



Gitsul Group

CASE STUDY

LANDSTYLIST

DIGITAL STRATEGY & BRANDING





OVERVIEW

CLIENT

Landstylist is a landscape design brand that offers services to help users design and curate their perfect outdoor space. Landstylist has Design Packages, DIY guides, and curated collections of plants, furniture, and other elements to help clients create an outdoor space that aligns with their preferences, budget, and timeline. Landstylist is a popular design firm that handles inbound leads via their website.

Landstylist was created and founded by Julie Farris, who also owns and operates XS Space, which specializes in large-scale in-depth landscape design projects.

The client requested an expedited timeline for this project.



PURPOSE

STRATEGY

The client's current digital strategy was inconsistent and not optimized for the business's goals. The brand website had tenuous customer pathways, inconsistent UX, and outdated design. The initial website had extraneous pages with an obsolete CMS structure, redundant content, and costly integrations. The company's main goal, collecting inbound leads, was time-consuming and tedious with manual data collection, entry, and processing. Additionally, neither SEO nor data measurement had been established on the website.

BRAND

The client's initial branding was inconsistent across the pages of its branded website as well as social media platforms. Fonts, color palettes, and copy needed to be streamlined and updated to match the brand's values and goals.

TIMELINE

ONE MONTH

3 days

5 days

3 days

4 days

5 days

Research

Define

Ideate

Prototype

Build

Launch

Brand research

Brand Strategy

Site mapping

Wireframing

Website build

Test

Competitive audit

Customer Journey mapping

Navigation strategy

Visual design

Mobile build

Push Live

Website deep dive

Technology audit

Logo updates

Logo updates

Copywriting

Client background intake

Color Palette creation

Content intake

Tech integrations

SEO

Content audit

Fonts selection

Feedback

Creative development

Analytics

Feedback

Feedback

e-Commerce dev

Feedback



APPROACH

STRATEGY

Gitsul Group developed a comprehensive Digital Marketing Strategy for Landstylist which included a new website with Content Strategy, Customer Pathway Strategy, Customer Feedback & Reviews Strategy, and Technology Strategy. We focused on creating a seamless and succinct user experience, while achieving a streamlined inbound process on site. This was achieved through the use of responsive design, intuitive navigation, and innovative technology integrations. The website features an AI-powered chat bot on site to handle common user inquiries and a seamlessly-integrated customer intake process on site to gather & organize inbound leads. The website would be developed in the client's existing CMS with improved analytics and SEO optimization and new technology integrations to aid in achieving brand goals.



APPROACH

BRANDING

Gitsul Group developed a new Brand Strategy for Landstylist including a Brand Look & Feel with updated logo, new color palettes, and new font book. Gitsul Group created the design, user experience and content for the website as well as development in their CMS. The branding for this project was inspired by the client's focus on sustainability, eco-friendliness, and chic, modern design. This was reflected in the use of earthy colors and clean elements throughout the design. The logo was re-designed to be simple yet memorable, with the brand's existing unique icon and revamped, consistent brand colors.

COLOR PALETTE

BEFORE



The brand's color palette hadn't been updated in close to a decade and needed some refreshing.

AFTER



The revised color palette brings together earthy colors that evoke the brand's mission and portfolio. Using a modern approach, we chose tones of green, charcoal, and white with a lavender accent.



FONTS

BEFORE

Adobe Garamond Pro

Aa

The brand's previous serif font was outdated and did not represent the brand well.

AFTER

Area Normal

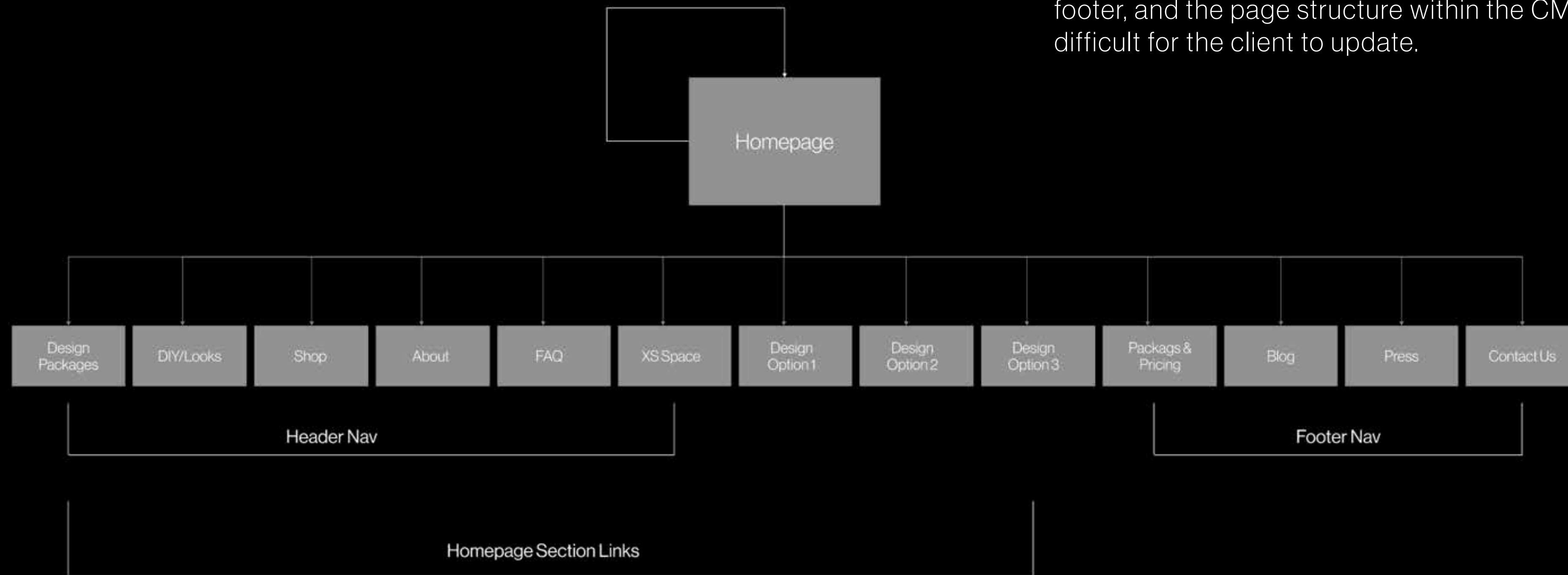
Aa

By using a new, unique sans serif font for the brand, we are able to more closely align with the brand values, existing logo, and web design vision.

