

CASE STUDY:

BOMBSHELL BOUTIQUE



What is Bombshell Boutique?

Located in Downtown Campbell, CA, Bombshell Boutique has been serving up fashion, personal shopping, and retail therapy for over 13.5 years. Owned and operated by Brooke Ramirez, it features quality, trend-setting merchandise at affordable prices. Bombshell touts the motto of “Fashion for All”—clothing styles range from contemporary to boho, casual to street, and more, and many customers have three generations in their family that all shop at the boutique.

Another major focus of Bombshell Boutique is its unique ability to provide personal, intimate shopping experiences for all customers. “The best part of Bombshell is not at all about fashion, but the relationships built with customers, said Ramirez. “After 13.5 years, I am truly lucky to call so many customers my friends.” As a result of the COVID-19 pandemic and its impacts on brick and mortar stores, Bombshell Boutique launched its online shop in April of 2020, and Ramirez plans to continue to utilize the site even after business restrictions are lifted.

Additionally, Bombshell Boutique is focused on philanthropy. “I believe in giving back to the community; I have probably been involved with every single event in DT Campbell at some point because I truly believe in using my platform for good,” Ramirez said. For many, the boutique is viewed as a staple in the community.

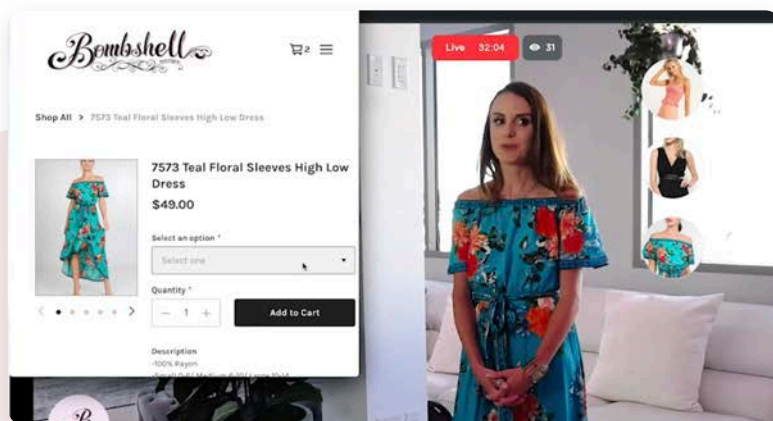
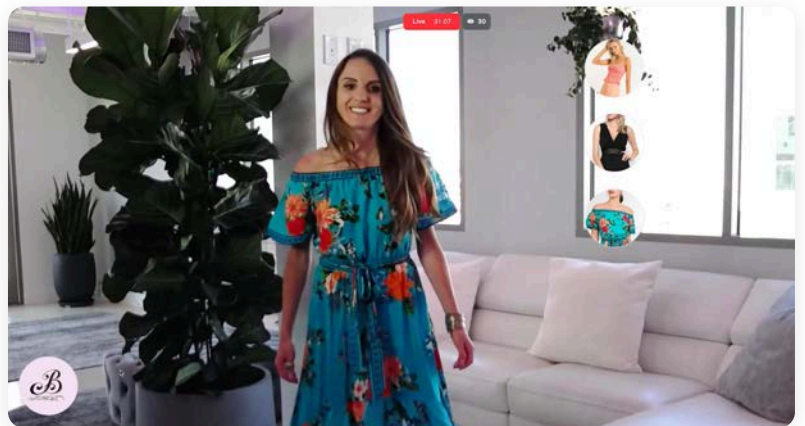
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Rising to Modern Challenges

As Bombshell Boutique's business model relies heavily on its ability to provide warm, personalized interactions, being forced to temporarily close its doors as a result of the area's shelter-in-place order has been a huge setback. And while e-commerce is a great alternative for many physical retail stores in these unique circumstances, a large number of the boutique's regular customers are in an older age demographic that is historically less inclined to shop online. Ramirez was searching for a more socially intimate environment to promote her merchandise and encourage the sense of community that her customers have been missing in light of recent events.

