

# WedSites Case Study:

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*Give your clients an easy-to-use, dedicated online portal that makes you look professional, gives them a great experience, and helps you stand out from the crowd.*

## About *The Blackline Bottega*

The Blackline Bottega is a Sydney-based, creative studio specialising in calligraphy, hand-lettering & graphic design for bridal clients, luxury and lifestyle brands. Naturally with these specialised skills in mind, Lauren Hung the Founder and Creative Director has a highly tuned creative mind where aesthetics and cohesion are very important

Personalisation, agility and flexibility took a front seat however when it came to choosing the best wedding website planning platform for her business. Through collaboration and a strong partnership, we have worked together to deliver advancements in a very short time such as upload custom calligraphy & illustration.

With WedSites Lauren has been able to build a wedding website strategy into her business offering, with both a DIY and custom design solution for her couples as part of her service.



# The *world's first* all-in-one wedding planning platform



Lauren is a Standard user who has been using WedSites since March 2020. Via WedSites she is able to provide cohesively designed websites to perfectly complement her luxury custom stationery suites. The Standard Plan also includes guestlist database, unlimited guests, collect online rsvps, custom rsvps, questionnaire form, custom email sending, multi-event rsvp, multiple user accounts, white-glove customer support plus so much more. Plus all of the Lite Plan inclusions.

*"I felt like I was able to offer my clients an agile & luxurious service through the paper stationery element of their wedding and then had zero solutions I was happy with for the digital side of it. I knew that I wanted to offer a website strategy as part of my service. Once I got into exploring the capabilities of the website, I was sold"*

Lauren Hung, Creative Director. The Black Line Bottega

## *Results* that speak volumes

Client reported:

- Couples find the site user-friendly
- Easy to navigate and provides time-saving wedding planning tools
- The WedSites team is prompt at responding to and supporting requests
- Couples are able to maintain cohesion across their stationery suite using the calligraphy assets they'd obtained from me

