

Success Story

digital



Gaining Market Share by Securing a Dominant Position Online

“I had proposals from three other companies, but chose ThriveHive because of their expertise and the ability to work with someone LOCAL. They showed me potential customers were online and helped convert them to my customers.”

-Carl, Owner

BACKGROUND:

██████████ is a full-service, locally-owned furniture store located in ██████ New York. ██████ was in business for 8 years before closing to explore another line of business. Carl, the owner, was ready to reopen and re-enter the market. Carl ran print advertisements with the Utica Observer-Dispatch in the past, but never had a solid strategy to promote the business online.

SOLUTION:

The Utica Observer-Dispatch team created a robust solution to re-build ██████ brand and provide a dominant online presence. Paid keyword advertising would position Carl's website at the top of the search result list, using a competitive keyword analysis for strategic placement.

Digital display ads would target competitors' locations and retarget customers who were visiting Carl's website. The Observer-Dispatch redesigned Carl's Facebook Page and set up a system to track what people were saying about ██████ so they could engage with customers and manage their reputation.

OBJECTIVES & GOALS:

Carl had to win-back his previous customers and re-introduce his brand into the market. He knew running digital here and there wasn't going to work this time around. He wanted a campaign that would position ██████ prominently in the market next to his competitors online and offline to gain market share.

CAMPAIGN ELEMENTS:

- Search Engine Marketing and Optimization
- Social Advertising
- OnTarget Digital Display Advertising

RESULTS:

In the first 90 days, Carl saw significant traffic to his site. His keyword ads averaged a 14%+ click-thru-rate and he's seen 412 clicks from "competitor targeted" ads. Carl has been able to grow his business by using click data to drive merchandising decisions and by using unique phone numbers on his digital ads to screen his customer service team.