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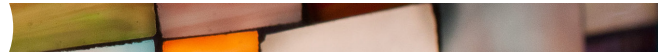
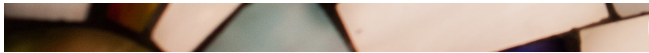
574.234.2060 / [info@discoverforce5.com](mailto:info@discoverforce5.com)

#### CASE STUDY:

Fast, Collaborative Web Design  
to Showcase a Venue in All Its  
Beauty

Country Strong Events  
Goshen, IN





## >> Summary

Picture yourself planning a wedding, graduation party, corporate event/retreat, or any other large-scale event. What are the questions you have when you look at a potential venue? How do you decide the look, location, and services provided will meet your needs?

Country Strong Events and co-owner Daina Heflin were asking these questions when they came to Force 5 for web design. Their goal was to make a site where brides and other event planners could easily picture themselves using the venue. The website they had at the time was functional for helping people find them and book an appointment, but they wanted to pre-emptively answer the most pressing questions and showcase the beautiful property and architecture that make Country Strong unique.



- ☒ Web Development
- ☒ Content Writing
- ☒ SEO
- ☒ UI / UX Design
- ☒ Training
- ☒ Analytics



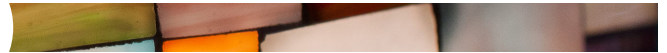
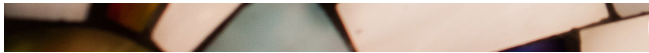
## Challenge

Daina wanted the site to clearly communicate her up-to-date pricing, provide quick and easy access to the vendors her clients could use on-site, showcase what makes the venue special, and communicate Country Strong's uniquely high level of service. She wanted the site to be easy to update and easy to find for her ideal customers.



## Insights

Force 5 knew that it had a significant amount of great photography and imagery to use for the site but needed to helpfully display them. It needed to understand the pain points people planning weddings or large-scale events experienced so the site could clearly show how Country Strong helped them solve these issues. The team also had to work efficiently to stay on budget.



