



### Email Marketing Case Study

How do you communicate to all of your members quickly and get them to take some form of action? We utilized an exclusive list of targeted prospects and created a targeted e-newsletter piece where we incorporated links and analytics to track where they were visiting back throughout their website. The campaign was a huge success drawing a 38% opening response and a 21% return. We were able to gauge which product offerings were the most viewed and determined where to focus our efforts with these product lines. A residual component was the increase of blog traffic received from the campaign which resulted in on-going web traffic and converted into sales within 30 days of the campaign.



### Strategic Marketing Planning Case Study

Evolve Multisport had a challenge, to differentiate themselves from the industry competition and stand out for their unique service offerings. A new brand was designed and a new web site that housed direct links to services that converted to sales easily for the customer. The services were repositioned to target the niche which was identified, and marketing pieces were constructed which went into giving a prospective client more information on the front end. Within eight months, the campaign strategy paid off and Evolve Multisport started to be identified for its capabilities and started to attract the kind of clients that were willing to pay for those unique services. Site: <http://www.evolve-multisport.com/>

Marisa Carter, Owner & Operator of Evolve Multisport provided this testimonial: *"I have certainly received enormous amounts of help from your firm. You have helped me get this company on its feet and I am forever grateful. "*



### E-Commerce Web Building Case Study

CarolinaGirlFurniture.com started as an eco-friendly sofa and chair manufacturer that only sells on-line. An ecommerce website was developed along with an animated internet spot running on targeted outlets like Rachel Ray and HGTV. SEO and PPC marketing was also part of the marketing mix along with a heavy emphasis on social media marketing. Off and online press relations and kits were strategically dropped and a blog relations campaign helped organically spread the message.

Pam Hughes, President of CarolinaGirlFurniture, *"You've helped us a lot and brought us into the cyber world....Thank You"*



## Strategic Marketing Tool Case Study

Carolina Stalite was looking for a way to reach new market segments with a tool that would enable their team to confidently present the complexity of their various product lines to various target buyers. The project included a comprehensive video and conventional 35mm photography to compile a company bio with segmented divisional breakouts for case studies, file reports and project research and analysis. Video components direct viewers to have a firsthand view of the manufacturing from the raw material to the end-uses. The multi-media tool has interactive sections that allow the viewers to research and obtain specifications to specify the product into their various jobs. Footage includes the Hibernia Project, complements of the Discovery Channel in Newfoundland, Canada showing the Carolina Stalite product being used in the base of the off shore oil rigger. Other video footage, complements of Princeton Marketing Group, includes aerial footage of the New Bern Bridge, Bank of America in Charlotte, NC and the Vulcan plant in Gold Hill, NC. This is where the raw material is extracted for production. New markets have been obtained and engineers have been given the opportunity to learn the full scope of Carolina Stalite's product line for various light weight aggregate projects.



## Public Relations Case Study

The challenge was to reach our target demographic within the state of North Carolina with a very limited budget. A media plan was prepared for a print campaign in the top five cities which included a public relations push. There were no additional funds for a promotional campaign to be included so the public relations push was critical. The campaign began during first quarter and within the first city's run the client experienced calls specifically related to the ad. During the first two quarters, four separate publications picked up our press kits and highlighted the client with feature articles including photos and testimonials. The PR strongly enhanced the media buy and the response to the campaign has been successful. Awareness has been heightened; spike in call-ins increased by 20-30% over this time last year and transfer-to-sales rates have increased mostly due to the right targeted customer base.



## Media Campaign Case Study

We developed a regional TV & Radio campaign that included the media and production with promotional call to action bill stuffing flyers. Radio remotes with Rusty Wallace, POP materials and give-aways were set up at key dealer locations. Promotional components to the Coca Cola 600 in Charlotte included Pit Passes, Garage Passes and tickets to the Miller Lite Suite with a gift bag for each winner that contained promotional Lennox products. POP's were developed and positioned in all dealer locations, bill stuffers with promotional info, TV spot with dealer tags, Radio spot with dealer tags, TV & Radio buys throughout Western and Central Carolinas.



## Strategic Marketing Tool Case Study

Southern Community Bank was looking to have a marketing tool that would communicate to current and potential customers that they offer a wide range of products for a small bank. The client wanted a product that showed all of their product lines and their ability to provide large banking services without sacrificing their personal touch image. Princeton Marketing provided Southern Community Bank with a DVD-ROM multi-media tool with video components and divisional branches that Southern Community Bank offers including their investment banking and insurance divisions. The DVD also offers a section in Spanish for displaying their commitment to the Latino community. Packaging was designed to send out as a direct mailer to new and current clients.



