



GASS
MARKETING

CASE STUDY: FURNITURE COMPANY

GASS MARKETING GROWS OVERALL SALES TO
\$15K/MONTH FOR FURNITURE COMPANY



26941 Cabot Road Suite 119
Laguna Hills, CA 92653



949-464-7201



info@gassmarketing.com

SITUATION

A furniture company that sells proprietary modular furniture. Margins are very low, and we're up against big boys like Lazy Boy and Serta. A true David vs. Goliath story.

The company's main focus and goal was to sell more products. The brand had two main challenges. First, the brand had no digital focus or strategy for growing its online business. Second, connecting with customers in order to convey the functionality of their product was difficult. Being that the product was a disruption to the current marketplace, the business had a hard time conveying to the customer what their product did while at the same time having the challenge of selling furniture online at a time when furniture was largely sold in person at retail stores. Their retail price for products ranged on the low end at \$300 and at the high end over \$2,000.

Prior to our involvement, the company was struggling to get traction and did not have the necessary resources to mount a proper online marketing strategy.

SOLUTION

When faced with this complicated set of problems, Gass Marketing chose a 3-step approach to monetize.

First, we focused on the existing sales channel and worked to replicate its success using the Facebook marketing platform. Within two months of testing, we had our first acquisition funnel. Once we were able to establish that the product would be purchased online, we met with client and encouraged them to make a larger investment to their online strategy.

In phase two, we created a unified online brand strategy focusing on online sales monetization. We focused on getting the products into existing online sales channels including Ebay, Amazon, Brookstone, and Wayfair. With our new focus, the client expanded their daily potential reach for sales which in turn grew their online business further.

Phase three focused on creating a factory store in order to bring up investment returns on sales while at the same time having a predictable sales channel internal of the company. With this in place we created and monetized their products across Facebook and Google ad platforms.

RESULTS

After one year, the company has grown their overall sales to gross \$15k a month with continual monthly increases. The online strategy has paid off by creating multiple sales channels and the company is no longer dependent on a single vendor for success, giving them the ability to deploy and monetize on new opportunities.

METHODOLOGY

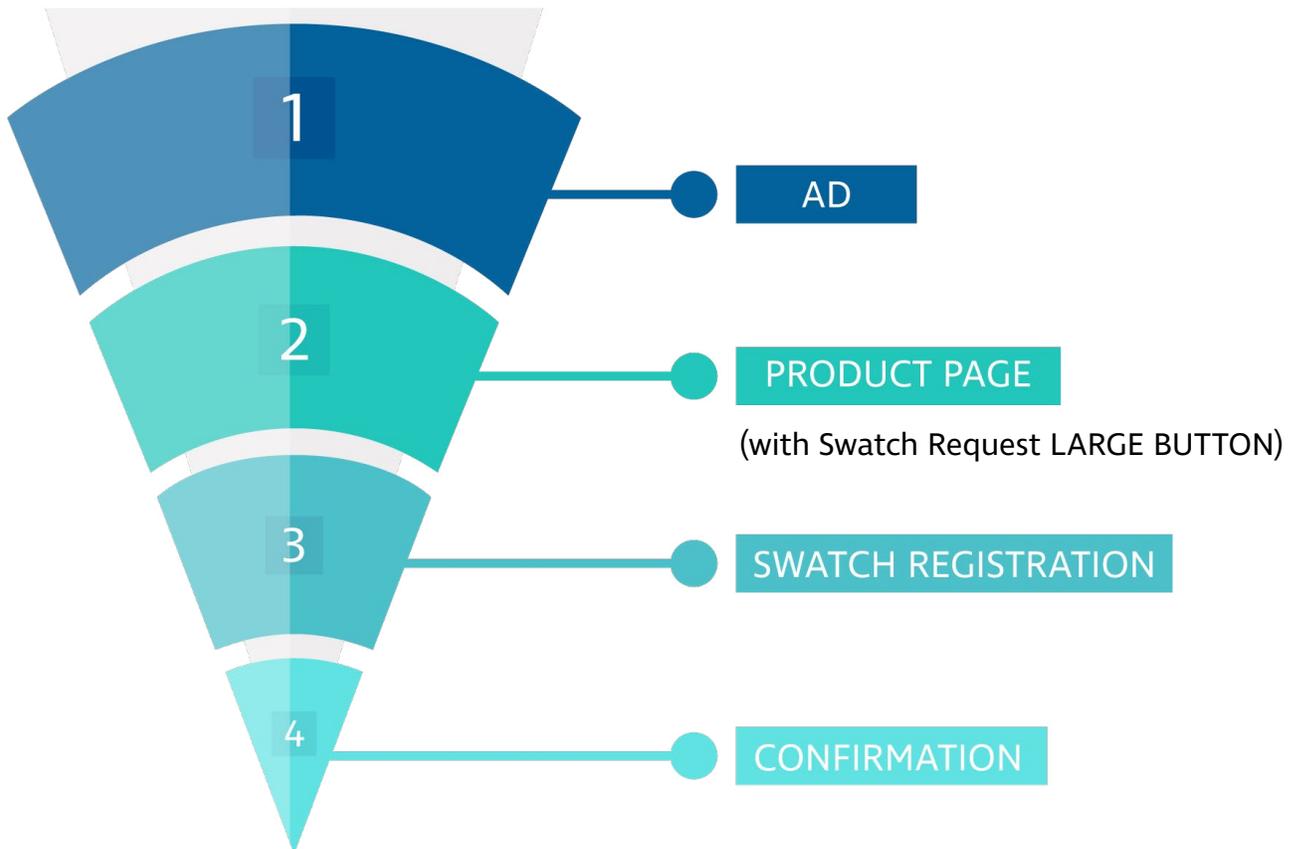
Facebook allowed us to showcase the product and start new conversations with potential customers. We then identified the ideal price point for getting new consumers to buy the product. From there we were able to capture returning customers that wanted to add more sections to their furniture systems. Once we had identified proper funnels, we moved those funnels onto other platforms (like Amazon) in order to increase sales and monetization. By redoing their creatives, we were able to increase sales on alternative platforms we did not control.



