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WELCOME TO THE PINK LILY

From bold and beautiful to sweet and dreamy, Pink Lily has contemporary clothing to appease the classic Southern gal in all of us. We offer custom monogramming for a variety of apparel and accessories, as well as a Greek collection to bring you closer to your sisters.

With the highest quality clothing, shoes, and accessories made primarily in the USA, our online boutique is all about providing the newest trends and styles, while maintaining socially responsible sourcing and manufacturing practices. Check out our collection of dresses, tops, bottoms, and accessories to discover a classic Southern style—with a modern twist!

SHOP OUR COLLECTIONS

GREAT SELECTION FOR ANY OCCASION



Pink Lily Boutique

Pink Lily, a boutique fashion company run by a husband and wife team, approached us to handle website development, SEO, PPC, social media consulting, and email marketing.

We addressed major issues with their website and helped them move successfully to a new domain name. We also cleared up negative SEO indicators associated with the new domain to keep their revenue up.

Within 11 months, Pink Lily saw the following results:

- Increase in organic search revenue from \$269K a month to \$386K a month.
- PPC revenue grew from \$525K a month to \$918K a month.
- Revenue from paid social media campaigns went from \$59K a month to \$217K a month.