

**CASTUS**

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# Sapphire & Lace

**Case Study: Digital**

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# Summary

## Sapphire & Lace Wanted a Better Way to Convert Customers Online

Sapphire & Lace is a floral design company based in Wexford, PA with a specialty of enhancing wedding venues with thoughtful and impressive floral creations. They also operate an event venue known as the Flower Cottage in the heart of Wexford. They liked their website, but visitors weren't clear about what services they offered and booking their event venue was a manual process, causing a strain on time and resources.

### CASTUS Delivered

**110%**

year over year (YoY)  
increase in site traffic  
for Q1 2022

**365%**

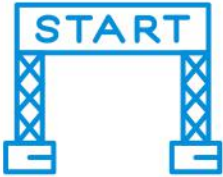
YoY increase in Flower  
Cottage page views  
for Q1 2022

**170%**

increase in revenue  
from rental bookings



# Timeline



## Kickoff

CASTUS kicked off the partnership with Sapphire & Lace by holding a discovery session to tease out their biggest pain points and better understand their business needs.



## Asset Handoff

CASTUS worked with S&L to ensure that they had the required assets to visually represent their services. We kept all files organized and protected as we prepared to enter the design phase.



## Research

We knew it was imperative to find a way to make Flower Cottage bookings automated. We assisted S&L by researching and vetting apps that provided this solution. We also ideated ways to make their services more clear on their website.



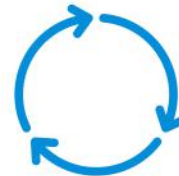
## Recommendation

CASTUS presented research and recommendations for the self-service booking app. We also reviewed wireframes for the new homepage UX, highlighting S&L's core services.

## Website Iterations

Incremental iterations are the most efficient way to serve our clients. By getting the first round of web designs in front of Sapphire & Lace as soon as possible, we were able to gather their feedback and adjust quickly to begin development.

With better insight into the needs of Sapphire & Lace, we developed the Home Page and Flower Cottage Detail Page with the scheduling self-service integration.



By the 3rd iteration we ensured the mobile version represented just as well, if not better than the desktop layout and finalized the last few aesthetic details.



## Final Review

Sapphire & Lace couldn't have been happier with the updates. They saw how the new pages would clarify their offerings, direct customers into two purchase journeys, and easily allow for bookings of their Flower Cottage.



## Launch

The new pages were launched Q4 2021. We analyzed key metrics including traffic, bookings, and revenue throughout Q1 2022 to measure success.



# Challenge

## They Had Several Needs

- An Automated Booking System
- Better Representation of Their Service Offerings

"Before we would spend probably 2 hours on average a week on cottage rentals. We'd say now we spend on average 5 hours because we're booking way more heavily and because of all the additional flower add-ons that have become more popular!"

Sapphire & Lace

Sapphire & Lace saw the Flower Cottage as a major asset and alternate revenue stream, however their system for renting the space was manual and inefficient.

Sapphire & Lace had a homepage that conveyed their brand, but it didn't fully capture their offerings.

They wanted a visually striking home page that would show off their craft, clearly tell their brand story, and prompt users to follow one of two journeys: Either book Sapphire & Lace's floral services, or book the Flower Cottage as an event space.







The CASTUS

# Approach

We applied our three-step approach to their Digital Store Front, which equipped Sapphire & Lace with a capable digital strategy, ensured they were prepared for success, and ultimately developed webpages that drove sales and automated their rental service.

1

## Strategy

Identify necessary webpage optimizations in order to create a better customer journey and a more efficient booking process for the Flower Cottage.

2

## Readiness

Recommend the most appropriate self-service scheduling tool, effective page layouts, and necessary features to ensure conversions.

3

## Execution

Implement the necessary changes to align the webpages with the proposed digital strategy.



# Process

## 1. Strategy

We walked Sapphire & Lace through their desired end results and narrowed their list of website updates to the most pressing concerns.