SITE STRUCTURE

BEFORE

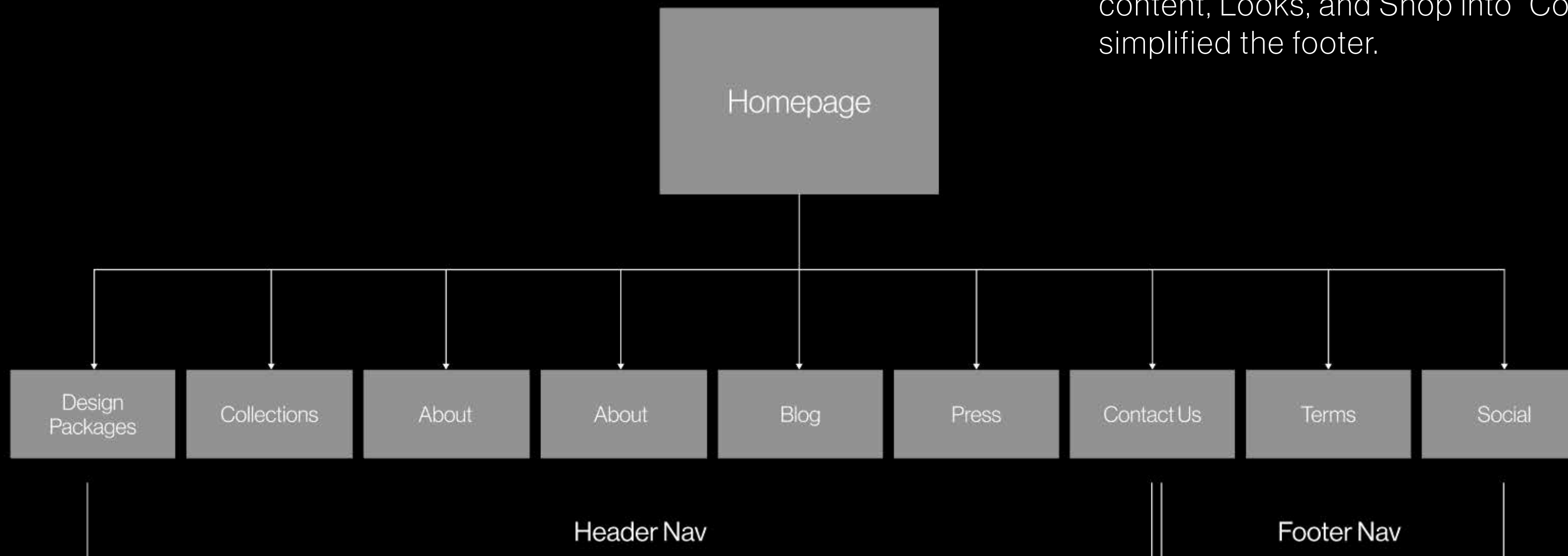
The existing website structure was duplicative, circuitous, and has complicated customer journeys. The Blog and Press pages were hidden in the bottom footer, and the page structure within the CMS was difficult for the client to update.



SITE STRUCTURE

AFTER

By clearly defining the goals for the brand and its target audience, we were able to streamline the site's content, navigation structure, and customer pathways. We highlighted the Blog and Press pages in the header navigation, consolidated the DIY content, Looks, and Shop into "Collections," and simplified the footer.

