

REIGNITING GROWTH IN A MODERN RETAIL ENVIRONMENT
RE: HOWARD'S APPLIANCE, TV & MATTRESS
DIGITAL MARKETING
REDEFINE MARKETING GROUP



CASE STUDY

REIGNITING GROWTH IN A MODERN RETAIL ENVIRONMENT

Client Name:

Howard's Appliance, TV & Mattress Store

Services:

SEO

CONTENT

SOCIAL

LINK BUILDING

REP MGMT

Industry:

Multi-location Consumer Retail

The Challenge:

The brand was losing market share to larger, national competitors.

Low brand awareness among three key target markets: Baby Boomers, Generation X, and Millennials.

Poor online reviews and customer experience.

HOWARD'S

Project Brief:

In 2019, Howard's seemed destined to follow the same path as the national appliance retailer, Sears; facing a downward financial spiral and the inevitable closure of some, if not all, of its stores.

This crisis was due to Howard's losing market share to some larger national competitors like Best Buy, Home Depot, and Lowe's, each with a strong brand reputation. Furthermore, this loss in market share was also due to lower brand awareness and sales among key target markets: younger Boomer shoppers, Generation X, and Millennials.

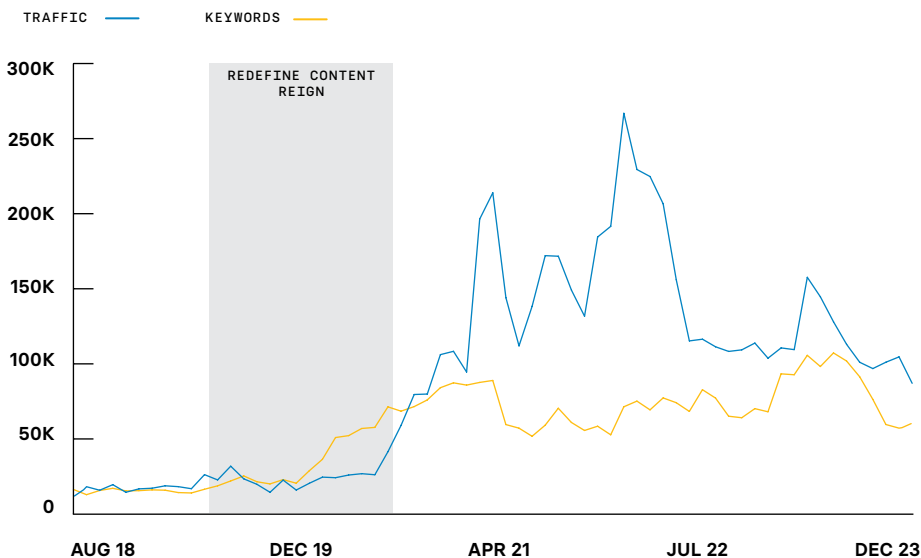
In order to turn the company around, Howard's needed a robust digital marketing strategy to target the audiences that could help reignite growth.



The Resolution:

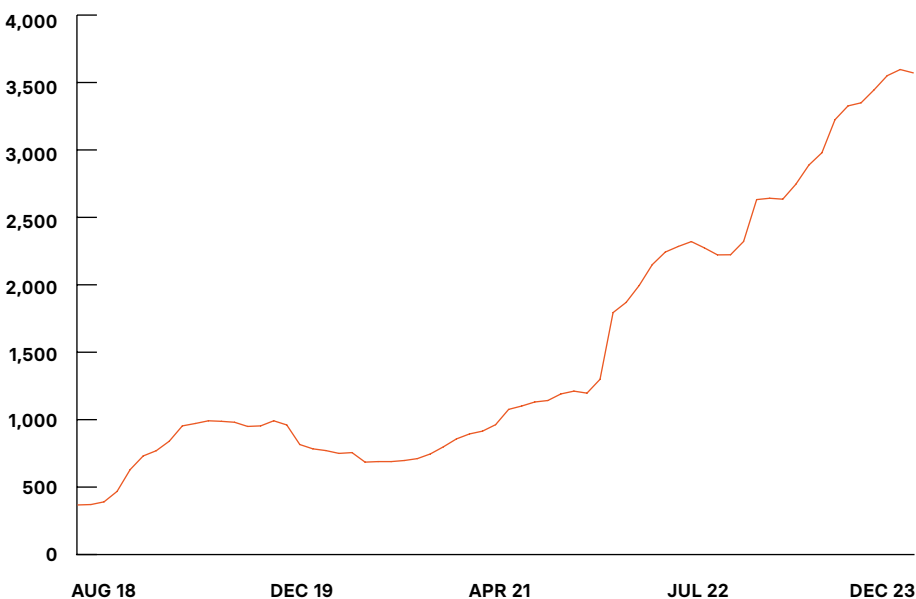
- + Leverage consumer search data from tools like Semrush, BuzzSumo, and Google Trends to identify broad trending and evergreen topics that the target audience may be seeking.
- + Apply SEO fundamentals throughout Howard's e-commerce property, implement search-optimized content on primary and secondary category pages, and build high authority links to domain.
- + Once content was produced by our internal team, the Redefine off-page SEO team amplified it across multiple digital channels like Howard's blog, Facebook, Instagram, and Google Business.
- + Consumer complaints on Google and Yelp were often neglected, so our team devised a plan to field negative reviews to Howard's customer service team and extract valuable insight from reviews.

