

## 15-Case

BloomBox is an online store specializing in selling houseplants and related products, founded in 2019 in Seattle. BloomBox offers a wide range of plants, from ornamental flowering plants to air purifying species, as well as a variety of gardening accessories including pots, tools and fertilizers.

**Business Features:** BloomBox uses an innovative approach in its activities, providing customers not only with products, but also with educational content. The company's website includes a blog, video tutorials and online consultations with gardeners, which helps customers choose the right plants and care for them. The company also offers subscriptions for regular delivery of fresh plants, allowing customers to regularly update their home oasis without any hassle.

**Marketing Strategies:** To attract and retain customers, BloomBox actively uses social networks, especially Instagram and Pinterest, where it displays visually attractive content. Effective use of targeted advertising and SEO optimization of the site allows you to attract significant traffic to the platform. The company also offers loyalty programs and discounts for repeat purchases, which increases customer engagement and satisfaction.

**Challenges and achievements:** One of the main challenges for BloomBox was logistics - ensuring fast and accurate delivery of live plants requires a special approach. The company was able to overcome this challenge by optimizing packaging and logistics processes, as well as establishing cooperation with reliable courier services. In the first two years of operation, BloomBox significantly increased its customer base and expanded its product range, including exclusive plant species and organic fertilizers in the catalog.

**Questions:**

1. What technologies does BloomBox use to optimize online sales and manage customer experience?
2. What marketing strategies are most effective for attracting new customers in the houseplant niche?
3. How does BloomBox handle the logistical challenges of shipping live plants and what improvements can be made to the process?