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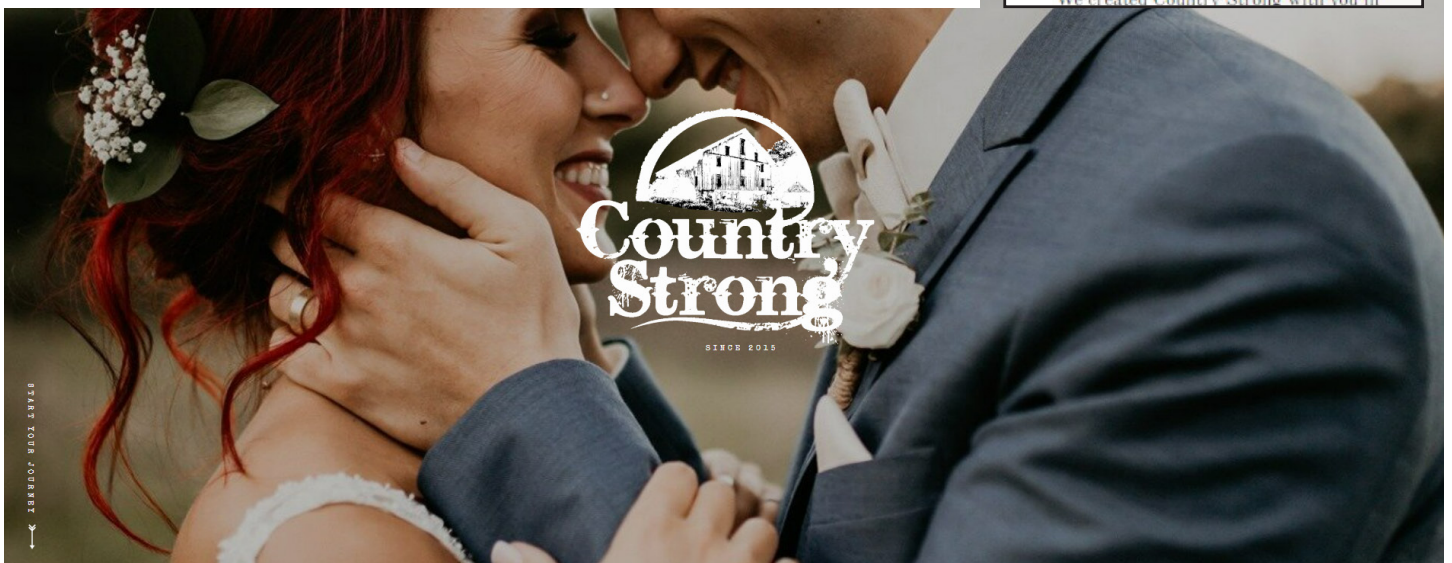
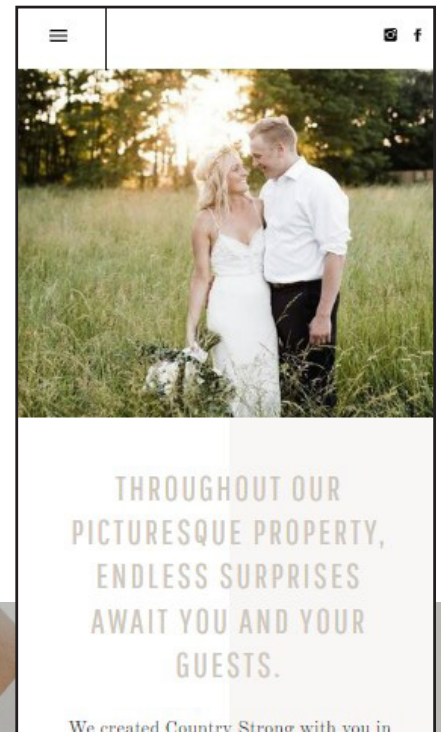
## SOLUTION

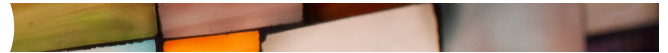
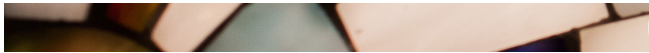
Force 5 developed a new Country Strong Events website, with much more content and imagery. It created pages to address customer pain points and implemented Google Analytics to measure traffic for the first time. This information will help optimize the site in the future based on real data.

## 1. Country Strong Website

The new Country Strong website uses a unique content management system design just for photographers and venues that offered a few key benefits for Country Strong:

- It is an easy-to-use platform that allows them to change content as needed when, for instance, pricing is changed or a fresh photograph is available from a recent event.
- It is built to showcase photography and be visually appealing. It allows a level of pixel-perfect design that many platforms do not. These features are ideal for a venue that wants visitors to picture themselves taking their own professional photos on its property.
- The platform focuses on mobile design and making this version of the site just as beautiful as desktop.





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## 2. Enhanced Galleries to “See Yourself” at Country Strong

To help each guest at the website understand exactly what they would be getting by booking with Country Strong, Force 5 designed several themed galleries highlighting the beautiful, unique accommodations, such as:

- **The grounds**, complete with a collection of unique photo props and angles
- **The bridal suites and grooms’ den**
- **The decor options** Country Strong has available and examples of them in use by real clients
- Collections from **real events** that have recently been held at Country Strong



## 3. Everything You Need to Know About Planning Your Event at Country Strong

Another key objective of the website re-design was to equip clients to plan their events. Country Strong uses a unique planning software package that all clients have access to called Aisle Planner. We wanted to showcase the many reasons why this option helped make every aspect of event planning easier, from creating a guest list to choosing and paying vendors. Force 5 designed a feature highlight reel to share these incredible benefits of working with Country Strong.

