

MERLE NORMAN

THE OBJECTIVE

Merle Norman of Florence, SC is a locally owned business that was looking to gain more exposure to the local market for their store. They wanted to let people know where they were, what they had to offer and what set them apart from other small boutiques.

THE SOLUTION

We developed a cost-effective digital marketing campaign to accomplish their goals and work with their budget.

Tactics Included:



Intent Targeting

We targeted the audience that fit their demographics and geography who, through their actions online, showed that they were interested in learning more about the products they offered.



Geofencing

We targeted several of their competitors as well as places that their customers might frequent inviting them to visit the store.



Social Media

We targeted look-a-like audiences using the demographics of people who had already liked their page to target others who shared similar traits within their target geographic area.



Retargeting

An average of 3% of the people who visit their website for the first time convert and purchase. We retargeted their website traffic who did not convert to remind them to come back when they were ready to buy.

THE RESULTS

Between July 12, 2021 - April 6, 2023
These are the results:

	Impressions	Clicks	CTR
Social Media	392,144	9,479	2.42% National Average 2%
Intent Targeting	789,640	1,081	0.14% National Average 2%
Geofencing	349,411	718	0.21% National Average 0.08%
Retargeting	83,774	263	0.31% National Average 0.08%

Total campaign results to date

1,623,969
IMPRESSIONS

11,541
CLICKS

0.71%
CTR
NATIONAL AVERAGE 0.54%

CLIENT TESTIMONIAL



We just celebrated our best year ever last year and I have to believe that part of that is the digital marketing. It has brought new customers and new life to a store that has been through some tumultuous times. We are super excited to be able to be where we are and bring some employees back and make a difference in peoples lives.



Steven Johnston
Co-Owner, Merle Norman Florence