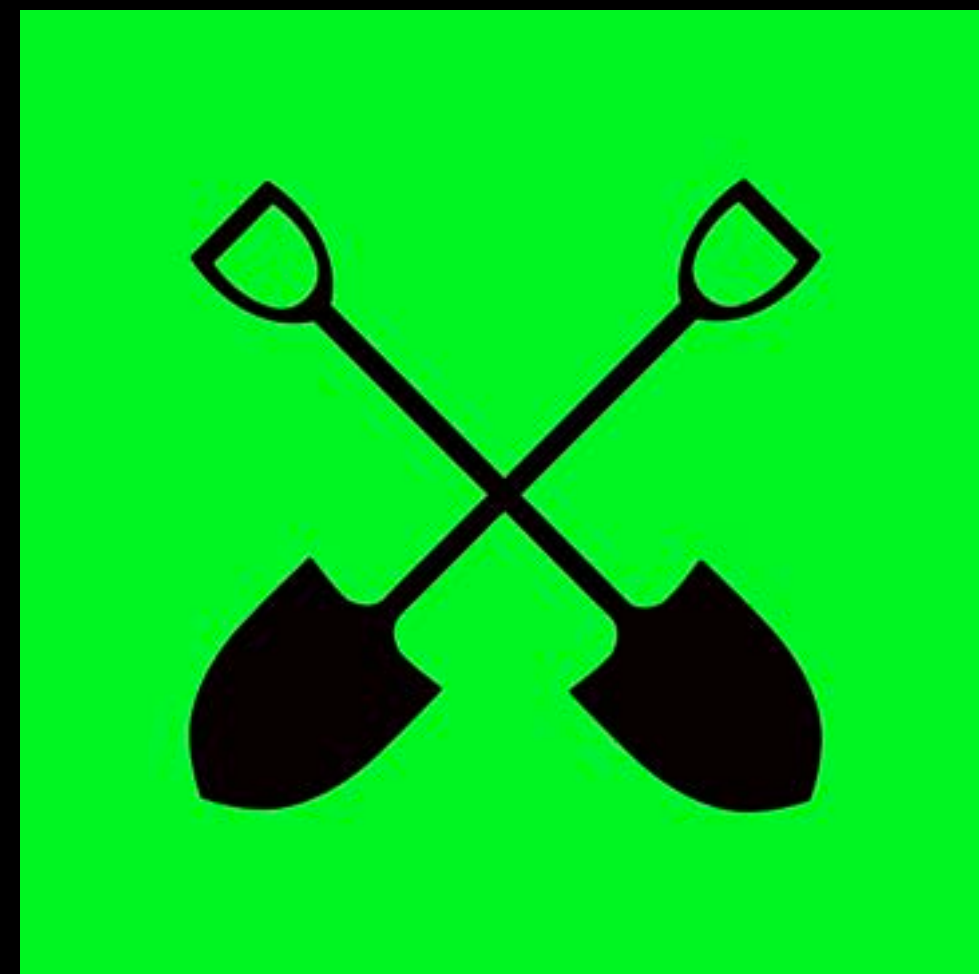




SOCIAL LOGO

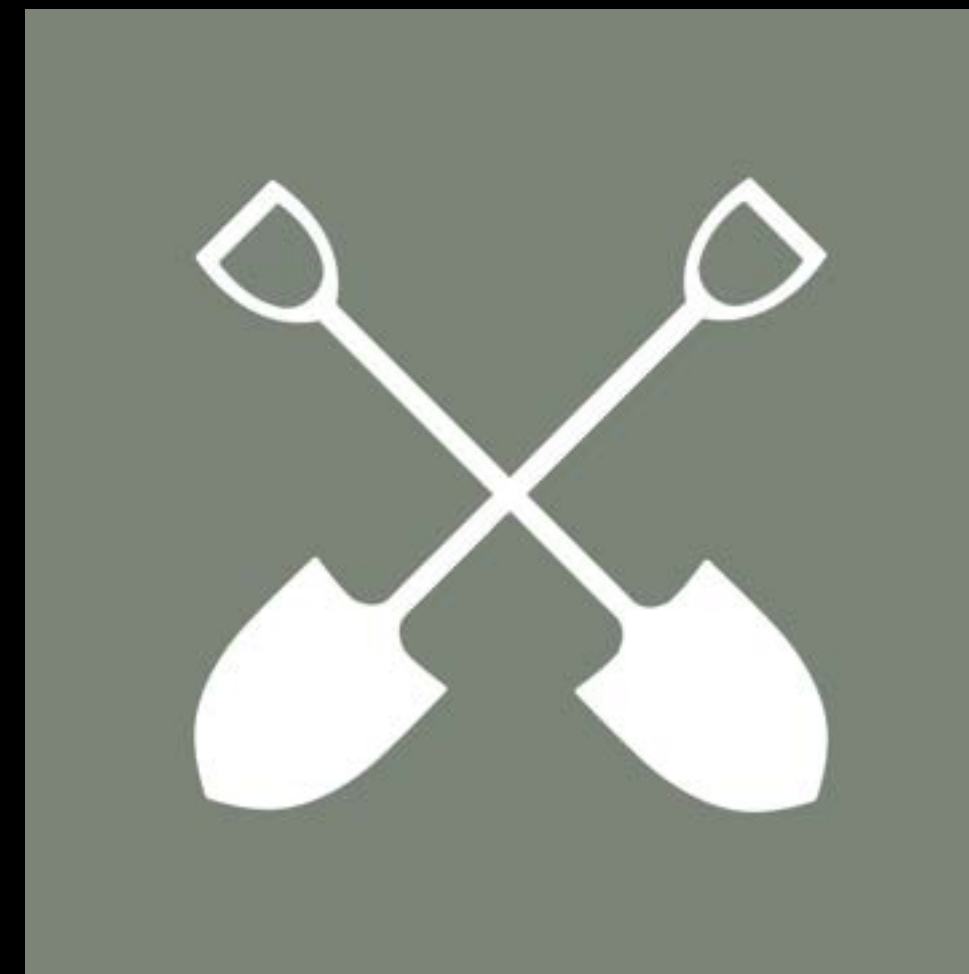
BEFORE

The brand's previous logo used on social media was a bright green color that was not used on any of the brand's other digital platforms.



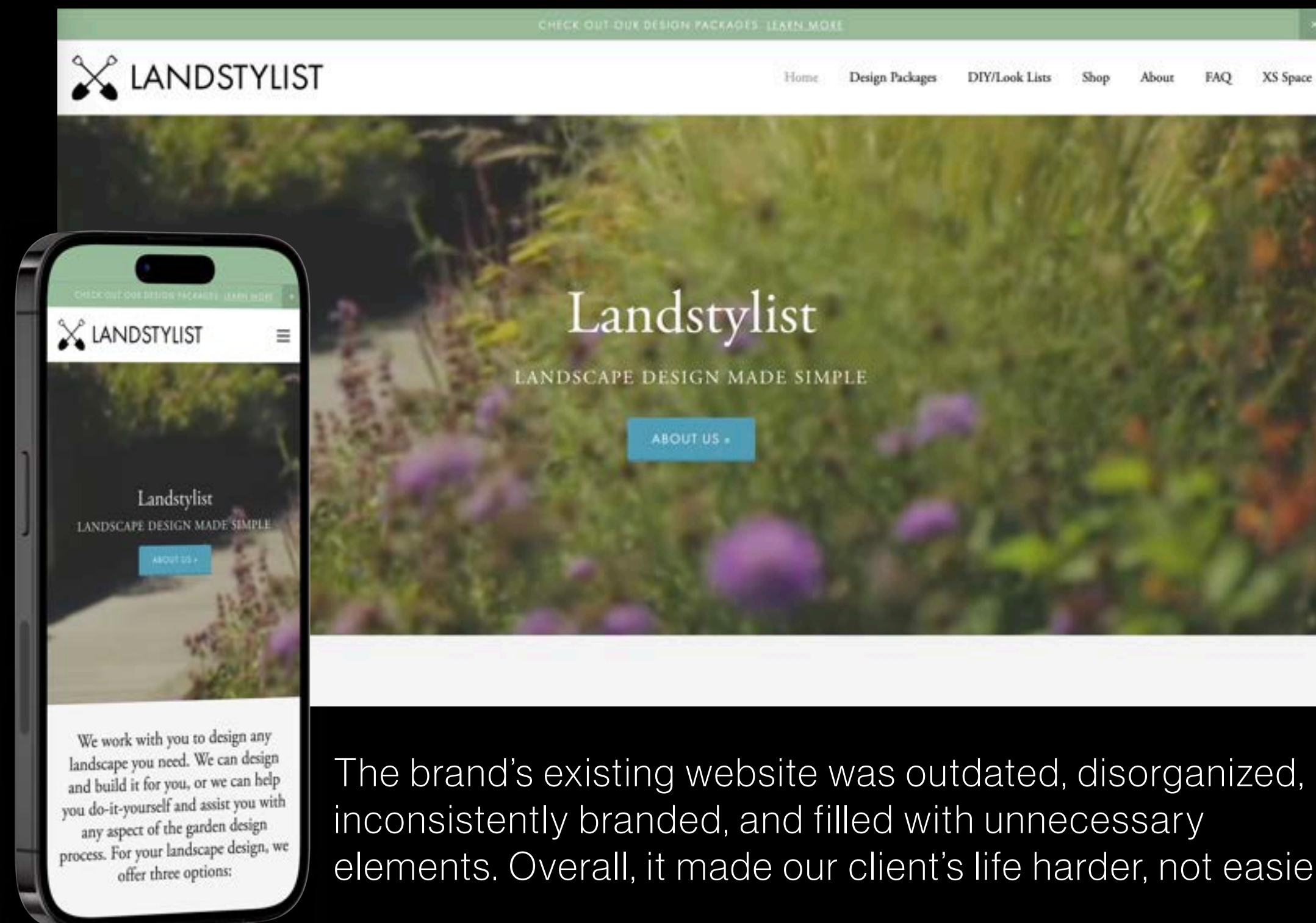
AFTER

For the new logo, we used the same Pine green from the website with the brand's existing insignia.