Took over online retail in April 2016 and increased online sales from \$2k a month to \$10k a month in one year. Continued trends into the new year up to over \$15k.

STRATEGY

Increase Swatch Requests. People likely will not buy unless they can see. If we can improve swatch requests, we can improve sales.



GOOGLE

Search Brand and Generic Term Campaigns

Setup Google Display and Remarketing. Configure remarketing pixels and link Google Analytics for enhanced data and reporting.

Build display campaigns by Keywords, Topics, Interests and Placements.

Remarketing campaign to remind visitors to submit a swatch request, re-review the dimensions of the products or make the purchase to alleviate their space or decorating issues.

AMAZON

As part of our strategy to open up new venues for sales, we took the products to the Amazon Market Place. This a great platform and ecosystem to sell a consumer products, but there was a learning curve. The client had been set up in Amazon's Vendor Central for the previous 6 months with zero sales. At the time, Vendor Central was a new initiative and had very few tools for marketing or flexibility in pricing.

Initially, we cleaned up the creatives and messaging in order to have Vendor Central match up with other funnels running on the company's site. After putting everything together, we still were not seeing sales. The only thing we were not able to match up was pricing. Vendor Central dictated the price at the time we were unable to sell products at the optimum price point.

Alternatively, we set up a Seller Central store. On the Seller Central platform we started to see success as we were able to replicate the same variables of other funnels.

Vendor Central's marketing tools and price points have changed recently and we have began the process of creating funnels on their marketing platform.

FACEBOOK

In order to increase brand awareness and build an audience, we created posts which focused on the following: multiple configurations of the furniture layouts, product reviews, furniture news, seasonal color trends, small apartment living, tiny house movement, and general housekeeping tips.

The combination of posts allowed us to be seen by an audience who would be interested in purchasing the products.

