

Title – Cutting costs and making sales gives [BRAND] control again

Going from a website that couldn't sell anything to selling right away with the right platform.

Subtitle – About the brand

[BRAND] is a curtain and fabric business based in the north-east of England creating tailored curtains for over 30 years. They pride themselves on a personalised service, from measuring window sizes to installing the finished curtains. With a huge selection of fabrics to choose from, they have colours, styles, and patterns for everyone.

Subtitle – So much time and effort for such little reward (the situation)

The custom-built website? It didn't work. The Etsy store? Charged astronomical fees. The advertisements? Went to a website that didn't sell.

Sharon felt overwhelmed and frustrated. She manages [BRAND], a fabric supplier and curtain-maker, and footfall has been falling as the demand for online sales picked up. She admits they were slow to get involved with digital.

“So much of our business was speaking to people; showing them samples, explaining the process, getting the measurements, and such. It didn't make sense to try and do this online.”

But with fewer people entering the store, and competitors exploring new ways of selling, Sharon knew [BRAND] had to do the same.

She set up social media accounts, an Etsy store, and hired a web-design agency to build [BRAND] a website. The goal was to show the variety of fabrics, give people ways to buy the material, and prove [BRAND] could offer a tailored service.

Simple goals and smart steps should have created a foundation to build on.

Except the custom-built website *couldn't* sell anything – and cost over £10k! The Etsy store allowed [BRAND] to sell online but each transaction included fees that reduced profitability. All the time and money Sharon spent felt wasted, and she was ready to give up on anything digital altogether.

Subtitle – Finding the right platform for [BRAND] (the solution)

Sharon needed a partner who talked simply and clearly, explaining the options without jargon and heavy-handed sales tactics. That's where [SUPPLIER] stood out from the rest. They studied the existing set-up and listened to what Sharon wanted before suggesting solutions.

It was clear early on nothing would change without fixing the website, allowing [BRAND] to control their costs. Rather than spending time and money fixing what they had, [SUPPLIER] suggested a new website.

They discussed different platforms before recommending Shopify, a global platform that could be built and designed to [BRAND]'s requirements while giving them control over products, prices, and inventory. The platform would connect to their internal systems for a seamless transaction and ordering system.

Including Sharon and her team in the design and development helped everyone stay invested in the project. [SUPPLIER] provided training on using the new website so [BRAND] could make changes and updates themselves, giving them control over their digital presence.

To make things easy, [SUPPLIER] handled the domain migration, email hosting, and all the set-up, providing documentation on what to do at different times when Sharon needed to act, such as for renewals and how to ensure the prices they paid were competitive.

"[SUPPLIER] were easy to work with, listening to the problems we'd had and suggesting ways to make things easy on us, which was exactly what I wanted. We spent a lot of time tinkering with the design, making sure the customer journey made sense and was as simple as possible. They didn't complain once. They wanted us to be happy with the website."

Subtitle – Instant progress with sales (the results)

Instead of spending time wrangling with broken systems and arguing with developers about what was or was not agreed, [BRAND] now enjoys a brand-new website that actually sells their products.

They went from zero sales on their website to consistent sales that are growing each month.

Choosing Shopify rather than a custom-built website means they're not locked in to one agency or developer, allowing Sharon to choose the right partners to help [BRAND] flourish online and retain control of their digital platforms.

Keeping the Etsy store adds an extra contact point for people to find [BRAND] and shop with them, but their advertisements and social media channels point to their own website where costs are lower.

Sharon admits managing two different shopping platforms will be a challenge but over time hopes one will emerge on top.

"Keeping the Etsy store is right for the moment, but I want people to use our website more. Now that it works and is integrated to our other systems, all the admin is simpler and smoother, which lets me spend time on other tasks and with more customers. I'll make sure they know our website is better than Etsy."

For now, Sharon can focus on growing [BRAND] rather than worrying about what's not working. That's a load off her mind and a much healthier place to work from.