

SINCE SWITCHING TO BOULEVARD...

## How Willow & Birch Generated Over \$127,000 in a Year Using Boulevard's Automated Marketing Suite

**Location:** Springfield, Illinois

**Boulevard customer:** since 2024

**Website:** [willowandbirchsalon.com](http://willowandbirchsalon.com)

**Instagram:** [willowandbirchsalon](https://www.instagram.com/willowandbirchsalon)

# \$127k

in sales from automated campaigns in one year

# 900

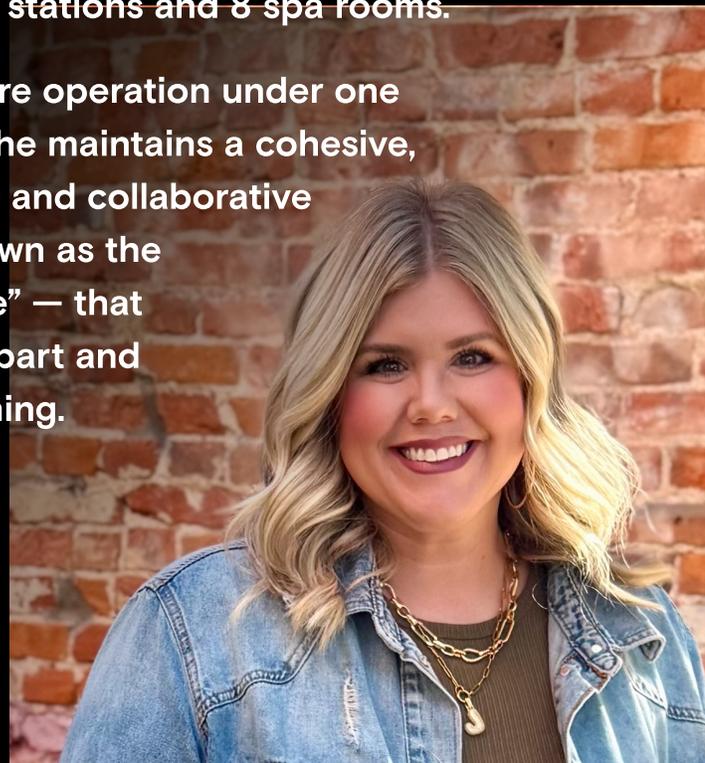
appointments booked through automated campaigns

# 20%

increase in retail sales

Jessica Kocurek is the owner of Willow & Birch Salon, Spa, and Boutique, located in downtown Springfield, Illinois. Founded in 2010, the business has grown from a 5-chair salon to a 20,000-square-foot destination featuring 24 styling stations and 8 spa rooms.

By keeping her entire operation under one roof, Jessica says she maintains a cohesive, vibrant atmosphere and collaborative team culture — known as the “Willow & Birch vibe” — that sets her business apart and keeps clients returning.



## Challenge

Jessica dealt with multiple software platforms over the years. Her latest created significant friction for clients with a "bulky" online booking portal, among other issues.

Willow & Birch's email marketing tools were so difficult to use that the team often skipped them altogether. Managing other services and communications required multiple steps, making daily operations inefficient and time-consuming.

Although Jessica wasn't actively searching for a replacement, she recognized the client-facing software experience as a critical weakness in her business.

## Solution

Jessica first encountered Boulevard during a demo. While she wasn't expecting to switch when she signed up, she was "blown away" by Boulevard's sleek design and intuitive features that directly improved the client experience.

The platform's visual appeal and ease of use made an immediate impression. Boulevard's seamless onboarding experience impressed both Jessica and her front-of-house coordinator, who was convinced within minutes.

Jessica saw value not only in the technology itself, but also in how quickly her team could adapt and benefit from the more streamlined process.

## Testimonial



"In an industry where, ultimately, time is money, every minute you're doing one thing cuts into something else. Boulevard frees up so much time for us to focus on the client experience. It provides that structure for the front end of the business so everything runs seamlessly."



—  
**Jessica Kocurek**  
Owner at Willow & Birch  
Salon, Spa, and Boutique

## How We Helped

### Game-changing automated marketing:

Boulevard's Marketing Suite became an instant revenue driver, generating more than \$127,000 from automated campaigns in the first year alone. "I'm shook," Jessica says. "That's two service providers, you know? It's wild to me."

### Efficient and intuitive interface:

The platform's ease of use dramatically reduced administrative workload, cutting multi-step processes down to just a few clicks. "Efficient is a really great word to explain the ease of use," Jessica explained. "From the client standpoint, from the staff standpoint, from literally every standpoint, it's very efficient."

### Seamless self-booking:

The user-friendly, client-facing portal transformed the booking process, freeing up the front desk to focus on creating an exceptional in-person experience. "Our phones are very quiet," Jessica said. "Not for a lack of booking, but they just don't ring like they used to because so many people are taking advantage of [self-booking]."

### AI-powered creative tools:

The Marketing Suite's AI image generator gave Jessica the power to create unique, on-brand visuals for her campaigns. "The imagery is really cool that it can create," she said. "I did that for 'time to book,' and it was impressive to see what it would come up with."

### Smooth and supportive onboarding:

Boulevard's dedicated support made the transition feel effortless for the entire Willow & Birch team. "My onboarding experience was fantastic," Jessica said. "Every person I've encountered at Boulevard, I've had a really great experience with."

### Optimized schedules:

Boulevard's Precision Scheduling™ helps the front desk avoid inefficient bookings that leave gaps in the schedule. The platform's optimization tool helps the team understand how to maximize a provider's time effectively.