Enter Verb Live

Recently, Bombshell Boutique partnered with Verb Live for a 30-minute live shopping experience. During this event, the hosts modeled a variety of pre-selected looks for the audience, who were able to ask questions, socialize and provide feedback via the chat feature. The displayed pieces were then available for instant purchase via clickable, in-video shopping. The event was a huge success as it produced almost *\$1200 in sales in less than 40 minutes.*

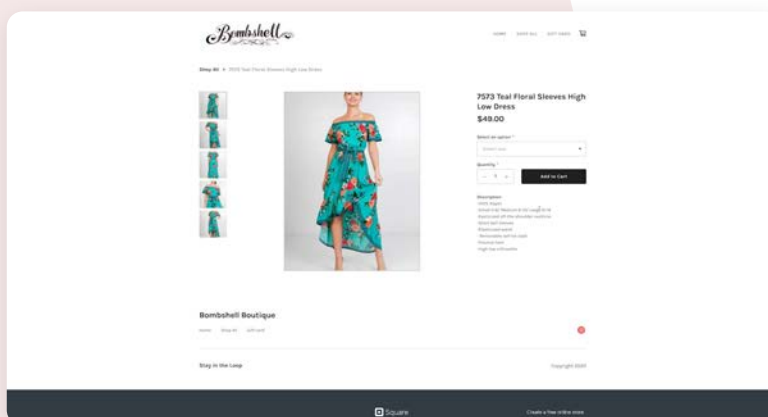


By The Numbers

MAY, 2020 DETAILS:

- **11 Sales during Live**
- 3 Sale Associated After**

***\$1,113 IN SALES WITH
40 MINUTES OF LIVE***



An Enhanced User Experience

Using Verb Live provided Ramirez with a shopping experience that far exceeded that of a typical e-commerce site. For her customers who were desperately missing the sociality of going into her store and perusing, the event provided a relaxed opportunity to connect with other shoppers and chat with friends. Additionally, having a chance to see merchandise on interactive models, along with the opportunity to ask questions about sizing, fit and fabric made viewers more likely to make a purchase.

A simple user interface also contributed to the overall success of the event. “I think one thing that really helped was how easy the whole thing was,” said Ramirez. “If a shopper was interested in the product, they just clicked on the picture and could immediately purchase it.”

Ramirez also notes that having a real-time, exclusive experience was a key factor in driving sales. “It gave buyers the chance to see things they might not have found by simply browsing the website, and many of logged on already prepared to make a purchase—it was just a matter of deciding what to buy,” she said.

One buyer, Michelle Wilson, said, “Getting to shop and connect with others was such a safe, fun way to get my retail therapy in. I liked that we could ask questions and I could see what other people were buying in the chat. It was the most ‘normal’ shopping experience I’ve had in the last few months.”

Buyer Allison Dobson echoed her excitement, saying, “I loved that clicking on an item took me right to the cart to browse without any pressure. It was also great to see how each piece fit on a real person, so I could get a better idea of how they’d fit on me—that definitely influenced me to buy specific products.”



The Power of a Dollar

The recession triggered by the coronavirus pandemic has made the average consumer significantly more conscious of how their money is being spent. It’s the reason many MLM companies are reporting record-breaking sales for this quarter—people want to see exactly where their money is going and they’d rather help a local entrepreneur pay for her children’s school tuition than give money to a faceless organization. This attitude of socially responsible spending has spread rapidly, which has the potential to hugely benefit small business owners like Ramirez who are willing to be adaptable.

“Viewers got to get a better sense of the color, the fabrics, the fit, and what sizing of the items might be best for them.”

Benefits of Verb Live



Frictionless, web-based platform—no download needed



Available on ALL devices



Interactive links that are customizable and easy to add



Setup is quick and intuitive—you can go LIVE in under a minute



Instant analytics (like real-time ROI when livestream selling) provide the information you need to make tailored, data-driven decisions



Complete visibility of participants—see who's with you and how they're interacting



Are you ready to go Live?

Contact us for a demo today at [Verb.tech](https://www.verb.tech)