



## BASIC CASE STUDY

### Company Overview

Lashfully is a beauty salon with an elegant, chic style that originated in San Francisco and has since opened two additional locations, one in Walnut Creek and another in West Hollywood. The company is run by two ambitious women, Liv and Matana, who approached Blazonco for a website during the fall of 2010.

For a salon offering “70 different types of eyelashes, varying in length, thickness and curvature,” we knew a bland, corporate website was not going to suffice. Liv and Matana needed something that would capture the essential beauty of their unique and artistic services.



## Website

### *Layout*

The layout selected for Lashfully.com emphasizes photos rather than text blocks. This was an important design decision. Because Lashfully operates in the beauty industry, photography is a primary marketing component. The website was structured to reflect this.

### *Design*

The design team recommended subtle gradients and cool, elegant hues to reflect the sophistication and luxury of the Lashfully salon.

### *E-Commerce*

Lashfully offers more than just in-salon beauty services. They also sell high-quality eyelash extension kits directly through their website, bringing the art of eyelash beauty to customers across the nation. During the website build process, Lashfully needed e-commerce integration.

Many website e-commerce platforms are clunky and disruptive and don't provide a seamless and intuitive customer experience across all pages of the site. This is not the case with Blazonco's integrated e-commerce shopping cart. Lashfully now carries eyelash care products, makeup, and skin care products on their website via a clean, easy-to-use e-commerce interface.

## Management

### *Hosting*

Streamlined. This is the best way to describe Lashfully's hosting on Blazonco's servers. All sites are placed on premium bandwidth plans with full security, ongoing monitoring, and regular scheduled backups. There are no bandwidth caps and we don't discriminate when allotting server space to any of our websites. Our basic sites receive the same premium service that our enterprise level sites receive. This keeps Lashfully.com up and running smoothly at all times.

### *Admin*

Liv and Matana care deeply about their company and their brand image, and for this reason, they needed a website built on a content management system that would give them intuitive control of the design, features, and functionality of their site. With the Blazonco Admin, site owners are empowered to make these types of changes. Liv and Matana are able to change photos and design elements, edit text, create new pages, install any of a wide selection of powerful plugins, and handle other site management tasks. Lashfully.com has flourished under their care.



## **Management (Cont.)**

### *Analytics*

The ability to track website visits and monitor the success of different pages and content pieces is essential for any business, and it was no less critical for Lashfully.

A full analytics dashboard is provided in the Blazonco admin tool, allowing the Lashfully team to log in and monitor visits to their site with the click of a button.

### *Email Addresses*

A personal email address, such as a Gmail, Yahoo, or Hotmail account, can make your business seem unpolished or amateur. To add the final professional touch to Lashfully.com, Blazonco provided Liv and Matana a set of domain-specific email addresses, giving customers the opportunity to contact them via a company account.

### *Ongoing Support and Training*

Support is perhaps the most important part of any web endeavor. From the start, Blazonco's support team has been there for Lashfully to handle everything from large scale tweaks to minor changes as needed. Though the Blazonco system puts site owners in control, Blazonco's support team is on hand to address updates or errors if desired.



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*Kudos to Blazonco! They worked with us closely and made revisions quickly per our request. We were very happy with the process, speed, ease of use and customer service. I'd highly recommend them and will recommend them to all my friends and clients. We love our new web site [www.lashfully.com](http://www.lashfully.com). Thank you Blazonco!*

**Malinee**

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## About Blazonco

We help businesses succeed online. With fourteen years of experience serving businesses of all sizes, Blazonco has developed a suite of design and marketing services that includes web design, branding, internet marketing, SEO, social media, and PPC campaign management. Learn more at [blazonco.com](http://blazonco.com).