## Brand Awareness/New Product Launch Campaign Case Study

Our firm was assigned to increase brand recognition to both the end user and the dealers. We were also awarded the new division of furniture, their youth line. We developed the brand, marketing positioning, campaign message and marketing materials. The thrust of the campaign was in the dealer introduction at market where we developed the point of purchase materials, promotional call to action and buy through. We developed the media and trade ads along with the web site. We worked throughout the next two years on this campaign and the main brand. An outside marketing firm, Impact Consulting Services Inc., conducted a consumer survey and compared data collected from 2000 to 2005, two and a half years after working with Hooker Furniture. The results were:

- 2000 Consumer Data Revealed Brand Recognition at 49%, 2005 Consumer Data Reveled Brand Recognition rose to 65%
- 2000 Customer Buyer Data Revealed Strength of the Brand/Brand Awareness low 20%, 2005 Customer Buyer Data Reveled Strength of the Brand/Brand Awareness rose to 30%

Executive V.P. of Marketing for Hooker Furniture, Kim Shaver, shared these figures with our company (3/23/06) and is quoted as saying; *"Princeton Marketing Group had a large part in the growth of these percentages"*.



## New campaign development case study

Carolina Bank wanted to develop brand awareness and differentiate its attentive personal services from those of larger banks. After reviewing market research findings, Princeton Marketing Group proposed a positioning statement "Simplifying your life" and developed a graphic symbol, a hammock, to exemplify the benefits of the simplified life. These elements were incorporated in all print advertisements and collateral material. 30 second and 15 second television commercials were developed featuring either a man or woman relaxing in a hammock while the voice over talked about the services that made Carolina Bank different. To encourage traffic in the branches, a sweepstakes promotion with hammocks as prizes ran for six weeks. Entry boxes were prominently displayed in all branches alongside one of the prize hammocks. An entry form was also available online at the bank's website.



## Cause Marketing Case Study

Two Men & A Truck was interested in participating in a Triad philanthropic charity as a major sponsor. It became a natural fit to choose a partnership with 'The Breast Center of Greensboro' which puts together a Women's only 5K run each year to benefit the Mammography Scholarship Fund at The Breast Center of Greensboro at The Women's Hospital. This fund provides free mammograms for women in Guilford County who are uninsured and ineligible for Medicare or Medicaid. In the past 11 years, the Women's Only has raised nearly \$100,000 helping countless numbers of women in our community detect and overcome breast cancer. Our firm facilitated the involvement in the event and used a media campaign to heighten awareness.



## Marketing Research Case Study

FCC Furniture City Color was stereotyped into a furniture pre press shop. And for good reason. Over 40 years, they were the company to go to for any furniture photo retouch, color correcting or image altering needs in the southeast region. As the furniture photo business moved overseas, FCC had to look for other opportunities. However, their brand and image did not lend itself to getting in the door and getting the business. FCC turned to Princeton Marketing Group to help them come up with a marketing plan and strategy. We executed a marketing plan and helped internally convert this paradigm shift along with executing an external brand and marketplace redesign. A new name was developed along with a new brand, new marketplace strategies, niche marketing and research, reinventing the services and helping to target new market opportunities based on their current strengths. PMG helped to minimize and reduce weak product offerings and recreate the web site based on the new marketing positioning. Just prior to the site launch and two days prior to going public, the owner announced to PMG their buyout plans with another reputable company in the industry. During this process the owner was able to see the benefits of the company and position them to their counterparts and negotiate a lucrative deal.

Bill Franklin, President and Owner, *"Thank you Laurie, I have to say you always had our best interests at heart. I appreciate the work your firm did and whenever there is an opportunity to work together I will remember who to recommend."*



## Marketing Case Study

Mod-U-Kraf Homes needed to increase awareness of their company. Princeton Marketing Group helped to exploit a strong service benefit and worked on an affiliate marketing campaign to help leverage the awareness to a niche market. Taking the current project, Princeton Marketing Group convinced the client to create a time lapse of the project and use the footage to incorporate and develop a powerful marketing tool. During Modukraf's construction project, PMG filmed and worked closely with the university who was constructing a dorm building. The company approved their support and through the success of the project PMG created a marketing campaign targeting additional organizations in the niche market through the use of PR kits, trade ads, online ads and a PPC campaign directing people to the new web site developed by PMG. Through these efforts, Modukraf Homes was invited to the table of a multi-million dollar bid with only one other company and was awarded a similar project due to the confidence in their workmanship and their ability to meet timely deadlines shown through the marketing campaign.