ORGANIC TRAFFIC + KEYWORD TREND



REFERRING DOMAIN TREND

FOR HOWARDS.COM



+5.8K

PAGE 1 RANKINGS

+17%

AVG. REVIEW RATING

+44%

CUSTOMER ACQUISITION

+3.2K

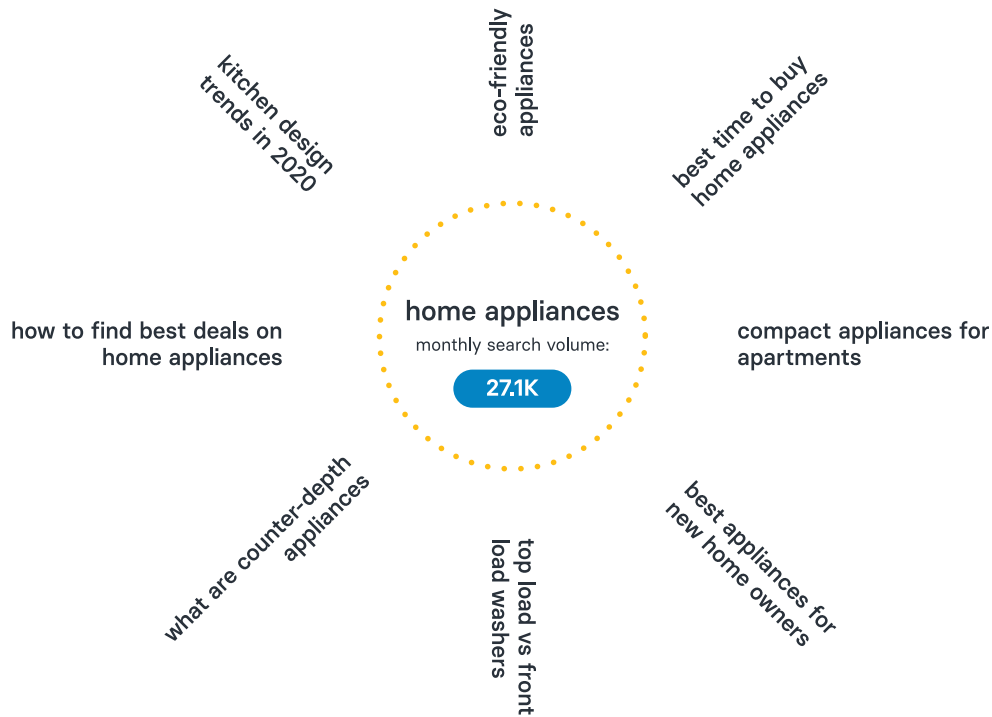
REFERRING DOMAINS

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Utilizing Content Marketing to Regain Traction Among Target Audience

In order to reach Howard's target audience, search-optimized content would prove to be a critical component of this campaign. By producing written content for Howard's blog, we could effectively regain awareness among the target audience by answering all questions they may encounter in their life milestones.

For example, Millennials may be leaving their childhood homes to dorm or live in apartments nearby job places or their university. Therefore, they may be curious about what the best compact appliances are for apartments. To answer questions like these, our team utilized search data from tools like Semrush, BuzzSumo, and Google Trends to identify broad trending and evergreen topics that each segment may be searching for. Once produced, this content was syndicated across various channels: blog, social media, and Google.



