

How Squasht Boutique Swiftly Moved Their E-Commerce Strategy

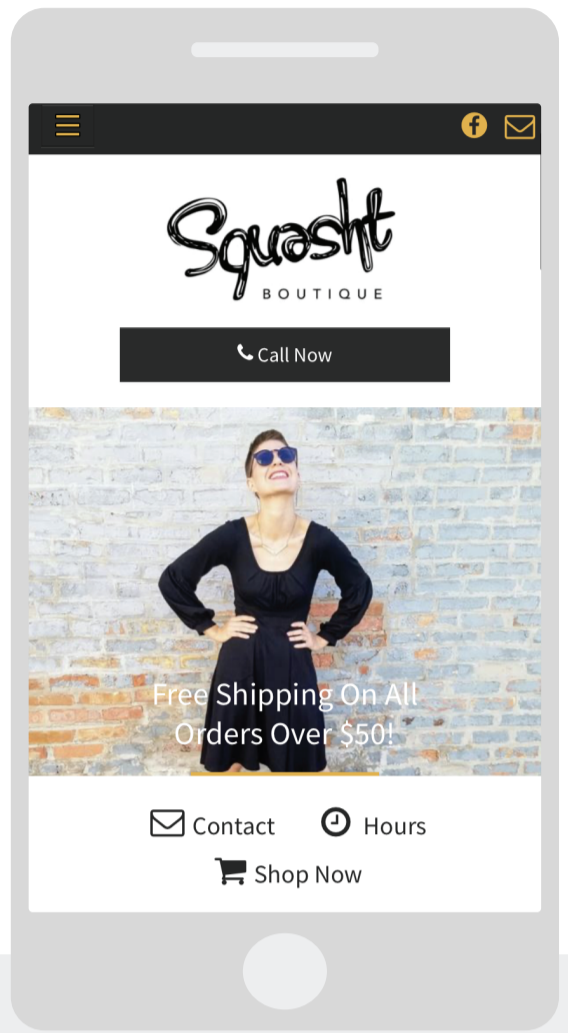


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Digital Marketing Works for Businesses With E-Commerce Platforms

When COVID-19 started spreading across the United States, retail businesses with e-commerce platforms were unsure if or how the virus would affect them. As the days passed, businesses anticipated their storefronts may close, but they knew customers would still be able to shop online.

RevLocal client Squasht Boutique knew that COVID-19 would impact their business but weren't sure how to leverage their local digital marketing strategies to continue reaching customers through their e-commerce platform.



How RevLocal Helped

With the ability for customers to shop online throughout COVID-19, the owner at Squasht Boutique knew they needed to adjust their digital marketing strategy quickly.

The first thing that the owner and Hannah tackled was a checklist of exactly what Squasht Boutique had to communicate to their customers, such as different hours of operation and how to make purchases.

Hannah recommended streamlining messaging on both their e-commerce platform and RevSite to help direct customers to where they could make a purchase and share how they could best support the business. No matter where the customer found the business, we made sure messaging was consistent across the board.

Because of Hannah and the owner's open and candid conversations and swift, decisive actions, Squasht Boutique is able to continue serving their customers.

With the adjustment in strategy and the ability to adapt to consumer behaviors in a time of rapid change, Squasht Boutique's e-commerce site has been an integral part in helping them stay afloat.

During a time of uncertainty, RevLocal was a fundamental part Squasht Boutique's strategy. As industry experts, our team is always looking out for the best interest of our clients and their customers.

If you're looking for a partner that will be real with you about your digital marketing strategy, consider RevLocal.

Things to Think About

As an e-commerce business during this time, important things to communicate to your customers are:

1. A change in your hours of operation.
2. How customers can do business with you at this time. *Ex. Shop online, purchase gift cards, etc.*
3. Any specials or discounts upon reopening your storefront (if you have one).
4. Products that customers are looking for.