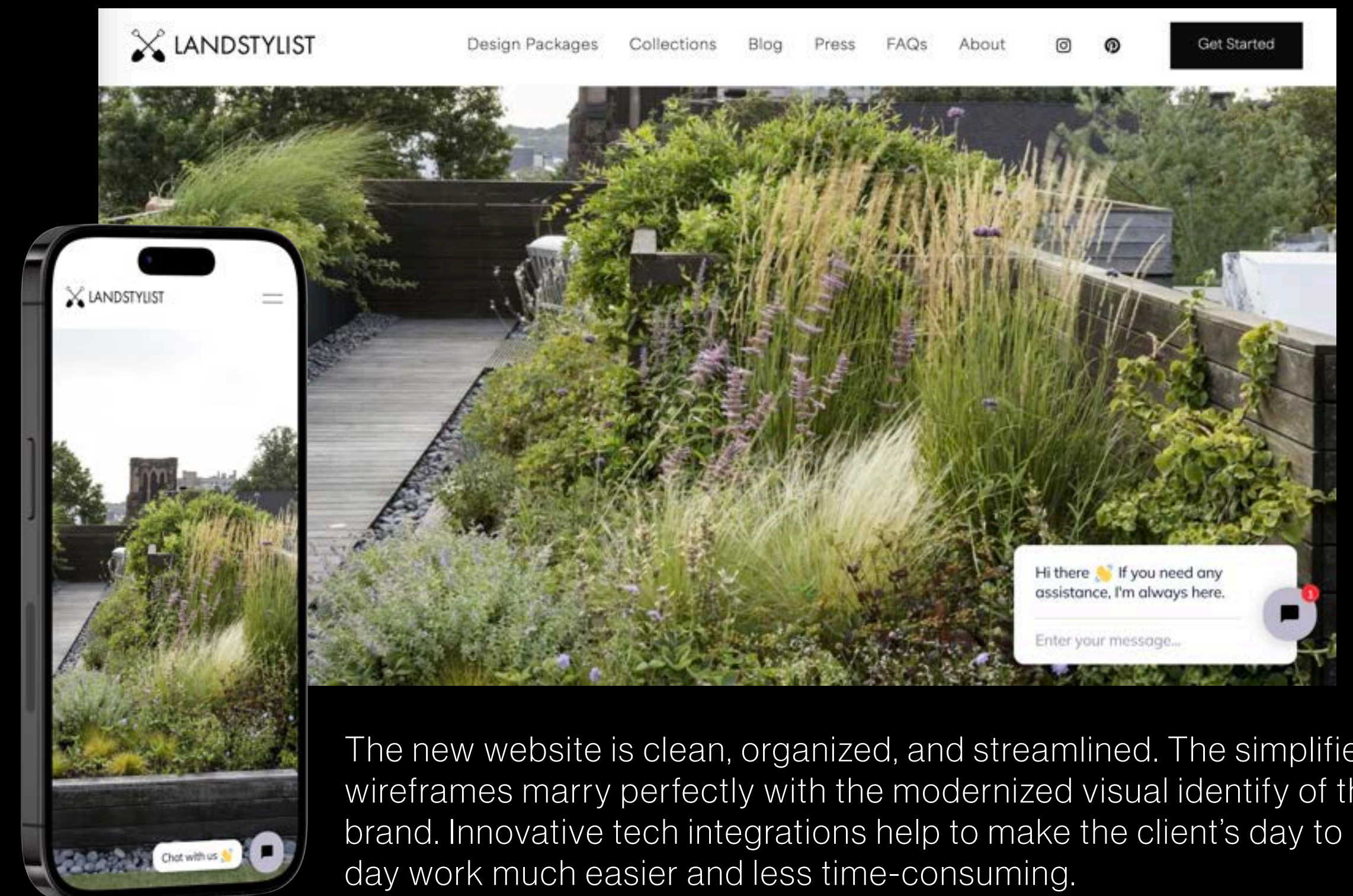
HOMEPAGE

BEFORE



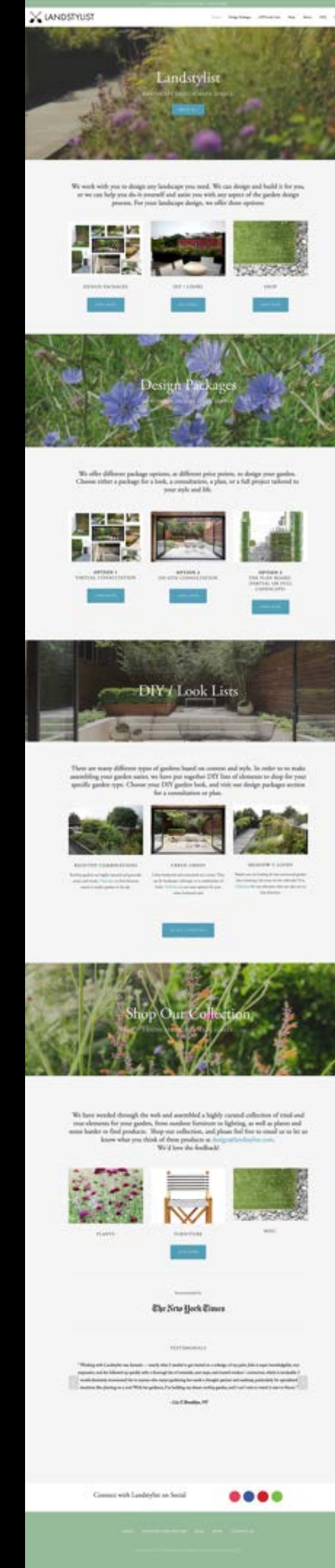
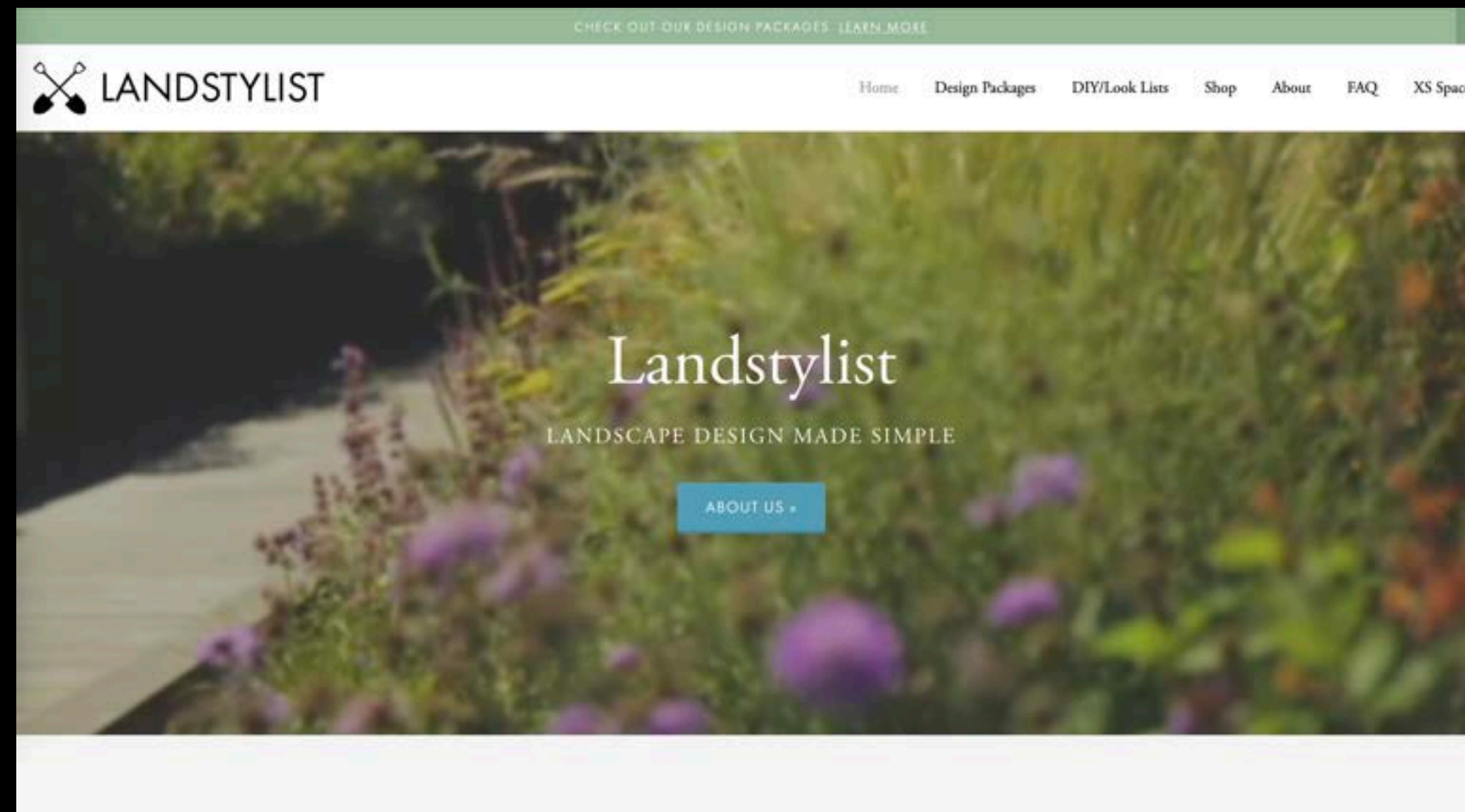
The brand's existing website was outdated, disorganized, inconsistently branded, and filled with unnecessary elements. Overall, it made our client's life harder, not easier.

