

# From No Online Presence to \$1M+ in Monthly Online Sales



How the Willow Tree Boutique Used CommentSold to **Increase Annual Revenue Nearly 600%**

A CommentSold case study

1992

2020

The Alabama-based brick-and-mortar was in business 26 years before deciding to go digital. When it came time to transition online, they turned to CommentSold to kickstart their e-commerce strategy

Kim Kidd opened [The Willow Tree Boutique](#) as a physical storefront in 1992. Today, her daughters Ashley and Morgan help run the business, along with her husband Kevin.

Noted for carrying high-end women’s products from brands like Spanx, Free People, and Kendra Scott, the boutique found brick-and-mortar success but needed to streamline warehousing and adapt to modern shopper behavior by selling in more places online.

## Challenges

Transition to E-Commerce as a Brick-and-Mortar Operation

The brand needed to find another avenue of growth and transition from their physical storefront to an online strategy that caters to consumer preference.

Offer Personal Styling Advice to Digital Shoppers

Regular Willow Tree shoppers love the one-on-one guidance and personalized styling tips they get from employees when they visit their physical stores. The retailer needed a way to emulate this virtually.

Create a Smarter Warehousing System

Employees were working “harder, not smarter” to ship orders, and the ineffective system took up a lot of time and effort.

## Solutions

Multichannel Live Selling

They began using CommentSold to launch a webstore and mobile app that support live selling. Their multichannel strategy expanded their online presence and daily live sale viewership quickly jumped from 50 to 1,000.

Connecting with Shoppers Through the Screen

By hosting live sales, the brand’s “Live Stylists” showcase products, offer styling advice, and answer shopper questions in real time.

Maximizing Warehouse Efficiency

CommentsSold’s team visited the retailer’s warehouse and set up a location bin system, allowing them to ship thousands of packages a week and lightening the team’s workload.

## Results

\$3,600,000

annual revenue

+30

warehouse employees

1,200+

daily live sales viewers

1M+

online sales per month

10,500

orders shipped per month

35,000

monile app downloads

1.2 million

‘likes’ on TikTok

The Willow Tree’s annual sales have increased **600%** since they began using CommentSold’s live selling technology and multichannel strategy in 2020.



*“We have grown so close not only as a team but can pretty much do a live from anywhere on anything! We are all pretty self-motivated and go-getters here at The Willow Tree, but CommentSold has allowed us to reach deeper and do more than we ever even thought possible.”*

— Ashley Elliot, Chief Operations Officer, The Willow Tree

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