OPTIMIZING DIGITAL MARKETING MAXIMIZES ROI 439% AND EXCEEDS REVENUE GOAL 117% FOR FURNITURE MANUFACTURER

BUSINESS CHARACTERISTICS

- Type: Furniture Manufacturer
- Geographical Coverage: Nationwide
- Target Audience: Small Office/Home
- Office and Small to Medium Sized companies

SITUATION

A leading manufacturer of consumer and office furniture contacted us to help create an ecommerce marketing strategy for the upcoming year. Our client was already executing digital marketing but wasn't sure their current strategy and tactics would lead them to the 20% year-over-year growth desired. The client struggled with all the different potential digital marketing opportunities and wanted us to provide the most effective ecommerce grow strategies on which to focus.

SOLUTION

As our client wanted consultation on their existing marketing plan and new opportunities, we completed a 3-phase program over 90 days.

Phase 1 – Develop Strategic Marketing Plan

In this phase, we audited all current marketing activities and researched competitors. This included onsite interviews and implementation meetings.

The ecommerce marketing plan we put together included situation analysis, marketing and customer segments, best practices, recommendations and identified 3 key opportunities and growth multipliers that our client was not focused on that would allow them to surpass the 20% growth goal and the 3-year target.

Phase 2 – Create Digital Marketing Tactics Roadmap

We reviewed each retailer individually and assessed opportunities in 5 major categories. We identified best practice and the gaps in current marketing for each retailer. We then recommended specific marketing tactics for each retailer.

We also looked at our client's website and assessed it using the same 5 categories. We identified major conversion opportunities and made recommendations for specific changes that would drive sales directly from the website.

Phase 3 – Execution Plan

Lastly, we provided an execution plan that outlined when marketing activities should be launched over the next 12 months, the marketing resources required and when it made sense for them to outsource certain activities.

RESULTS

Over the next 18 months this lead to 439.40% ROI and 117.27% revenue to goal. Currently, our client is on track to hit the 3-year target goal.