AFTER

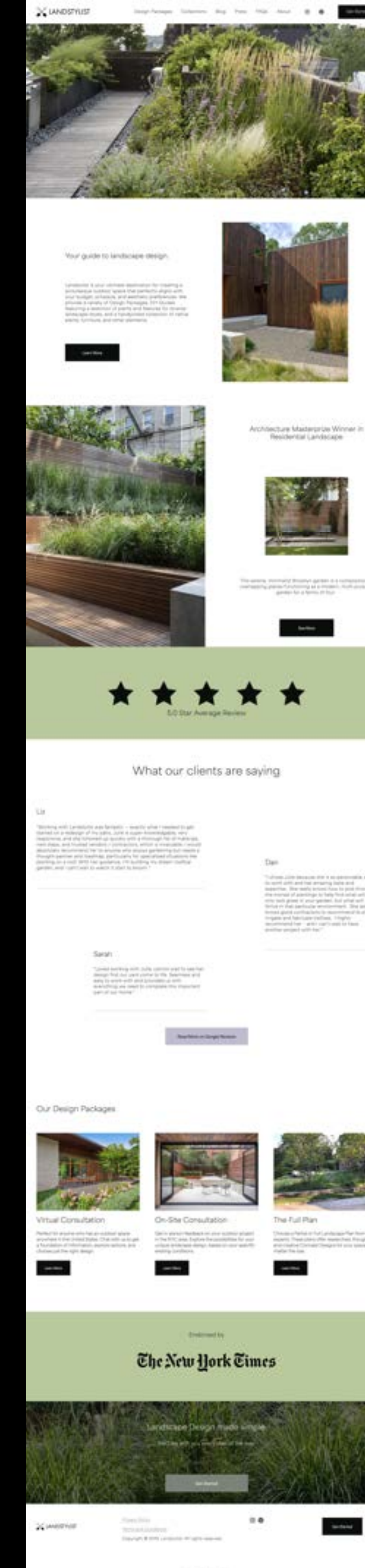
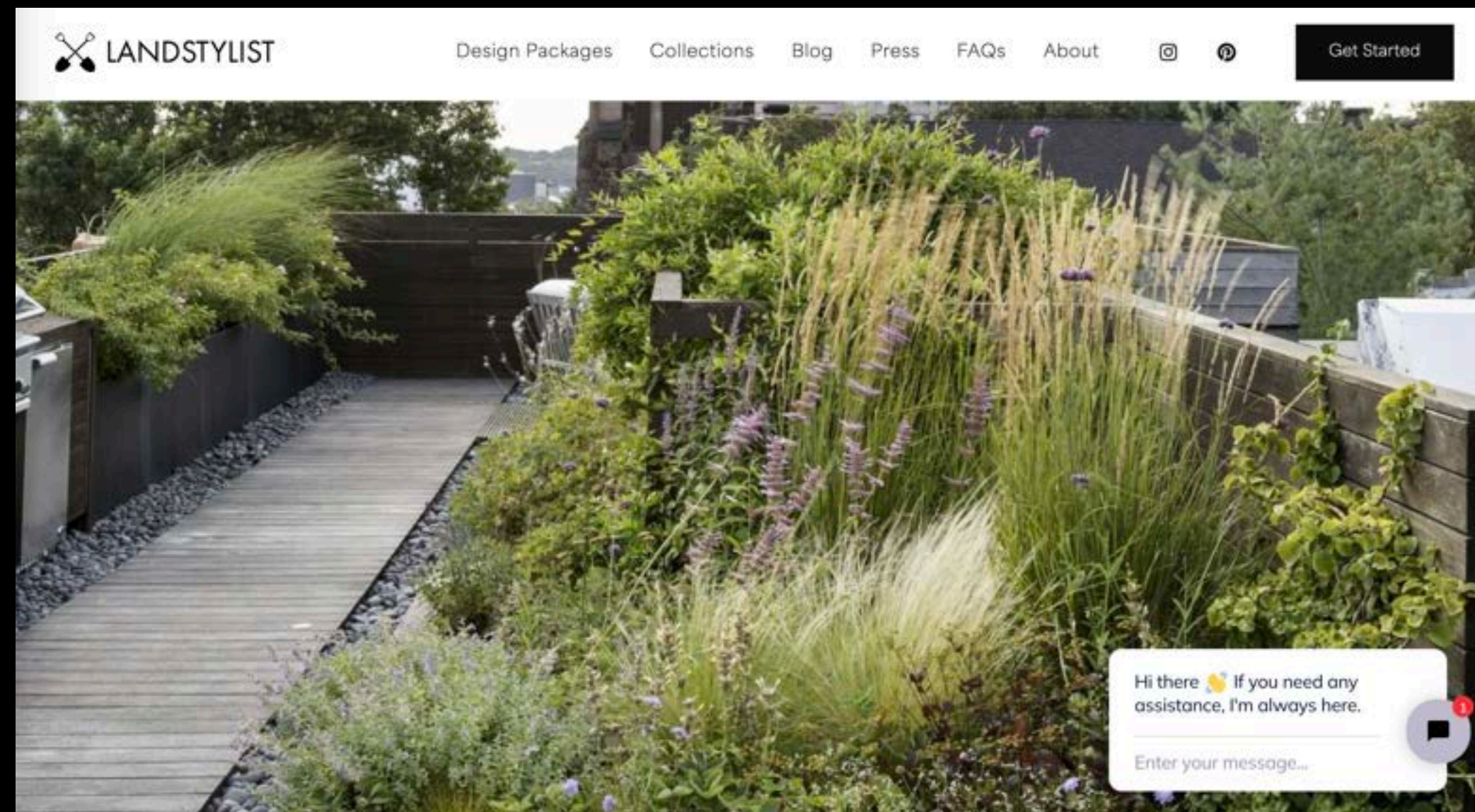


The new website is clean, organized, and streamlined. The simplified wireframes marry perfectly with the modernized visual identity of the brand. Innovative tech integrations help to make the client's day to day work much easier and less time-consuming.

