

Client: Laura Carone

Business: Paper Blossom Studio, creates wedding invitations

Domain name: paperblossomstudio.com

Currently there is no website, for the past 3 years Laura has gotten clients through referrals. The process of scheduling time to meet with a potential clients, then review the portfolio is time consuming. The website's purpose is to streamline this, and advertise her invitations. Clients will be able to view all the invitations before meeting Laura.

In addition to streamlining, Laura would like to eventually sell Birthday Cards, Baby Announcements, Holiday cards. The website should be created with the thought of a growing company and the ability to update the page.

Reasons for Website:

- To offer an online portfolio for potential customers to view
- To attract new customers
- To sell invitations online

Purpose

- To showcase my invitations to help bring in and generate sales

Objectives

- Provide a way for potential customers to view portfolio before setting a meeting
- It will also provide a means of advertising

Targets

- People getting married
- Eventually, new parents, Christmas cards, birthday invitations

Measure success

- one new customer a month