

What do you do when your marketing no longer brings in the leads you need?



You utilize new media and get closer to your customers by telling a better story.

Client Profile

- Retail location
- Located in Niagara, Ontario
- 4 employees
- \$400,000 - \$500,000 annual sales

The Solution

- Cut out all traditional advertising
- Develop a content strategy to tell their story via video, photography and a blog
- Utilize Facebook, Youtube and Email to drive messaging
- Develop a solid customer database and engage on social media

The Situation

- Spending \$1000/month on traditional advertising for 5 years
- Cost of advertising increasing while results steadily declining
- Competition more aggressive and price cutting

The Result

- Marketing budget reduced by 1/3
- Ability to track all messages and drive traffic to the website and retail location
- Significant engagement with customers and an increase in store traffic
- Better control over dollars spent and ROI



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