### AISLE PLANNER -- YOUR ONE-STOP SHOP TO PLAN YOUR EVENT!

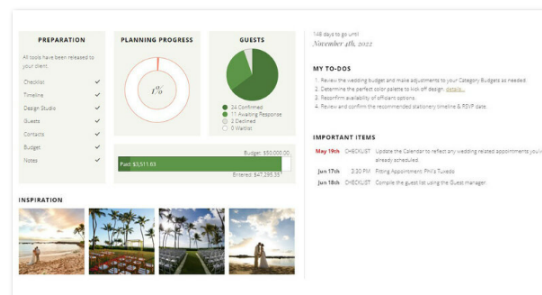
Country Strong is proud to offer our clients a state-of-the-art planning experience through Aisle Planner. This high-powered, online solution connects you with your event to help you set up seating charts, pay outstanding balances, choose packages, and more! Stay organized and get every detail right with this unique event portal.

#### Event Dashboard

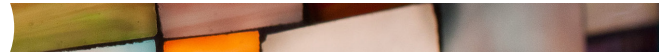
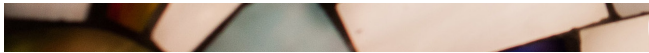
Aisle Planner gives you a fast way to see how your event planning is going. Think of it as your homepage to find the status of your:

- Preparation checklist and which tasks are outstanding
- Your overall planning progress
- The status of your guest list

From here you can find the section that needs your attention quickly.







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In addition, the staff at Country Strong noted that current clients often called and asked them for details on their caterers and preferred vendors. Rather than force them to call in, we highlighted all these contacts in a useful “card” design format grouped by vendor category. This allows The Country Strong team to easily update information or add/remove contacts as they work with various vendors, all while ensuring clients have a central place to look for all these details.

## PREFERRED VENDORS BY CATEGORY

Florist

Photographer

Event Rentals

DJ

Musician

Hair

Make Up

Cake

Dress

### The Music Place

57730 Hillside Dr  
Goshen, IN 46528

Contact: Blake  
574-533-3992  
musicplacedj.com

### 27 Entertainment

1150 W Lincolnway  
Valparaiso, IN 46383

219-928-6168  
27.events

### Ultimate Entertainment

Contact: Jerry Burciaga  
574-370-6469

jerryburciaga@yahoo.com  
djultimate-entertainment.com

## 5. Easy-to-Read and Upfront Pricing

The Country Strong team worked with Force 5 to design an easy to browse pricing page that lays out all the packages offered by the venue, including some of the less well-known options like Christmas Party Packages and Photo Shoots.

The pricing works on both desktop and mobile and outlines all the features you get with each package.

This page then leads visitors to request their visit, where they meet with Country Strong staff to begin planning their event.

## WHAT WE HAVE TO OFFER

EVERYTHING YOU NEED TO  
MAKE YOUR DAY  
UNFORGETTABLE, INCLUDING:

1800's Reception Barn  
Entertainment Loft  
Custom Styled Bar  
Photo Props  
Rustic Decor  
Parking Lot with Attendant  
Golf Cart Shuttle Service



FIND OUT MORE ABOUT OUR PRICING:

Reception

Ceremony

Other Events

Photo Shoots

Christmas Party Package

### CHRISTMAS PARTY PACKAGE

Make your annual Christmas party one to remember at Country Strong. In our fully heated, beautifully decorated Christmas Wonderland, you'll have everything you need for the event of the season.

AFTERNOON PACKAGE - \$1,820  
3 HOURS OF BARN USAGE, 12PM - 3PM

EVENING PACKAGE - \$2,440  
4 HOURS OF BARN USAGE, 5PM - 9PM

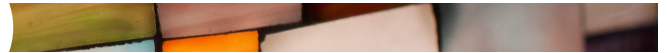
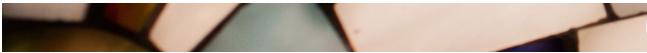
\* BOOK ANY DAY OF THE WEEK

\* NO SET UP / TEAR DOWN, WE DO IT ALL!

