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CASE STUDY by Ahsan Munir (ahsanmunir.com)

Park City Floral & Design

Park City Floral & Design, Park City, Utah. Serving Park City since 1985.

Park city floral & design is a local family-owned business that has been providing stunning floral arrangements and personalized services to the community for over two decades. With a strong reputation for their exquisite designs and excellent customer service, Park city floral & design aimed to expand their reach by establishing an online presence.

Recognizing the significance of digital platforms, the florist decided to leverage Google My Business to tap into the potential of online marketing and attract new customers.

The Business Challenge

Transitioning from a traditional offline business model to an online presence posed several challenges for Park City Floral & Design.

Limited visibility: Operating solely offline restricted the florist's ability to reach potential customers beyond their local area. The absence of an online presence hindered their growth potential and limited their customer base.

Competing with established online florists: The rise of e-commerce and online flower delivery services had intensified competition in the floral industry. Florist needed to find a way to differentiate themselves from established online competitors and showcase their unique offerings.

The Solution

To overcome these challenges, Park city Floral & Design implemented a comprehensive strategy leveraging Google My Business.

Claiming and optimizing their Google My Business profile: The florist created a Google My Business account, ensuring all relevant business details, such as location, contact information, and operating hours, were accurately listed. They also added high-quality images of their floral arrangements to showcase their craftsmanship.

Encouraging customer reviews: Park city Florist actively encouraged satisfied customers to leave reviews on their Google My Business profile. This helped build social proof and boosted the florist's online credibility, attracting more potential customers.

The Results

