

GRACE CASE STUDY

e-Commerce - Consumer Goods & Services

SUMMARY

Grace Rose Farms is the premier supplier of garden roses, highly prized by event planners throughout the US. They wanted to expand beyond their wholesale-only business and partnered with Searchlight Solutions to enter the direct-to-consumer flower business and into the fragrances area.

SERVICES

Full Marketing Suite including:

- Web Design & Development
- Marketing Consulting
- Business Consulting
- Online Advertising
- E-Mail Marketing
- Community Engagement

THE BACKGROUND

Grace Rose Farm is well known for selling beautiful & one-of-a-kind roses to event planners, farmer's markets, and other business fronts. Although wholesale was booming, owners Gracie and Ryan wanted to expand to retail and take advantage of direct-to-consumer sales. While Gracie had a substantial social media following, with expert knowledge of roses, they were not experts in online e-commerce. They were looking for experts with proven e-commerce success, that could step in and provide the guidance necessary to succeed.

THE CHALLENGE

Grace Rose Farm had a strong social media presence and solid product lineup. But they knew that followers don't always translate to paying customers. They needed a comprehensive marketing strategy that would leverage their already strong social media presence into the foundation of a profitable business. This meant expanding their website to offer direct-to-consumer products while still servicing their wholesale customers.



THE EXECUTION

As a performance-based marketing agency, Searchlight Solutions put together an extensive marketing strategy specifically made for the challenges Grace Rose Farm faced. They created a beautifully designed website, online marketing campaigns, and e-mail marketing strategy. Searchlight made sure that the website looked great and performed as needed by the business rules set by Grace Rose Farm – it was able to accommodate retail & wholesale successfully.

Searchlight even built a custom Shopify app to help organize orders on the backend and streamline the shipping process. This calendar app allowed Grace Rose Farm to keep track of all incoming orders and separate them into the respective category (wholesale vs. retail). It was also able to keep track of which orders needed to ship each day. This way, Grace Rose Farm wasn't overloaded on high volume days like weekends.

Searchlight Solutions is more than a marketing agency. Having built multiple e-commerce brands from the ground up, they were also experts in online business operations. They were happy to give Grace Rose Farm advice in everything from shipping to crafting the optimal e-mail strategy for their subscribers.

THE RESULTS

Searchlight Solutions always stayed in line with Grace Rose Farm's business objectives and reaching their goals. Grace Rose Farm was able to transition into a successful e-commerce store and, with the help of Searchlight Solutions, growing their online business from \$0 to \$3.4M (in 2020).

Searchlight advised (and continues to advise) Grace Rose Farm through sales-focused marketing strategies and online business process improvements. This allowed Grace Rose Farm to have record-high sales throughout the first year. Searchlight Solutions is an integral partner for Grace Rose Farms, and Searchlight is excited to continue their partnership long term.