We agreed upon a new Homepage and Flower Cottage detail page with a scheduling solution as their main projects to prioritize.

### Create Self-Serve Scheduling

- Automate booking process
- Clarify offerings

### Optimize homepage

- Clarify offerings
- Create two journeys to convert visitors
- Simplify purchase/scheduling

## 2. Readiness

We created a list of necessary features to implement on both pages. We researched all possible solutions to integrate self-service booking on their current website platform, Squarespace. We concluded that using the native Squarespace scheduling tool would allow them to create a form that would meet all their requirements while remaining cost-effective.

**We created a list of must-have features for both pages.**

### Homepage:

- Strong opening images
- Clear but concise descriptions of services offered, including floral design and the Flower Cottage rental space, with imagery and calls to action (CTA) leading to more info.
- Introduce the team and drive users to consultation

### Flower Cottage Page:

- Clear CTAs to book throughout the page
- Outline venue features and amenities, location, and use cases for the rental space, backed by stunning visuals
- Explain what is included in a standard rental of the cottage
- Explain what users can add on for an additional cost and encourage upsells
- Highlight customer reviews and testimonials

## 3. Execution

**Sapphire & Lace was ready to proceed with updates! They knew:**

- What pages they needed on their website
- What each page needed to optimize conversions
- How to efficiently rent the Flower Cottage using the Squarespace scheduling tool

However, Sapphire & Lace didn't have the bandwidth or expertise to complete these projects. CASTUS executed design and development to implement the strategy we had outlined using our creative and technical resources. This serves as a key differentiator between CASTUS and other consulting firms - we offer whole lifecycle consulting services and can help our partners execute the strategy we create.





