

# Big Poppa Smokers Launches New Site developed by HATHWAY



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San Luis Obispo, Calif. — [Big Poppa Smokers](#) launched a completely reinvented online presence and social commerce website designed and developed by HATHWAY, a San Luis Obispo-based web marketing agency. Serving as Big Poppa Smokers' lead digital agency, HATHWAY created [bigpoppasmokers.com](#) as a cooking community with an eye-catching design and full e-commerce functionality.

The driving force and personality behind Big Poppa Smokers is president and CEO, Sterling Ball of Ernie Ball, Music Man fame. Over the past few years, Ball has taken his passion for cooking and transformed it into a successful online business. [Bigpoppasmokers.com](#) features American-made grills, smokers and BBQ accessories as well as unique social commerce features such as a recipe share and cooking tutorials.



"We are thrilled with the new site, said Sterling Ball, otherwise known as Big Poppa. "I think it's beautiful. We've got rave reviews. The store is working well and all the stats are up. We've improved significantly in the last month since our new site with HATHWAY went live."

HATHWAY worked with Big Poppa to create an e-commerce site that not only offers its users a place to purchase grills, smokers and BBQ accessories but also a community in which they can exchange cooking and grilling ideas and recipes. Both [HATHWAY](#) and Big Poppa creative teams worked to translate Big Poppa's love of cooking and community across the entire user interface. Built with a mash-up of open source software platforms, Joomla and Magento to create a seamless and beautiful user experience.

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**About HATHWAY:** HATHWAY is a web marketing agency based in San Luis Obispo, CA. With a diverse portfolio of existing clients, HATHWAY serves global brands, small businesses and start-ups in the fashion, entertainment, technology and

consumer products industries. The agency's expertise lies in staying ahead of new technology while building streamlined, branded user experiences and digital campaigns across a variety of platforms. The HATHWAY difference is a fresh experiential understanding of interactive technology with complex digital solutions created under one roof.

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