

OVERVIEW — A long-time brick-and-mortar retailer on Long Island had increasing marketing costs and decreased sales. As a result, Aboff's sought out a new approach, which included finally being willing to test digital marketing. Efferent Media created a comprehensive strategy that lowered Aboff's cost of customer acquisition while greatly boosting sales and social engagement.

ABOFF'S CASE STUDY



BACKGROUND — Ranked as Long Island's number one retailer of Benjamin Moore® paints, Aboff's was founded in 1929 and has expanded from selling paint to homeowners and contractors to also provide Hunter-Douglas® window treatments. The family-owned business has 33 locations across Nassau and Suffolk Counties.

Despite the company's longevity, its marketing tactics were not aging well or producing the same results. The rising postage and printing costs of its postcard campaigns, along with lifestyle changes, meant that Aboff's needed new ways to increase their reach while cutting costs.

At the time, Aboff's digital strategy was comprised mostly of sparse social media posts. The majority of their efforts were focused on TV and print.

Aboff's needed a laser-focused, targeted audience to see their messaging and directly convert into customers. That's when Aboff's turned to Efferent Media for a solution.



EFFERENT MEDIA'S ANALYSIS & STRATEGY

Aboff's had built brick-and-mortar success through its mass-scale advertisement campaigns. However, public preference had changed, making postcard campaigns less effective. Aboff's needed something that would directly impact their bottom line without wasting excess resources.

Efferent Media created a marketing plan to move away from Aboff's "spray and pay" mass marketing methodology and instead tap into Aboff's most profitable demographics (such as middle-aged homeowners). Based on Efferent Media's years of creating success for our clients, we knew we could produce a surge of activity and sales with new tactics.

- ⊗ No long-term digital strategy (only occasional social media posts)
- ⊗ Mass-scale advertising via TV and print without targeting
- ⊗ Website was not optimized for search engine visibility
- ⊗ Outdated material on commonly used website pages

EFFERENT MEDIA'S GOALS



- ☆ Create a digital framework for verifiable, revenue-generating conversions
- ☆ Increase store traffic and sales
- ☆ Grow mailing list memberships
- ☆ Lower the cost per acquisition of customers
- ☆ Establish a consistent social media presence that increases store visits and drives engagement

EFFERENT MEDIA'S SOLUTION

Efferent Media's experts created a three-point plan to achieve tangible sales, cost efficiency, and quick results.



1 Efferent Media's social media marketing team instituted a content calendar; scheduling and crafting unique organic content on a regular basis. The social media campaign's goal was to use content to boost engagement and brand recognition.



2 Efferent Media's paid social experts created Facebook ad campaigns based around Aboff's "bread and butter" audience persona. In this case, that refers to middle-aged homeowners who are most likely to click on their ads. We also targeted contractors because Aboff's has a substantial B2B business segment that caters to contractors. To improve Aboff's comfort level with the marketing changes, Efferent Media's campaigns centered around a 25%-off in-store coupon to drive in-person visits and show tangible results tied to Efferent's initiatives. This campaign required an e-mail submission to also grow Aboff's list for year-round promotions.



3 In conjunction with those actions, we ran a Google AdWords campaign targeting customers actively researching for and comparing paint products across the Google Display Network. This campaign also leveraged the 25% off promotion campaign.



RESULTS ONE YEAR LATER



Top-selling paint manufacturer Benjamin Moore® doubled its co-op ads after the “Paint Finder” drastically increased sales



700% growth in social engagement, with subsequent follower growth



Drove more than 1,709 phone calls, 712 website visits, and 2,268 “driving direction” clicks



The 25%-off discount campaign eclipsed Aboff's 2017 print and TV campaign sales



Secured the interest of more than 13,163 homeowners, with a cost of only \$0.28 per website visit



All 33 of Aboff's locations listed on 60+ websites, commonly used by consumers when actively searching for products or services

CONCLUSIONS



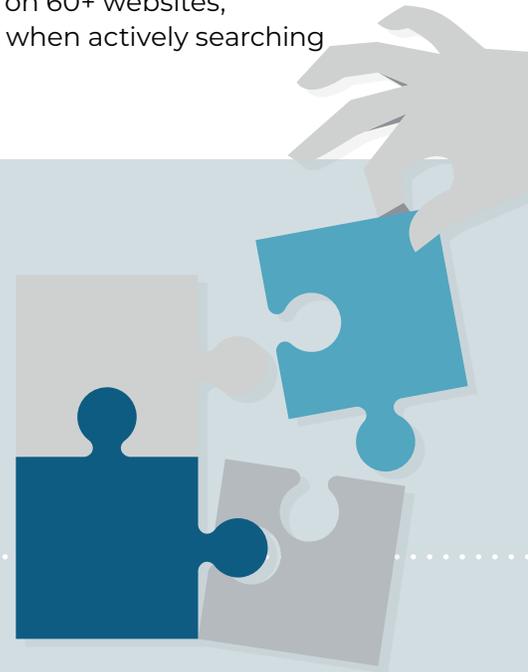
The low cost per acquisition digital marketing reliably delivered and outperformed both TV and print placements



A focused, highly targeted social media strategy yielded a 700% increase in engagement



Narrowing attention to the most profitable audience personas increased conversion volume, intent, and speed of results.



THIS COULD BE YOUR BUSINESS
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