

HOME GOODS CASE STUDY

John Pope Furniture



John Pope Furniture, family owned and operated since 1925, was voted “Best Retail Furniture Store” in Pine Bluff, Arkansas. The store prides itself on providing unparalleled customer service and the lowest prices possible.

John Pope Furniture Attracts New Customers and Increases Sales 25% with Netsertive

Challenge

Clay Miller, Vice President of John Pope Furniture, is very familiar with print advertising. The store had been marketing to its local market through newspapers, circulars and direct mail for many years. Like many other furniture retailers, Clay had little experience with digital marketing. He had tried the online advertising services of vendors not specialized in the furniture industry, but had little to no success. These failed attempts at digital marketing for John Pope Furniture discouraged Clay from using other services for some time.

When Clay was introduced to Netsertive, he was skeptical - how was Netsertive different from the services he had tried to use in the past? Clay gave Netsertive a chance when he learned about Netsertive’s Google Premier SMB Partnership, and its brand partnerships with the top brands that John Pope Furniture sells. Netsertive proved to Clay that its specialization and expertise in the furniture industry would help John Pope Furniture leverage digital marketing to:

- Increase website traffic and visibility
- See 2-4 customers visit the store every week after visiting the store website
- Increase sales by at least 5%

Solution

At the start of 2015, John Pope Furniture partnered with Netsertive, and has experienced continued growth and success from Netsertive’s StreetWise™ solution.

Netsertive’s StreetWise™ solution empowers local home goods businesses to outsmart the competition through data-driven insights that deliver better qualified customers and more sales opportunities.

Clay was impressed with Netsertive’s deep expertise of the home goods industry, and asked Netsertive to develop and manage a highly targeted, and differentiated digital marketing campaign to drive sales:

Netsertive’s Digital Marketing Intelligence helps John Pope Furniture:

STRATEGY

Stay in front of the most qualified in-market buyers with the most relevant messages, in the highest frequency.

TECHNOLOGY

Gain the upperhand through Netsertive’s proprietary digital marketing intelligence platform which learns from hundreds of retailer campaigns and translates it back to each individual retailer.

SPEED

See faster marketing results without the guesswork, powered by Netsertive’s learning engine technology. Approved brand assets and messaging are ready to embed into their campaign, customized to each unique retailer to break out of the cookie cutter mold.



Netsertive drives quality traffic.

John Pope Furniture's Digital Marketing with Netsertive Results in a 25% Increase in Sales



Results

Since partnering with Netsertive, John Pope Furniture has experienced the best few months the store has ever had:

"The [Netsertive] difference was almost immediate - we noticed people coming in the store with our website open on their phones right away!"

Clay Miller, Vice President of John Pope Furniture



25% Increase in sales compared to the previous year



25% Increase in web and foot traffic compared to the previous year



15% Increase in phone calls to the store from their website

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www.netsertive.com
to find out more

Conclusion

John Pope Furniture's experience with Netsertive overshadows their previous attempts with other digital marketing partners that did not produce the results that the retailer was looking for. With Netsertive, the retailer was able to reach the growing internet-savvy demographic, and convert these consumers into measurable traffic and sales.