RICHMOND BLOOMS CASE STUDY
May–August 2026

A Note on Our Process & Partnership Disclaimer

The timeline and deliverables showcased here reflect a highly customized, trust-first partnership rather than a rigid contractual mandate. At Revenue Lab, we don't believe in copy-and-paste retainers. Every business enters our ecosystem at a different stage of maturity: some already have their branding dialed in and require immediate ad testing, while others need a digital infrastructure overhaul on day one.

Our work with Richmond Blooms began by establishing deep alignment and trust with the founder. Once we diagnosed the operational realities, we moved fast —identifying systemic bottlenecks and immediately deploying solutions, which is why a live talent acquisition campaign was launched right alongside our initial branding sessions. We don't wait for permission; we identify what needs fixing and get straight to work. Your sprint will look entirely different because it will be engineered specifically for your constraints.

Richmond Blooms

1st Month Timeline

1



MAY 6, 2026

Initial marketing meeting held to align on core business and brand objectives.

2



MAY 8, 2026

Initial brand study and customer acquisition optimization plan proposed.

3



MAY 18, 2026

The first brand one-pager and logo concepts are shared.

4



MAY 27, 2026

Version 2 of the brand identity is drafted based on feedback.

5



JUNE 1, 2026

Meeting held regarding price and customer analysis, highlighting the "Lily of the Valley" order bottleneck and initiating the Indeed job posting for a new hire.

6



JUNE 8, 2026:

Version 3 of the brand logo is shared.

7



JUNE 12, 2026

Initial interview correspondence begins with candidates.

Month 1 Outcome

- Transformed Market Positioning: Executed an intensive operational and creative sprint.
- Engineered Visual Identity: Designed a complete, cohesive brand system.
- Diagnosed Pricing Bottlenecks: Identified and resolved key operational constraints.
- Launched Talent Pipeline: Built a hardened framework for scalable growth.

Revenue Lab
Roadmap Infographic

Richmond Blooms
2nd Month Timeline

1



JUNE 17 – JUNE 18, 2026:

Version 4 of the logo is presented; official approval is secured for the specific skin tone and terracotta colors.

2



JUNE 25 – JUNE 26, 2026

Final founder interviews are scheduled with candidates.

3



JULY 1 – JULY 2, 2026

Final founder interviews are conducted with the candidates.

4

JULY 2, 2026

Version 5 (the final version) of the Richmond Blooms logo is completed and delivered.

5



JULY 5, 2026

Candidate attends the Sunday Farmers Market for an on-site observation and is hired on-the-spot by founder

6



JULY 7, 2026

Version 2.0 of the Richmond Blooms website outline is finalized and dispatched for development.

7



JULY 10, 2026

A stunning Version 2.0 of the website is complete with (3) purchase forms (needed), customer routing, storytelling and brand cohesion.

Month 2 Outcome

- Finalized Brand Identity: Delivered the definitive logo and full visual styling.
- Engineered Talent Pipeline: Managed candidate vetting through on-site operational observations.
- Deployed Web Infrastructure: Launched a digital overhaul featuring optimized customer routing.
- Integrated Conversion Forms: Embedded essential purchase forms to maximize revenue capture.

Revenue Lab
Roadmap Infographic

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Overview & Strategic Approach For July-Early August

Our core philosophy for the next phase is simple: scale what is already working. We are not here to reinvent the wheel—we are here to put higher-octane fuel in an engine that already runs. Every dollar of ad spend will be strictly allocated to the cheapest, highest-leverage moves that protect the bottom line and deliver immediate ROI.

Instead of fragmenting our focus across unproven paid channels, we are doubling down on the founder's existing Instagram success by injecting tighter aesthetic brand cohesion and clear "order online" callouts. While cold email outreach is a secondary priority kept to strict unit economics, securing 1–2 high-value, recurring corporate accounts is a primary goal because maximizing customer Lifetime Value (LTV) is paramount in the floral industry.

On the digital front, we will build organic local dominance by maximizing Google Maps visibility and utilizing Nextdoor strictly for free community engagement. This timeline is engineered for pure velocity, profit preservation, and sustainable growth.

PROJECTED 1 MONTH TIMELINE

EARLY JULY - EARLY AUGUST 2026

CLIENT: RICHMOND BLOOMS

W1

Foundations Set

- Data Deep-Dive: Source 2 months of Instagram, storefront, and market records to lock baseline KPIs.
- Creative Audit: Review active ad copy and asset variants for baseline conversion mechanics.
- Web Integration: Hard-link website to the primary domain and pipe social posts to the site asset bank.
- Asset Gathering: Audit Google Business Profile, secure 3–5 reviews, and locate historical testimonials.
- Automation Prep: Setup on-site email capture and map 10 top FAQs for the AI plugin.

W2

Social Setup

- Content Mapping: Map a 10-post social schedule aligning the profile with the new visual identity.
- Ad Refresh: Inject premium branding and "order online / pickup" callouts into winning Instagram ads.
- Outbound Architecture: Secure sales@ and support@ domains and launch 14-day inbox warming.
- Local Channels: Claim and optimize the free Nextdoor business profile for organic community posting.

W3

Campaign Launch

- Budget Scaling: Scale winning Instagram ads and split-test ad manager versus post-boosting ($5–$10/day).
- Ground Game: Distribute localized, trackable QR-code flyers across high-density pedestrian zones.
- SEO Push: Optimize Google Business Profile with client testimonials and active Google Maps imagery.
- Retail Partnerships: Deploy $15 bouquet buckets with QR checkout stickers at high-traffic local businesses.

W4

Performance Analysis

- Corporate Outreach: Launch targeted B2B subscription outreach under a strict $100/month operational cap.
- Lead Activation: Follow up on two standing enterprise invitations to formalize recurring partnerships.
- Site Automation: Fully activate the live AI Chat plugin and on-site email capture forms.
- KPI Review: Analyze first-month data loops across ads, email, and retail footprints to guide scaling.