# Results

## 26 Events

Scheduled in Q1 2022 for the Flower Cottage

## 1/3

of the Flower Cottage bookings in Q1 2022 included one or more add-ons

## 170%

Increase in revenue from rental bookings alone

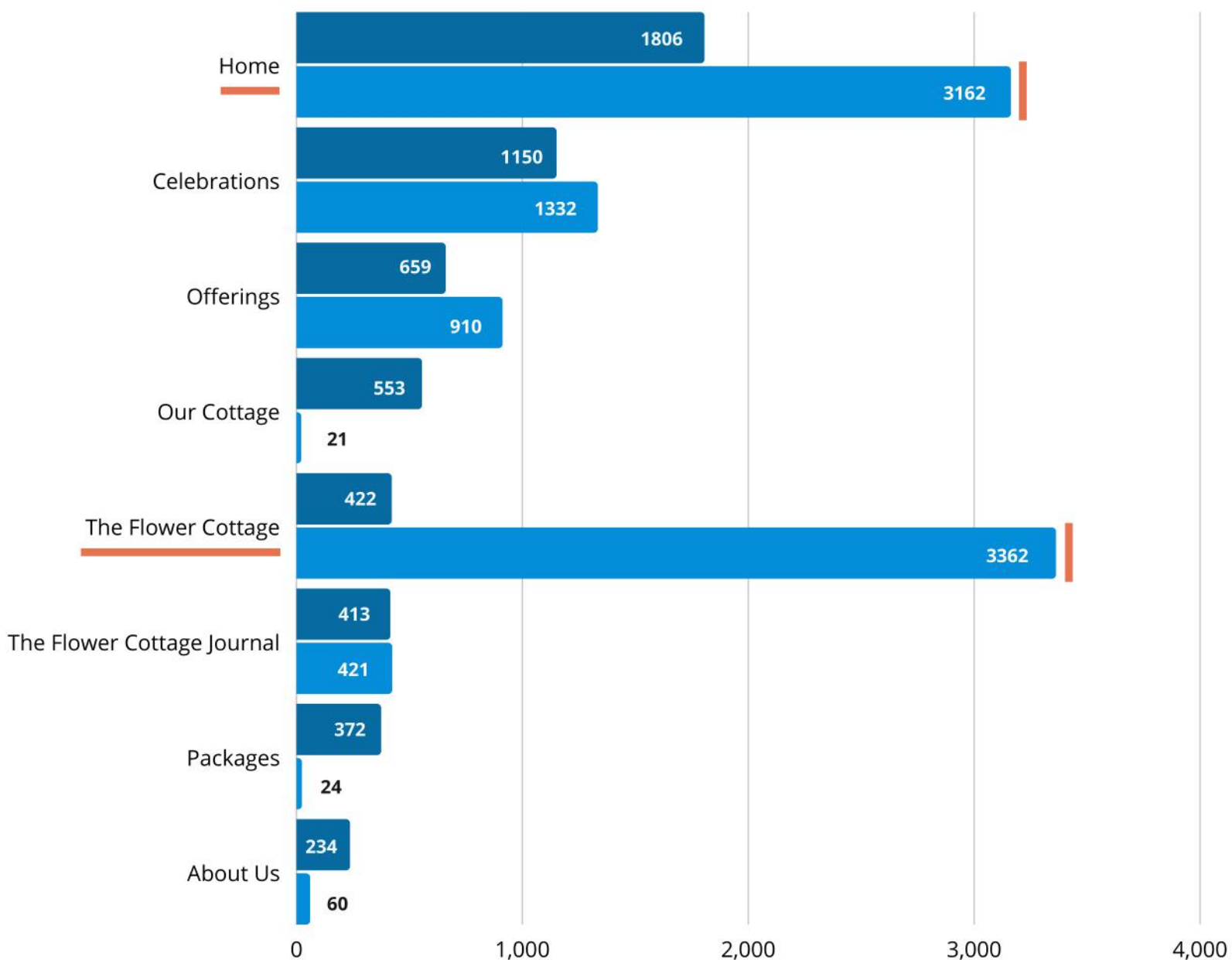
Q1 2021 recorded only 3 event bookings. 2022 saw an increase by almost 159%. Sapphire & Lace could see how the website updates enabled them to take advantage of the post-COVID influx of events.

In Q1 2021, there were zero add-ons (extra flowers, DIY workshops, decor) purchased with rental bookings. After the website updates, Sapphire & Lace saw their ability to upsell increase.

Overall traffic on the website increased; specifically, the Homepage and Flower Cottage pages became the most viewed sections, with the Flower Cottage rising from one of the lowest viewed pages to #1 in visits.

# Page Views

● Q4 '21  
● Q1 '22





Working with CASTUS was such a positive experience for our business. We felt listened-to and supported throughout the whole process. They truly got to know our business, understand our pain points and see the potential and direction we wanted to go in. The solutions they implemented on our website completely transformed our client experience. The automations they created have simplified our processes which have allowed us so much more time growing our business.

- Julie Start & Bethany Kleppick  
Owners of Sapphire & Lace



## Summary of Results

The efficiency of scheduling and clarification of offerings we provided through the Sapphire & Lace website dramatically simplified the management of their Flower Cottage. It increased the overall number of bookings **8 times over**, and successfully promoted the sale of upgraded services and add-ons to further generate revenue.

# Meet the Experts

Our mission is to help all people and companies achieve their goals by providing objective insight, constructive motivation, and exceptional service.

We believe there are few problems in life that cannot be solved through honest communication. We believe that success does not come without hard work and that integrity must always guide the decision-making process. These beliefs form the cornerstone of CASTUS and we approach every single interaction with them in mind. We believe in and we guarantee honesty, integrity, and hard work.

In addition to the full-time team, CASTUS works with a network of Specialists around the world. From Shanghai to London, we have partners all over the globe that can help execute your growth strategy now.

[Learn more about our Team and their expertise >>](#)



**Abby Sliger**

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Brand Coordinator



# Contact

We helped Sapphire & Lace save time and generate revenue through our efforts across their digital channels. Let's discuss how we can do the same for your business and help it grow.



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