

Based in the South Yorkshire area, Lily's Boutique have been providing dazzling bridal, prom, pageant and evening wear for over 15 years.

The challenge they faced:

Post-Covid, Lily's Boutique felt that their business needed a shake-up. They realised they could be more profitable as a quality retailer than as a distributor. However, their resources were already stretched, and they had little current knowledge or expertise in-house when it came to digital marketing.

How Spaghetti Agency helped:

The team at Spaghetti worked alongside Lily's Boutique to create a Facebook and Instagram advertising plan. Spaghetti also provided SEO rich blogs twice a month to drive traffic to their website, along with guidance and advice for optimising their website for search engines. They now have a multi-strand digital presence that's really working.

The end result:

But how well is it working? Well, in their second year of working with us, their turnover has increased by almost 25%, with profitability to match! Their sole marketing activity is digital, unlike most bridal shops, and they no longer need to go to traditional bridal fairs as their digital marketing works so well.

A few final words straight from the horse's mouth!

"We've worked with other digital marketing agencies without success. Spaghetti's approach is tailored to our needs, but more than anything else, they make real efforts to get to understand a client's business, to identify the quickest "wins" coupled with a longer-term view of the level of support required. There's never been any pressure to be tied into a long-term contract. We could walk away at any time – but why would we? Spaghetti is driven by results for their clients. It works!"

"What's more, Spaghetti are consistent and passionate professionals. They easily stand head and shoulders above the competition in our view. Their own brand, their culture, their energy – is infectious! If you want results – try them – you won't regret it!"

