



verbLIVE

CASE STUDY:

FASHIONABLE FACE MASKS

What is Fashionable Face Masks?

Fashionable Face Masks is a family-run shop that sells custom and pre-made face coverings. It's mostly a mom and daughters' team, but the whole family helps out, from ironing fabric to helping to manage the website, to running orders to the Post Office. They are committed to creating high quality, comfortable face masks.

fashionable
Face Masks

The shop's owner, Sarah, originally started the company as a way to replace her broken window and was excited when it began to increase in exposure and popularity. Now, she's earned enough to replace the window, upgrade her basement flooring, and even replace her roof! And, just as importantly, running the business allows her to have an opportunity to connect with her children as they work together.



The Challenge of Showcasing Value

Since face coverings are currently flooding the market as result of widespread mask mandates, one of Sarah's biggest challenges is showcasing the value of her product, and helping potential customers understand why they should purchase from Fashionable Face Masks instead of another vendor—especially those vendors that boast lower price points.

There are a few key qualities that differentiate Fashionable Face Masks from its competitors; primarily, the wide range of sizes to ensure an accurate fit, and the opportunity for custom orders. While these two features certainly position her company's individuality, they can be difficult to effectively explain via a traditional online shopping platform.

Enter verbLIVE

Fashionable Face Masks partnered with Verb for a 30-minute live-shopping experience, where Sarah used verbLIVE to share some valuable tips about fit and sizing, compare different style options, and show off some of her favorite patterns.

During the event, the chat feature was used for viewers to make small talk, comment on the masks, and ask questions, which were quickly answered by a moderator. After a brief explanation of how to measure to ensure correct fit, Sarah and her co-host offered an overview of each style and modeled them on a variety of people of all ages. Clickable shopping links were added to the video as each mask was displayed, allowing viewers to make instant purchases.

“I wanted to be able to help my customers really get the sizing info they needed, like how to measure correctly with the different sized kids and styles of masks,” said Sarah.



“It was great to be able to demonstrate that while people could be clicking on a mask to buy it at the same time,” said Sarah.

Wow, that's nice!

These masks are so fun!!!

Adorable

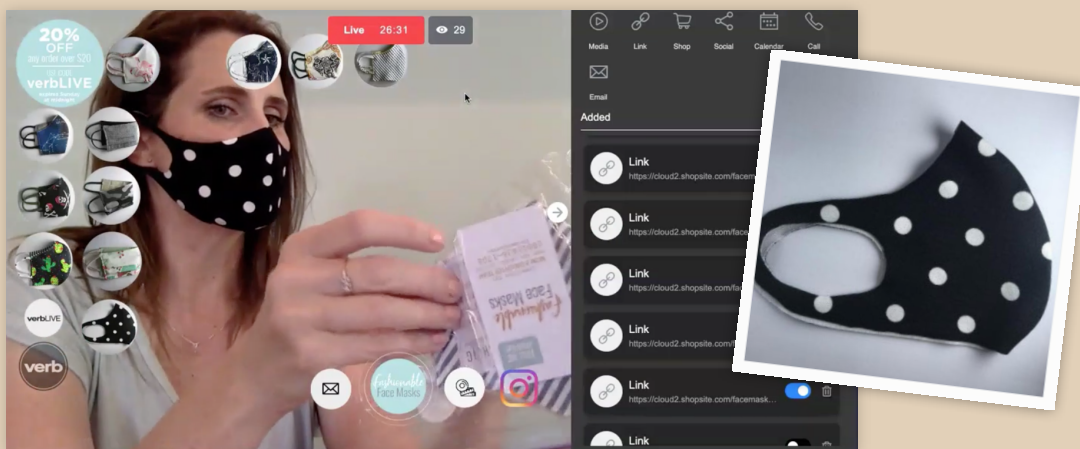
My daughter will love these.

I'm sold

A Time-Saving Solution

Sarah is not only a successful business owner, she's also a full-time mom, which means that she doesn't have a lot of time to spend marketing her company.

verbLIVE is available on all devices and setting up an event is quick and intuitive, meaning that you can go LIVE in under a minute! Using verbLIVE provided a low-stress, efficient way for Sarah to connect with and provide education to her potential customers in a short amount of time. And, since she had complete visibility of all participants throughout the event, she was able to see who was participating and exactly how they interacted, setting the stage for effective follow-up efforts.



“I LOVE how beautiful the presentation of my products looked! My masks looked great in their round buttons, and it was so easy to just pop the next button on the screen,” Sarah said

The Results

When partnering with verbLIVE, Sarah’s primary goal was to help her customers learn more about sizing, and how fit can be dependent on different face shapes and mask styles. Allowing viewers to make an instant purchase while listening to that information was just icing on the cake. It was a strategy that worked, as several viewers admitted to making unplanned purchases as a result of her detailed descriptions. In fact, **Sarah’s total earnings from the event were over \$400**, which was much higher than her total earnings from any other day—and those orders were all the result of **just 30 minutes of exposure!**



Benefits of Verb LIVE



Frictionless, web-based platform—no download needed



Available on ALL devices



Interactive links that are customizable and easy to add



Setup is quick and intuitive—you can go LIVE in under a minute



Instant analytics (like real-time ROI when livestream selling) provide the information you need to make tailored, data-driven decisions



Complete visibility of participants—see who's with you and how they're interacting



Are you ready to go LIVE?

Contact us for a demo today at [Verb.tech](https://verb.tech)