comment sold

# Hustle & Shine
## Clothing Boutique

A CommentSold case study

**2015**

**2018**

*Hustle & Shine*

Megan began her online sales journey in 2015 as an independent consultant for one of the largest direct sales clothing companies in women's fashion. In 2018, she decided to branch out and open her own shop, Hustle & Shine. Megan had a large Facebook following from her days as a direct seller, but needed a way to get her followers engaged with her new clothing brand.

## Goals

**Engage Shoppers and Generate Revenue**

Hustle & Shine wanted to **integrate a live selling strategy** for increased reach and revenue

**Work-Life Balance**

Megan wanted to **reduce time spent on manual business tasks** like sending invoices and managing inventory.

**Add a Brick-and-Mortar Store**

The goal was to **open a brick-and-mortar shop** that integrated with Hustle & Shine's online selling channels.

## Challenges

**Low Engagement**

Hustle & Shine was seeing **little engagement** from its online community.
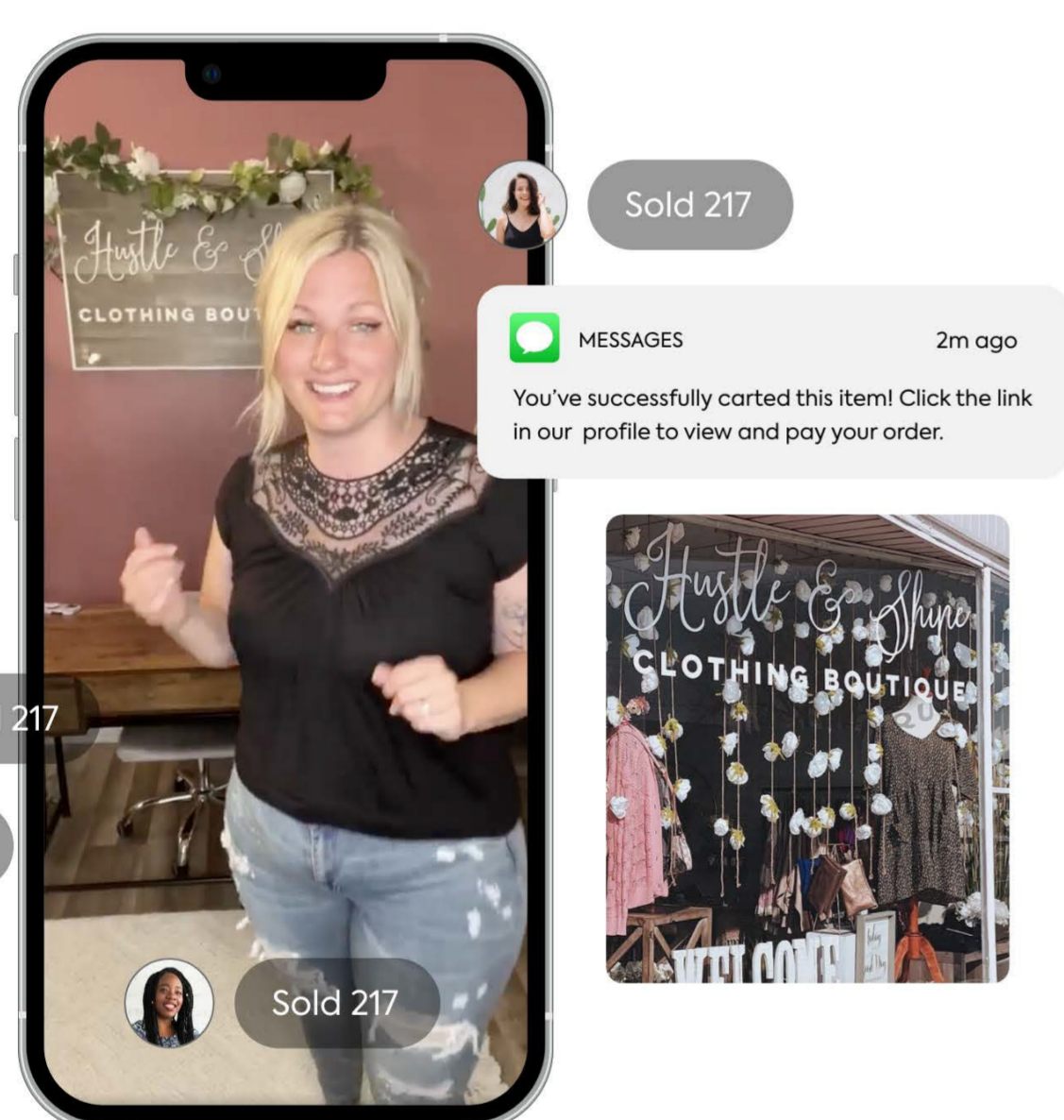
**More Revenue for Expansion**

The retailer was looking to add an **additional revenue stream online** to subsidize the up-front

**More Return**

Megan was **posting online nearly every day** but wasn't seeing her

## Solutions with **CommentSold**

✓ **Revenue Increase with Live Sales Strategy**

The retailer **doubled her sales goals** the first time she hosted a live video sale with CommentSold.

✓ **Increased Customer Engagement**

Megan saw customer **engagement increase** thanks to in-stream purchases and gamified live video sale features.

✓ **Integrated Approach to Sales**

Hustle & Shine **opened its first brick-and-mortar store** while selling online with CommentSold's integrated inventory and operations management system.

## Results

**$13K**

made during the first live with CommentSold

**$50K**

earned per month through multichannel selling

**3,700+**

repeat customers in the brand's private Facebook Group

"The sky's the limit with boutique selling. It's just a matter of keeping up with trends and constantly reinventing yourself as the market and industry evolves."

— Megan, Hustle & Shine

## Boost Revenue and Grow Your Business
### With the Leading E-Commerce Platform for Live Selling

**get started with comments old**