

# CASE STUDY: THE COLONY SHOP

## THE COLONY SHOP REACHES OUT-OF-TOWN CUSTOMERS WITH NEWLY DESIGNED WEBSITE



Krista and Kim McLemore at The Colony Shop

## Case Study

The Colony Shop, a ladies boutique in the heart of Fairhope, was using social media to reach their local market, but wanted to expand their business by going online. After being approached by a marketing consultant at BIS Designs, they decided to move forward with an ecommerce website. Their goal with the new site was to provide a great shopping experience to customers near and far.

Krista McLemore, marketing manager at The Colony Shop, said, “We chose BIS Designs because everyone was very personable.”

Another reason was that they’re big supporters of shopping local.

“Everyone we’ve talked to through the learning process has worked well with us... it’s been easy,” said Kim McLemore, co-owner of The Colony Shop.

The team at The Colony Shop has seen some success with their new website already, but looks forward to the future. Now, they’re able to reach lots of out-of-town customers and keep them as loyal customers from afar. They’re even seeing more store traffic.

“They might not buy it off the website, but it brings them in the store,” said Krista.

Visit The Colony Shop at [www.thecolonyshopfairhope.com](http://www.thecolonyshopfairhope.com)

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