Frank Hodges, Sales Manager of Mod-U-Kraf Homes: *"We are very pleased with the marketing as well as advertising efforts Princeton Marketing Group has aided Mod-U-Kraf with marketing initiatives thus far and we are looking forward to maintaining our business relationship with them as they have proven to have a distinct pulse on Mod-U-Kraf's marketing and advertising needs in order to remain a forerunner of this industry within our marketing areas."*



## Social Media Case Study

A third party marketing company, The Marketing Leadership Roundtable, conducted a review of Hooker Furniture's social media presence developed and facilitated by Princeton Marketing. Several of the benchmarks including the number of followers, information sharing, advocacy and driving content, supporting customer service and listening by capturing customer insights and the feedback were surpassed within the campaign target dates. The client's social media goals were also achieved and surpassed. Additionally, the cross channel promotions exceeded both the client's and dealer's expectations for involvement and new followers and delivered higher click through rates and traffic percentages to the blog and web site resulting in more sales for the promoted products.

Kim Shaver, V.P. of Marketing quoted, *"You are worth a million bucks!"*



## PPC Case Study & SEO Case Study

A PPC campaign launch in Jan2011 for Hooker Furniture has acquired 46,800 visitors to their respective landing pages. The campaigns have targeted Home Office, Home Entertainment, and Design and Decorating niches. Of these visitors, more than 26,000 were first time visitors that were exposed to the Hooker Furniture brand for the first time. These PPC results in combination with other SEO, Online, and additional marketing efforts have given Hooker Furniture 2 of the Top Five viewed Furniture collections according to FurnitureDealer.Net. This Most Viewed Collections report can be referenced with Furniture Today in the February 21, 2011 issue. [See article below]

Kim Shaver, V.P. of Marketing quoted, *"I am very pleased with the results."*

March 2011 Furniture Today, a trade publication for the furniture industry, conducted a new monthly consumer survey called e-Intent. They survey consumers about what furniture brands and products they are searching for on the Web. They did a chart of the 'TOP 10 MOST VIEWED COLLECTIONS' from the end of January till mid February 2011. Hooker Furniture had not one but TWO of the most viewed furniture collections on the Internet! We had the #2 most viewed collection, Abbott Place, and the #5 most viewed collection, Beladora.

Kim Shaver, V.P. of Marketing quoted, *"This means that all our efforts to optimize our website have paid off in spades!"*



## 74% use search engines

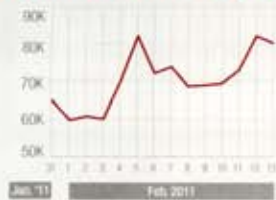
The key to a website's visibility is search engine optimization. Since the majority of consumers find a retailer by first going through a search engine, it's important for websites, whether they're selling online or not, to use effective keywords and phrases that make it easy for Google, Yahoo and the like to find their business.

"If you want to make money with a furniture store website, you must be found by local consumers when they're searching for the products and services you offer," explains Andy Bernstein, President of FurnitureDealer.net. "If you're not found online, then you might never get a shot at their business."

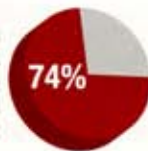
Three-fourths of shoppers who visited FurnitureDealer.net's portfolio of websites during the last two weeks visited via unpaid searches. Google comprised 75% of that traffic; Yahoo, 11%; Bing, 10%; and all others engines, 4%. Furthermore, nearly half of the website traffic came from keyword phrases that didn't include the retailer's brand name.

"The main opportunity is that in order to be found, you need to have a search engine friendly website," says Bernstein.

### Online traffic report Total visits



Search engines comprise of all traffic



Total visits:	985,387
Total page views:	9,320,397
Pages per visit:	9.5

Source: FurnitureDealer.net

## 10 most-viewed collections

January 31, 2011 through February 13, 2011

1. Phoenix by Coaster
2. Abbott Place by Hooker
3. Avery Avenue by Broyhill
4. Attic Heirlooms by Broyhill
5. Beladora by Hooker
6. Montecito by Coaster
7. Alston by Kincaid
8. Alexandria by Coaster
9. Elite — Reflections by Lea Industries
10. Summer Hill by Universal

Source: FurnitureDealer.net

### About the data

Founded in 1996, FurnitureDealer.net operates 850 websites that help online home furnishings consumers do business through local brick and mortar retail stores. The company publishes and manages an extensive digital product content library of 80,000 big ticket furnishings products from 450 brands. The Eagan, Minn.-based company's network includes 50 of the 250 largest independent furniture retailers.



FurnitureDealer.net

eIntent is a regular feature analyzing online furniture data by Dana French, Director of research. Ideas for future reports can be shared with Dana at [dfrench@furnituretoday.com](mailto:dfrench@furnituretoday.com).