



## Case Study: Increasing Online Presence and Driving Qualified Leads to Website and Stores

### Quick Highlights

- *Email campaign effectiveness up 700%*
- *81% growth in the newsletter subscriber database*
- *Search Engine Marketing program accounted for 17.4% of total web traffic*

- **Description** - BrightWave Marketing, Inc., a leading Email Marketing and Customer Relationship Services firm, was engaged by Hauser Group, an advertising and marketing firm in Atlanta, Georgia, on behalf of their client of record, Floor & Décor Outlets of America, to develop an online customer loyalty and acquisition program. The aim was to bolster customer awareness of the company's newly designed website and drive traffic into stores across the country through Email marketing. BrightWave Marketing developed a plan that included regular customer Emails, an Email append for their offline database, a comprehensive search engine marketing program and the launching of a newsletter signup page on their interactive site.
- **Goals** - To elevate Floor & Decors redesigned and feature-rich online presence and communications and drive qualified leads into their stores.
- **Implementation** - BrightWave Marketing first wanted to get a Search Engine Marketing program online to drive qualified search leads to the Floor & Décor website. With the assistance of Hauser Group, BrightWave Marketing identified keywords for each geographic market that potential customers would search to learn about the company's product offerings. BrightWave Marketing divided each market's keywords into specific categories that helped define the type of online searcher, based on their research and buying stage, and offered them different ads to drive them to specified pages on the website.

Secondly, BrightWave Marketing combined the company's contacts online information into one database and centrally hosted it while placing a new, well promoted, Email sign-up page on the site to capture multiple points of information from the search and viral visitors. In addition to launching a new Email sign-up page, BrightWave Marketing managed a successful Email append process, taking the company's offline database, traditionally used for offline marketing, and matching current customers Email address to their information already obtained. The Email Append standards were in line with the Direct Marketing Association (DMA). Solicited through a one time Email, the matched email addresses acknowledge that they were interested in receiving news and special offers from Floor & Décor, they were then added into the online Email database.

Thirdly, now that an online Email database was centralized and updated with the most current information, we began an Email campaign that delivered holiday sales notices, coupons and company information to the contacts. Brightwave Marketing was specifically asked to employ a powerful viral marketing tool within these Emails, offering recipients additional savings on their store purchases after forwarding the Email to other friends. These Emails were designed by Hauser Group and coded and deployed by BrightWave

Marketing to the look and feel of their client's brand. These messages not only promote specific holiday sales and coupon offerings, but also reinforce the brand, value and strong product offerings.

- **Results** - Floor & Décor's online Email database increased by 72% following the initial Email append BrightWave managed. The customized search engine marketing program accounted for 17.4% of their total website traffic. The Email campaigns have exceeded Floor & Décor's previous Email marketing effectiveness (run in house prior to 2006) by 700%. In addition, BrightWave Marketing has grown the company's Email database to almost 22,000 contacts, an increase of 81% since taking over the database management in January of 2006. Of those 22,000 contacts, 12% have come through the new online registration form created and managed by BrightWave Marketing.

All of these programs have combined to increase Floor & Décor's online presence, driving leads directly to their site and indirectly into their stores for purchases, and resulting in a greater share of the online market.