\* COAT CHECK SERVICE

\* SPACE FOR LIVE ENTERTAINMENT

\* SECURITY PROVIDED WITH BAR SERVICES



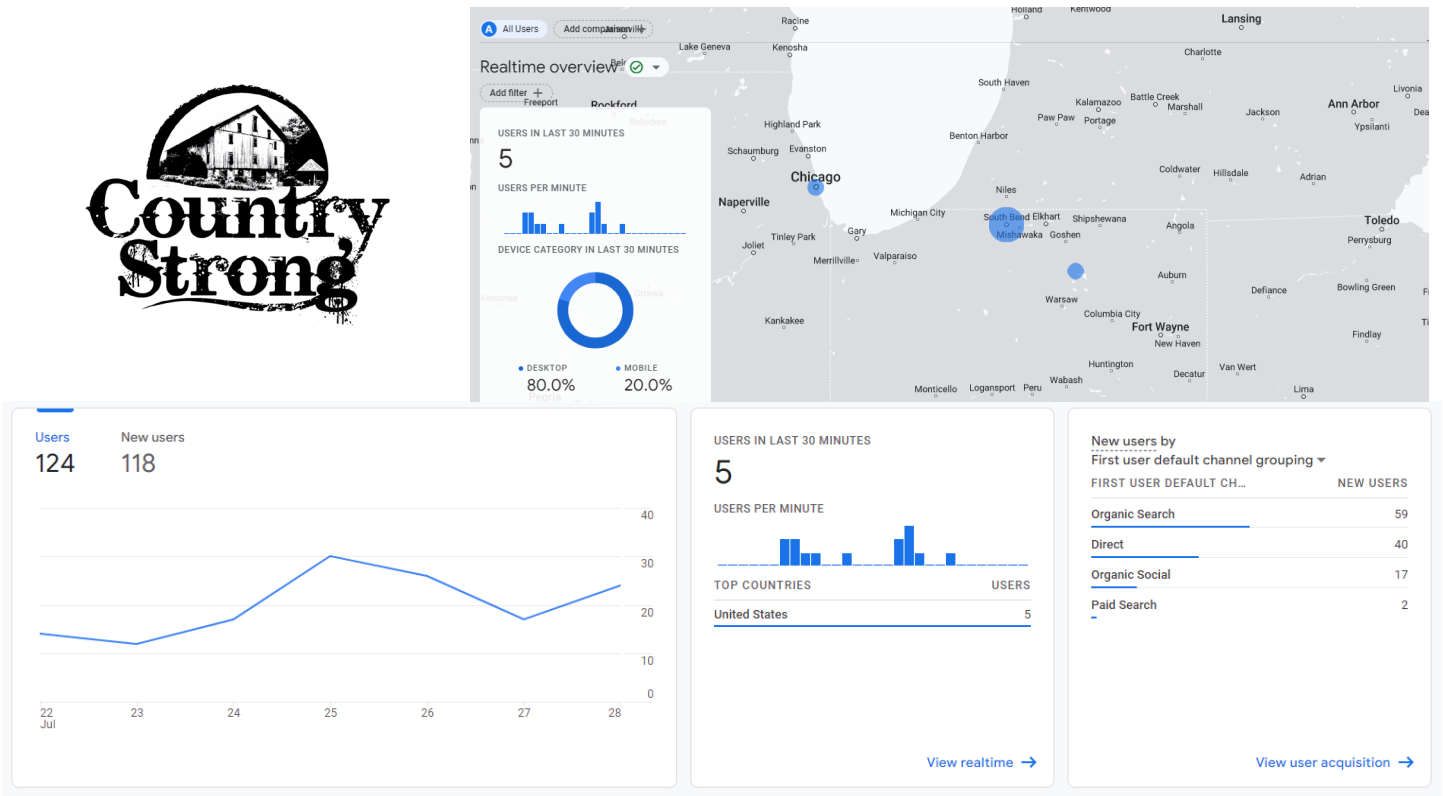
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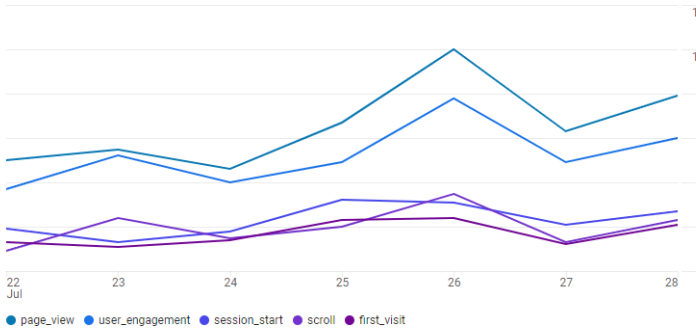
# Analytics