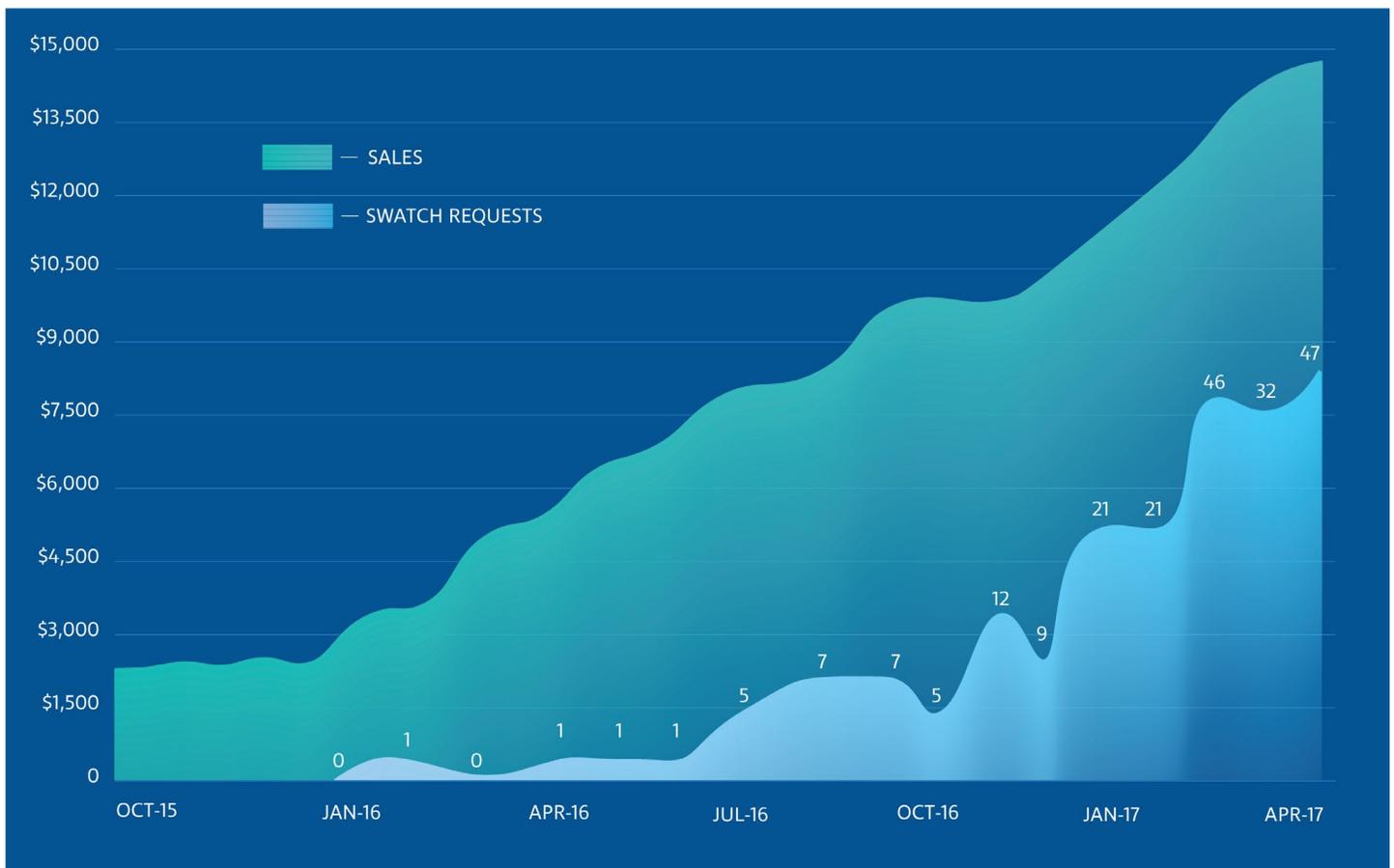
Total Spend (Lifetime)	Audience Reach (Lifetime)	Cost per Reach (Lifetime)	Engagement (Lifetime)	Cost per Engagement (Lifetime)
\$3,885.36	532,995	\$0.27	30,286	\$0.26

TRACKING

We ensured to track all leads and conversions by the following metrics:

- Lead Conversion Tracking for swatches
- Phone call tracking
- Sale conversion tracking and order amount in eCommerce

RESULTS



CONCLUSION

In the case of our furniture company client, a methodical approach to growing the online footprint was taken. By first focusing on the low hanging fruit, we were not only able to show stable growth, but we were also able to do it in a short span of time. Once accomplished, we focused on unifying the brand's online presence and simplifying its message. Therefore, multiple demographics were able to understand and relate to the products being sold.

In the final approach to the project, we took what we had learned in the first two phases and capitalized on those lessons to open new markets and create more opportunity resulting in \$15K monthly sales for the furniture company client.

ABOUT

At GASS Marketing we fuel your growth through a multitude of marketing strategies. As a team of results-driven professionals, our mission is to make your marketing activities profitable with cost effective support and development. We customize our team and services to fit your exact business needs. A project with GASS is proven to demonstrate results in brand reputation growth, lead generation, online transactions and website development.

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