WEBSITE BEFORE

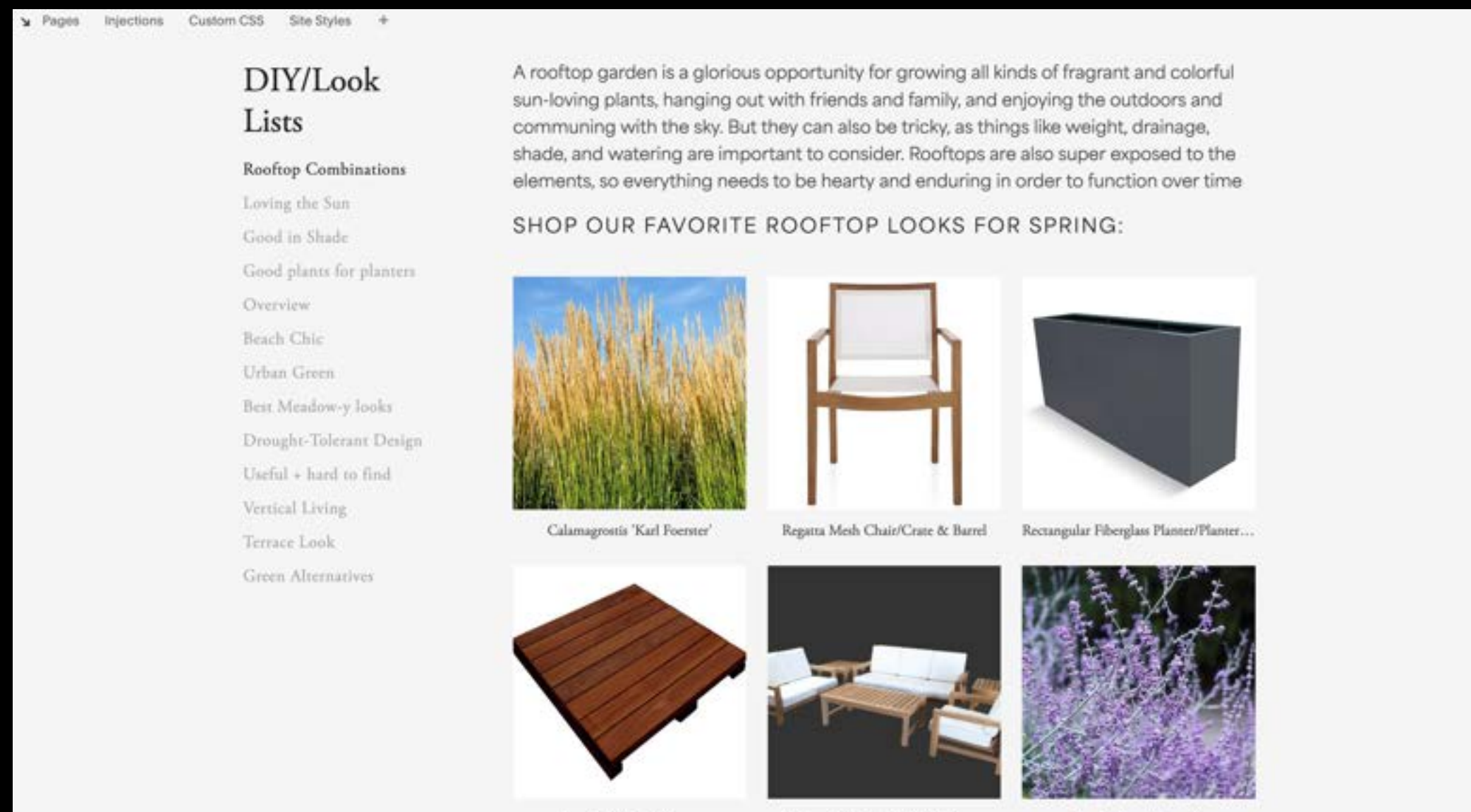


WEBSITE AFTER



COLLECTIONS

BEFORE



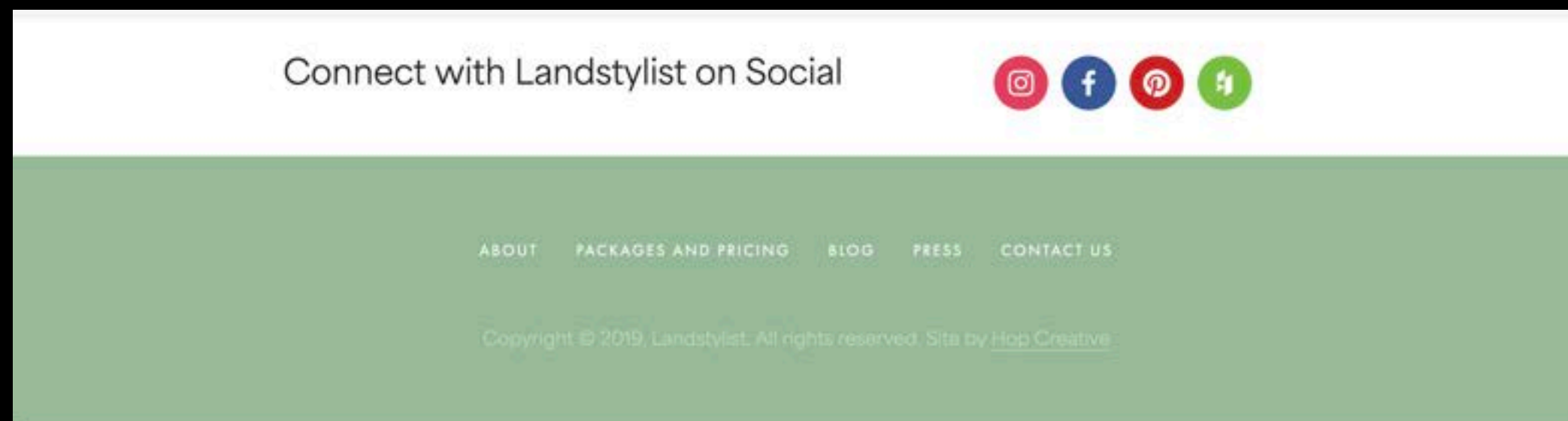
AFTER





FOOTER

BEFORE



AFTER

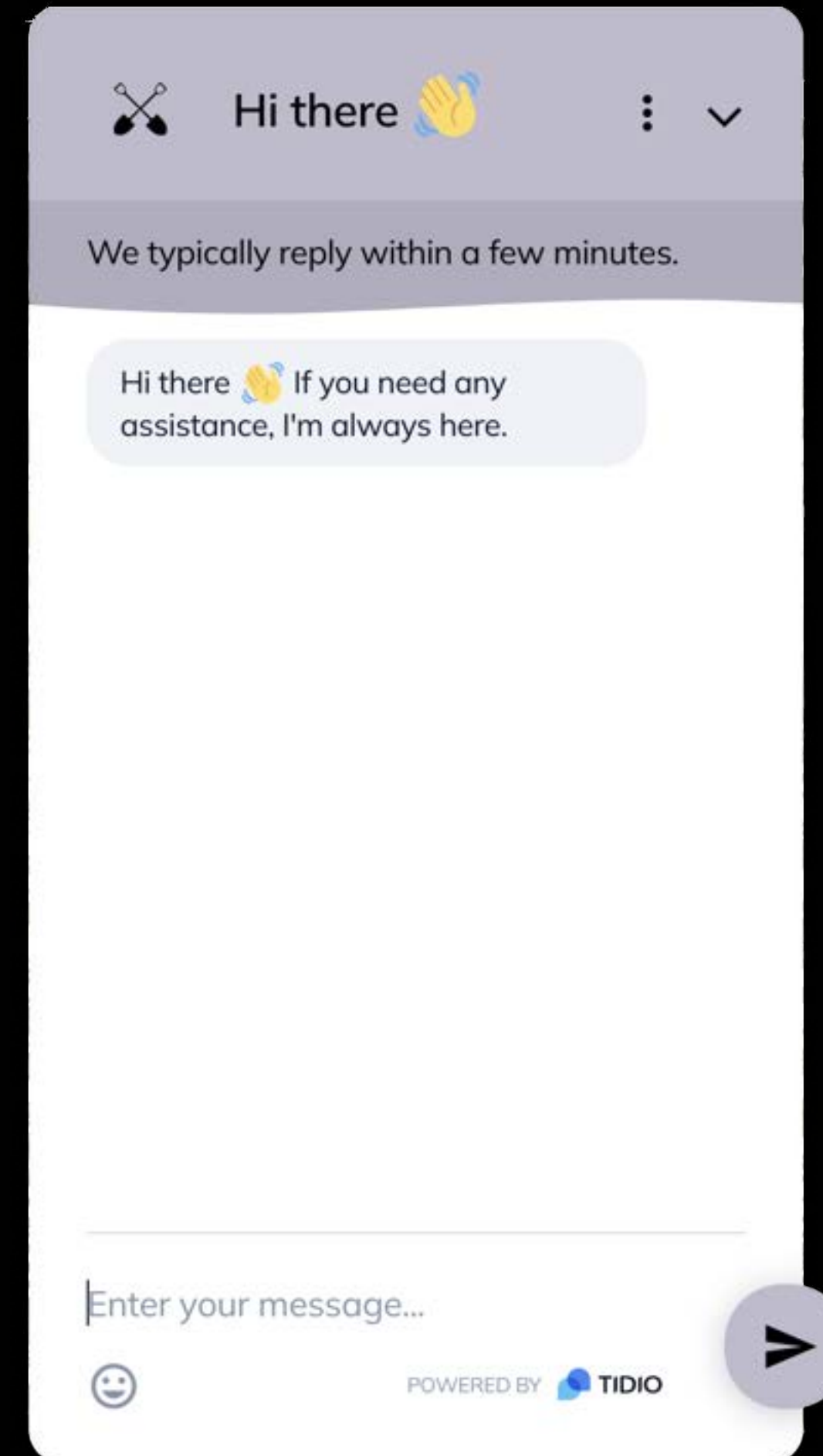
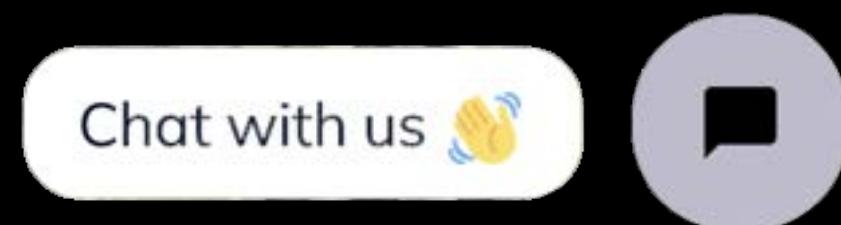


PAIN POINT

MANUAL RESPONSE TO CUSTOMER QUESTIONS

SOLUTION

BRANDED AI-POWERED CHATBOT



This AI-powered chatbot is persistent on every page of the website. It is fed the client's branded FAQ content and trained and implemented by Tidio's Artificial Intelligence platform.

Now the client can sit back and relax while AI handles their frequently asked questions.

