editor, Best Movies By Farr

SOLUTION

Best Movies By Farr leveraged Crafter CMS for a full site redesign and introduced their users to a beautiful, responsive design accompanied by a wealth of powerful new features. Best Movies now boasts a gorgeous movie library with powerful filtering tools, improved article and movie search capabilities, single sign-on through social platforms, streaming services integrations, and the ability for users to curate and maintain libraries of their favorite movies for later viewing. Additionally, Crafter CMS empowers Best Movies By Farr to have full control over content, metadata, and URLs, along with mobile friendliness and fast page load times, to enable superior SEO.

Best Movies By Farr uses the fully-managed SaaS version of Crafter CMS that runs on Amazon Web Services (AWS) cloud. Best Movies By Farr leverages AWS EC2, S3, and CloudFront services to provide highly scalable, highly reliable digital experiences to its growing customer base of movie buffs.

RESULTS

For bestmoviesbyfarr.com, it's all about the movies and the rich history and context around them that create a community of end users who share their passion for great cinema. By re-platforming their website to Crafter CMS and running on the AWS-based cloud platform, Best Movies By Farr was able to put all of their focus on content creation and building their community rather than managing technology.

Fresh content on relevant topics that the community relies on is now easier to create, publish, and manage. Development of new features is now faster and more cost-effective, which enables faster innovation and makes it easier to better leverage Best Movies By Farr's rich, evergreen content.

BENEFITS

- Better community development and end user engagement with a beautiful, responsive web experience
- Easy to use content editing, publishing, and management to create new movie reviews and articles
- Full control over content, metadata, and URLs, along with mobile friendliness and fast page load times, provides superior SEO
- Ease of development and deployment enables constant innovation
- Zero need for IT management with a turnkey SaaS CMS solution built on AWS