To truly understand a site's audience and the impact of ad dollars, social posts, new content pieces, and more, strong analytics are essential. Force 5 implemented Google Analytics for Country Strong with its new site launch. Opting for the new and improved Google Analytics 4 platform (which, by the way, will be required next year), Force 5 set up a strong set of analytic metrics that show how users are engaging with the site, including when they click, play videos, and even when they call the venue by clicking a click-to-call link.

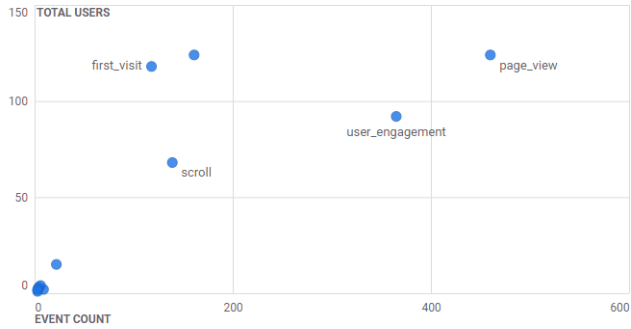
Best of all, Force 5 implemented tracking on Country Strong's third-party booking software to ensure they knew how often this form was being filled out to include it in conversion rates for the site. Over time, this data will help Country Strong and Force 5 optimize the site's content, design, and more to better meet clients' needs.

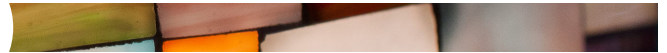
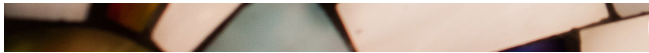


Event count by Event name over time



Event count and Total users by Event name





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# Continued Growth Through Partnership

After an extraordinarily full summer of client bookings and work on the website launch together, Country Strong and Force 5 are ready to continue working together to refine the ways they communicate and reach clients. Daina said, regarding the partnership built between the two companies:

*"We are pleased to have created a relationship with Force 5 that feels like family. We have spent many hours hashing out designs, digital marketing, and branding, and through it all they have extended the knowledge necessary to make the best decisions for our business. They have brought a level of esthetics that we could only dream of. We are continually working with Force 5 to make it a more user-friendly experience for our clients and to reach out to all of our new clients on social media platforms."*

The respect is mutual, as Keith Sayer, the Account Strategist for Country Strong at Force 5 adds, "It's easy to be creative when you have a client that so readily gives you incredible photos and isn't afraid to try something new that just might work for them. I very much enjoy the chance to bounce ideas off the Country Strong team and see them come to fruition." What's next? Country Strong and Force 5 will continue working together on digital campaigns and further enhancements to the website over the coming months.



## >> Want to make your venue shine with a new website--FAST?

At Force 5, we believe in the power of brand. For you, that's your property and all the services you offer your clients. To help them book you over a competitor, you need a frictionless online experience from start to finish. We would love to help you build that experience. Looking for more than just web design? Great! We've got a deep bench of services, too, including digital ads, marketing strategy, media planning and placement, content creation/strategy, graphic design, brand development, and video production.

**Start a conversation with us today! >>574.234.2060 >>[info@discoverforce5.com](mailto:info@discoverforce5.com)**