comment sold

From $6K to 6 Figure Monthly Sales:

How Willow & Grace Boutique Used Live Selling to Grow Revenue 700%

After serving in the U.S. Air Force and receiving her master's degree in mathematics, Jackie Dierickx decided to leave her job as a school teacher and launch into the world of live selling. She hasn't looked back since.

A CommentSold case study

2020

Jackie Dierickx was working as a full-time elementary school teacher when an unexpected change meant she needed more time to care for her family. Working traditional hours, Jackie struggled to balance her priorities for her family with her duties as an educator.

Jackie was looking for a new opportunity that would give her financial stability and the flexibility she needed to travel for her family's needs. Hesitant to leave her teaching benefits, pension, and insurance—with no retail experience to speak of—she took a leap, but needed a partner and platform that would support her from the jump.

Challenges

Sell Online

Jackie wanted to launch a retail brand with no formal business or e-commerce experience.

Work/Life Balance

She needed flexibility with work hours to accommodate her family priorities.

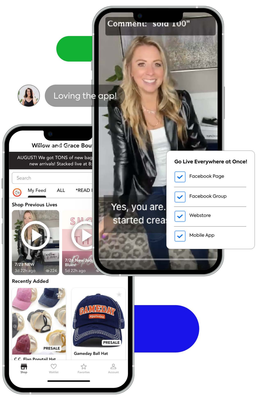
Improved UX

Her aim was to offer a better way for shoppers to gauge fit, feel, and sizing when buying clothes online.

Build Community

Jackie hoped to create a community-driven spot for local and virtual events.

Solutions



Customized Support & Strategy Building

Jackie works closely with her Account Strategist to go over reporting, discuss best practices, explore new CommentSold features, and stay motivated. "The best thing I could have asked for," says Jackie.

Multichannel Selling

The ability to broadcast live sales across channels simultaneously allows Jackie to reach new audiences across time zones—on her schedule. CommentSold's "Shop the Replay" lets shoppers purchase 24/7.

Live Selling Launch

Jackie was used to combing through online customer reviews to determine how a garment fits. She wanted a better solution and found it through live sales, which showcase outfits in real time, on real bodies.

Community-Driven Platform

Jackie wanted a platform that would support her local and online communities. Hosting live sales allows her to share updates, celebrate successes, and nurture relationships—boasting a 73% customer return rate.

Results

700%
Annual GMV increased 700% since launching live sales with CommentSold.

$10K
Top shoppers have spent more than $10,000 total on Willow & Grace live sales.

4x
Annual live sale revenue increased more than 4x since launch in 2020.

300%
Willow & Grace total live sale shoppers increased nearly 300% in three years.

73%
Willow & Grace has a 73% customer return rate of loyal, repeat purchases.

When Willow & Grace started, Jackie was working out of her basement, with "zero experience, zero sales, and zero employees." She simply wanted a way to take care of her family and provide for her community.

More than two years, her boutique is a massive success by any account. Willow & Grace now boasts a thriving online presence, a buzzing brick-and-mortar, and a 7,500 square foot warehouse that hosts her team of employees, live sales, and community-driven events.

Jackie credits her family, her staff, and CommentSold's live selling platform as pillars for her success.

"To say CommentSold changed my life would be nothing short of an understatement. I love what I do. I love live selling. CommentSold has been there for me when I was just starting out, to strategizing my next goals, and there for me when I hit my 6-figure month."

– Jackie Dierickx
Owner, Willow & Grace Boutique

Evolve your Sales Strategies.

Get a Branded Live Selling Platform Built for Your Business.

talk to sales