Content Development



BABY BOOMERS + GEN X

The Ultimate Man Cave Product & Gift Guide



ALL SEGMENTS

Appliances to Buy for Your New Home



MILLENNIALS

Compact Appliances for Apartment Living

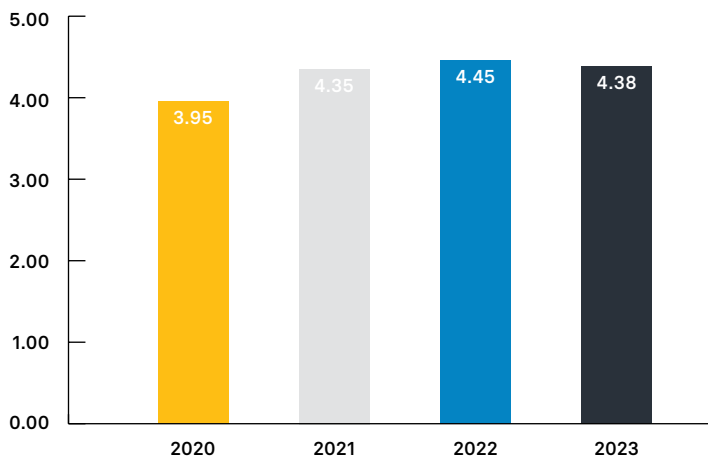
Improving Online Reputation Through Insight Extraction

Howard's is a home appliance retail chain with multiple locations throughout the Southern California area. As a brick-and-mortar, their online reputation across Google, Facebook, and Yelp are important to instilling trust within local consumers and ultimately driving foot traffic. In this portion of the campaign, Redefine was responsible for the following services:

- + **Response management:** Handling responses and fielding of complaints to customer service team.
- + **Monthly reporting:** Build monthly reporting to analyze aggregate and store-level ratings.
- + **Insight extraction:** Extract consumer sentiment and insight to improve customer experience (CX).

AVERAGE RATING TREND (ALL LOCATIONS)

REVIEW DATA: GOOGLE, YELP, AND FACEBOOK



Rating growth

At the start of our campaign, Howard's 15 locations had an average review rating of 3.95 stars. As a result of our team's efforts, we helped Howard's generate more high quality reviews from in-store and online purchases. Our approach helped increase review volume and average rating across all locations. In 2022, Howard's annual average review rating reached as high as 4.45 stars, with it's highest month reaching 4.7 stars.

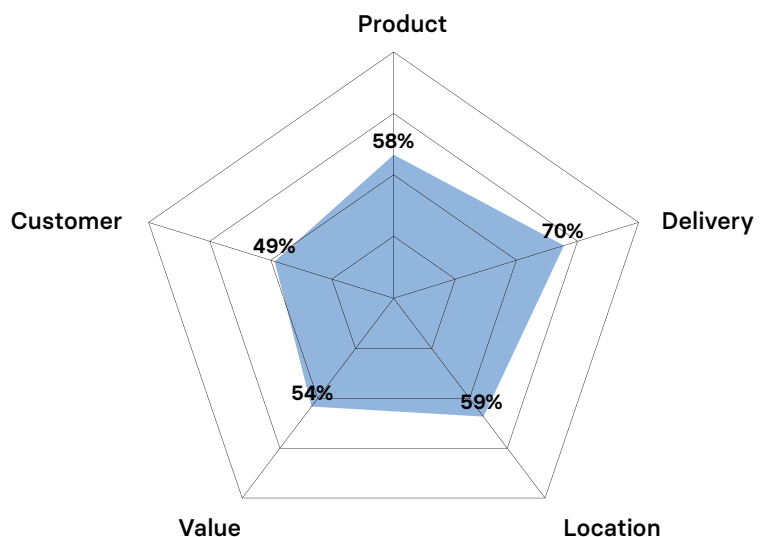
Extracting insight from review data

The most notable insight extracted from these reviews between 2019 to 2022 was centered around delivery services, customer service, and product issues.

Utilizing custom reporting, we discovered key pain points in Howard's delivery process. This insight enabled Howard's to make changes to its delivery experience that would improve review sentiment in the long run.

MENTIONS OF KEY EXPERIENCE CATEGORIES IN REVIEWS

REVIEW DATA: GOOGLE, YELP, AND FACEBOOK



Utilizing Social Channels to Amplify Content and Drive Consumer Engagement

To effectively reach Howard's younger audience, it was key that the brand remained active on a variety of social media channels. Once our team conducted topical research and developed monthly content calendars for Howard's blog, our social media team amplified that blog content across a variety of social media channels and local marketing platforms like: Instagram, Facebook, Twitter, and Google Posts.

Additionally, our social media team worked closely with Howard's marketing team to manage and promote giveaways and sweepstakes; with the goal of driving audience growth and activating Howard's followers. From the team's efforts across the three giveaway and sweepstakes managed, we helped Howard's drive:

- + 18.3K in organic reach
- + 1.4K in audience growth
- + 1.6K in total engagement

redefine



HOCKEY GIVEAWAY
7.3K REACH
509 ENGAGEMENT
668 AUDIENCE GROWTH



BIG GAME TV GIVEAWAY
250 GIVEAWAY ENTRIES
3.7K REACH
387 ENGAGEMENT
64 AUDIENCE GROWTH