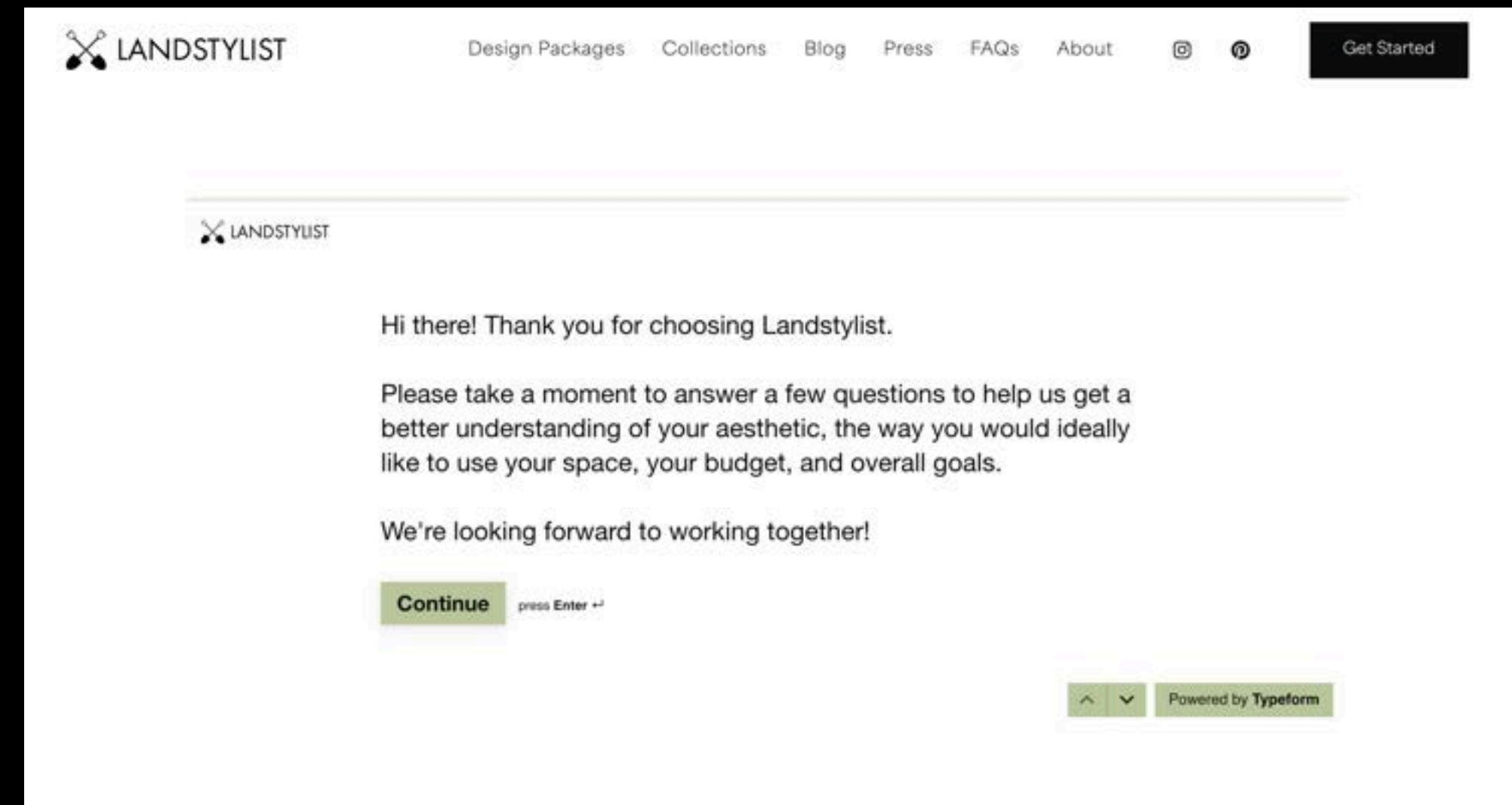


PAIN POINT

COMPLICATED INBOUND LEAD GENERATION

SOLUTION

**CUSTOM RESPONSIVE FORM
EMBEDDED ON SITE & INTEGRATED
WITH CLIENT'S EXISTING TECH**



Gitsul Group consolidated and refined the client's previous process of responding to inbound leads on site. Previously, the client would receive an email from a prospective customer, reply with their services and 10 questions via email. The user would remit payment for a consultation and the client would hope they provided enough context for the meeting.

Now, with a streamlined list of questions, Gitsul Group created a form with requirements, payment integration, analytics, and Google-integrated data storage. The client now just receives an email alert about a new prospective client and views their already organized spreadsheet of the information they need to begin work.

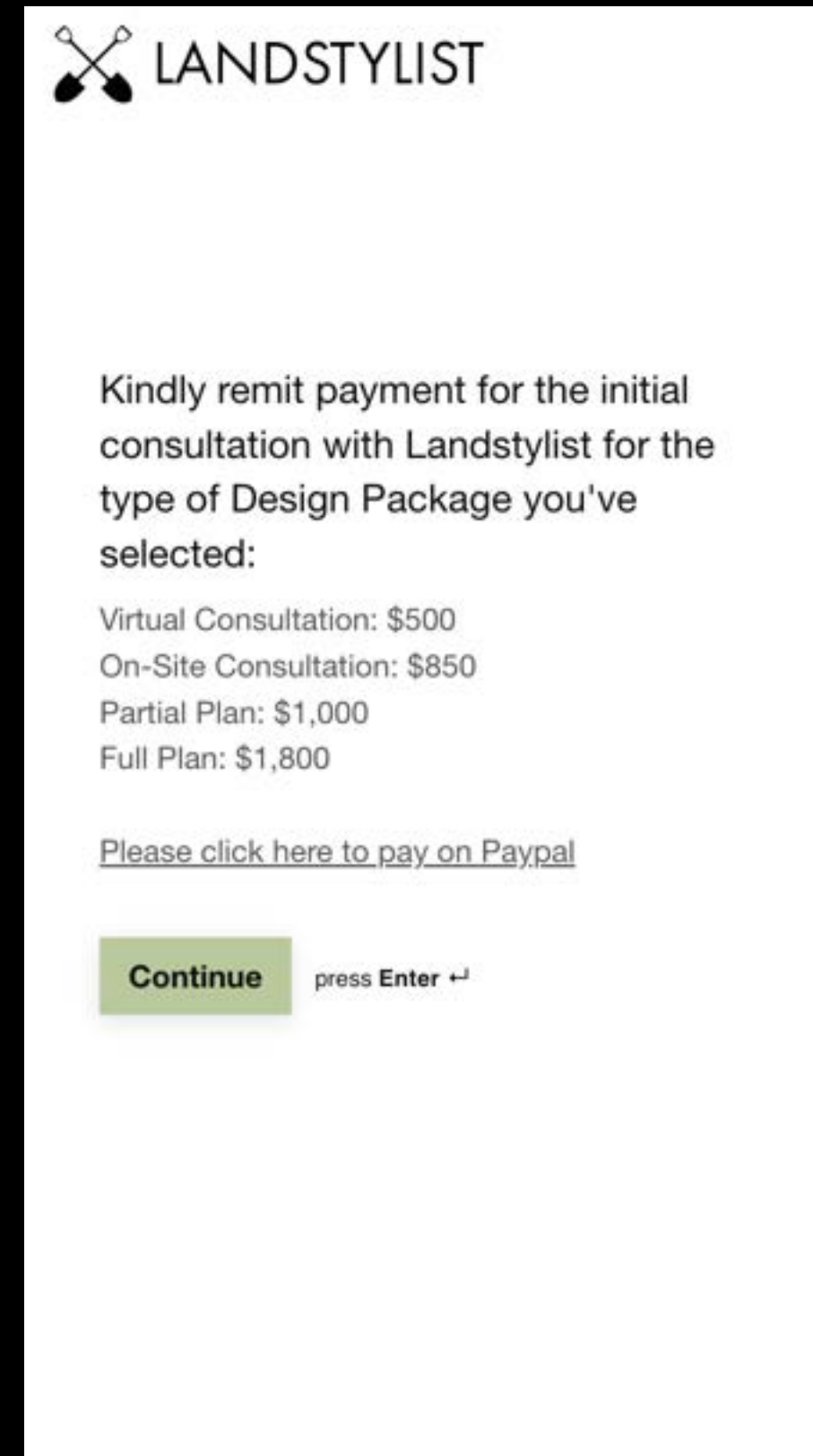


PAIN POINT

E-COMMERCE INTEGRATION RACKING UP FEES

SOLUTION

STREAMLINED CUSTOMER PAYMENTS,
FEES ELIMINATED



With customer payment integrated into the information intake process, Gitsul Group eliminated the need for an additional e-commerce subscription within the client's CMS, which eradicated duplicative charges and decreased COB for the client.

SUMMARY

Landstylist approached us with an outdated website, inconsistent brand presence, and overly complex customer journeys.

Gitsul Group was able to define a clear digital strategy for them, marrying the brand's vision and success metrics with their target audience's goals, and apply it to their multiple platforms. We completely redesigned and rebuilt the client's website with a new brand and visual identity, streamlined customer pathways, and optimized SEO. We implemented technological integrations to make the client's inbound lead intake easier, reduce unnecessary platform fees, and handle common user inquiries with AI.

With a new visual identity, Landstylist can embark on the next phase with confidence, leading the industry with modern design and effective strategy.