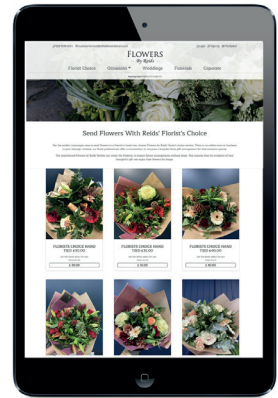
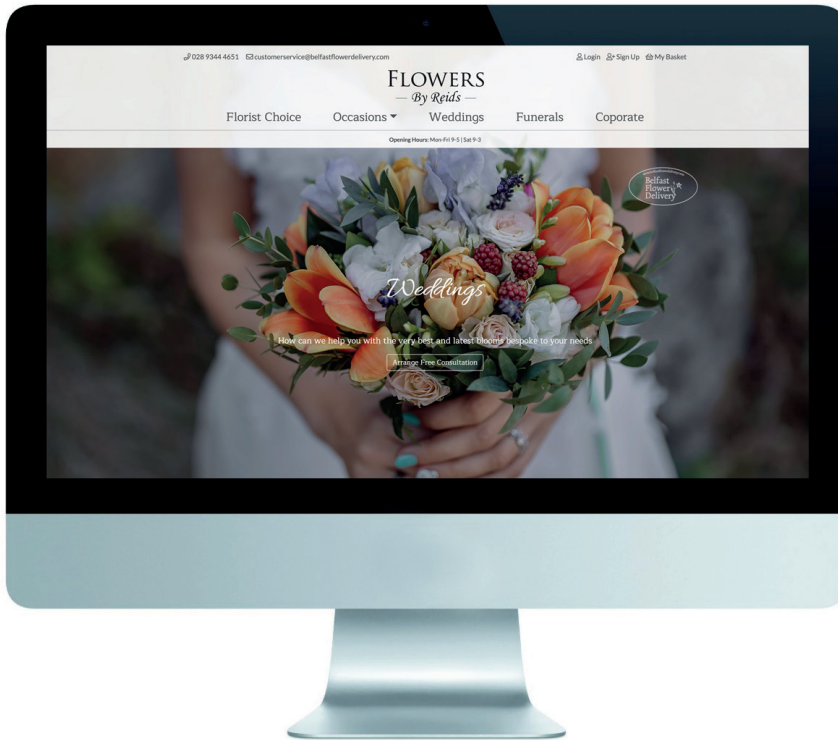




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# FLOWERS by REIDS

## THE COMPANY OVERVIEW

Flowers by Reid’s are a Belfast florist who specialises in composing beautiful hand-crafted bouquets and floral arrangements. Industry leaders in catering for special events, dedicated to composing bespoke flowers for all types of events and occasions they always go the extra mile for their clients.

## THE BRIEF

Reids had several disparate websites of varying quality and style and wanted to streamline their digital brand. Also they wanted a full e-commerce website, easy to use for the consumer and easy to control.

## THE SOLUTION

‘The first bite is with the eye’ and this is particularly true when buying flowers and bouquets. So Digita embarked on producing a beautiful, eye-catching new website for Flowers by Reids.

With our wealth of experience in e-commerce we produced an easy to use e-commerce back office system which helped Reids to increase their sales of bouquets overnight

We streamlined their navigation and made sure any sites that they were on pointed to their main corporate website. We also streamlined their navigation within their corporate website to make purchasing easier.

Also we created a new content management system that all members of the digital staff could use easily without degrading the quality of the website.

## THE DIGITA INSIGHT

At Digita what matters is understanding the project completely, whether that be product or service, to creatively, design, marketing or promotional, both digital and conventional. We always offer the correct solution to the client every time. Visit [www.digita.agency](http://www.digita.agency) to find more of our case studies.