How Digital Connectivity Helps Bring Christmas Magic to Doorsteps Across Cumbria and Beyond



As the festive season approaches, florists across the UK find themselves at the heart of Christmas celebrations. From festive wreaths and table centrepieces to thoughtful bunches delivered to loved ones, reliable digital connectivity has become just as important as creativity, flowers and foliage.

For Cumbria-based florist If Stalks Could Talk, connectivity plays a vital role in helping the business spread festive cheer during one of its busiest times of the year.

Serving customers across Cumbria, the North East and beyond from their base in Wigton, If Stalks Could Talk creates bespoke floral arrangements for weddings, special occasions, corporate events and seasonal celebrations. During the Christmas period, demand increases significantly as customers look for wreaths and seasonal displays to brighten homes and workplaces.

While customers see the beautiful, finished arrangements, much of the business depends on digital technology behind the scenes. From managing customer enquiries and processing online orders to coordinating deliveries and promoting seasonal products, reliable broadband supports almost every aspect of day-to-day operations.

For many customers, their festive shopping journey begins online. Fast and dependable fixed-line broadband enables the business to maintain its website, update product ranges, respond quickly to enquiries and access online banking.

Jackie Stalker, founder and owner of If Stalks Could Talk, has built a thriving independent business known for its creativity, attention to detail and outstanding customer service. During the festive season, her workshop becomes a hive of activity as she creates Christmas wreaths and centrepieces that help make celebrations extra special.

Jackie said: *"many of my customers discover me online or place orders through digital channels. Having reliable broadband allows me to provide the level of service people expect, particularly during busy periods like Christmas when timing is everything."*



Digital connectivity also allows the business to showcase its work through social media. Sharing photographs and videos of festive arrangements on Facebook and Instagram helps attract new customers and inspire gift ideas throughout the season. High-quality content can be uploaded quickly and efficiently thanks to reliable broadband connectivity.

Jackie said: "*customer testimonials and online reviews are incredibly important to my business. Many new customers find me after reading recommendations on my website or seeing positive comments on social media. People want to know they're choosing a florist they can trust, especially for important occasions. Reliable digital connectivity helps me share customer feedback, showcase my work online and engage with customers, giving potential clients the confidence to place an order."*

Jackie added: *"at Christmas, every order carries a special meaning. Reliable broadband and mobile connectivity help me manage every stage of that journey, from receiving an online order to delivering it to someone's doorstep. Digital connectivity has become a vital part of running my business, helping me stay connected with customers and suppliers while allowing me to focus on creating beautiful floral arrangements that make Christmas extra special."*

For Jackie, connectivity is not confined to the workshop. Strong mobile coverage is equally important while sourcing flowers, meeting clients, visiting venues and making deliveries.

"Reliable mobile connectivity is essential to how I run my business, particularly across a large rural area like Cumbria. It allows me to respond to enquiries when I'm out of the workshop, access order information on the move, navigate between delivery locations and keep customers updated on delivery times. During the busy Christmas period, dependable mobile coverage helps ensure our festive arrangements reach customers when they need them most."

Digital connectivity also supports relationships with suppliers and wholesalers. Online ordering systems, stock management, and online banking all depend on reliable internet access, helping the business source seasonal flowers and materials efficiently and ensuring sufficient stock is available to meet Christmas demand.

For businesses like If Stalks Could Talk, digital connectivity is no longer simply a convenience; it is a vital utility that underpins customer service, sales, marketing and day-to-day operations. Whether through fixed-line broadband supporting online orders or mobile connectivity enabling communication on the move, digital infrastructure helps local businesses remain competitive, productive and resilient.

This Christmas, as festive floral arrangements make their way into homes, workplaces and celebrations across the region, digital connectivity is quietly helping make it all possible.

As digital networks continue to improve across Cumbria, businesses like If Stalks Could Talk are increasingly able to embrace new opportunities, reach more customers and continue growing. It is a timely reminder that strong digital connectivity is helping local businesses flourish, supporting communities and spreading Christmas cheer across the county and beyond. To find out more about the digital connectivity options in your area, visit www.connectingcumbria.org.uk

To find out more about If Stalks Could Talk, visit their website, Facebook, or Instagram, or call Jackie directly on 07402237535.