

How a Marketing Agency Helped One Retail Business Generate \$16,000 with One Holiday Marketing Campaign

The Challenge

Cheryl Scaramuzzi, Manager of Capitol Craftsman and Romance Jewelers, wanted to make the most of the holiday season — an important time for her retail business — so she decided to work with Sprout for Business.

Cheryl wasn't completely sold on how email marketing and social media could benefit her business when she began working with Sprout for Business. Like a lot of businesses, her store had primarily relied on word-of-mouth to attract new customers and was already investing resources into radio and print advertising.

The Strategy

"Cheryl had mentioned to me that many times men come to the store looking for a gift for their girlfriends or wives (and vice versa) and truly did not have any idea what to buy," explains Joanne Randall, co-owner of Sprout for Business. "So we crafted the idea of the 'As You Wish' event to encourage people to make their own wish list from items in the store."

- To promote the event, Sprout for Business helped Cheryl get started with Constant Contact, which she used to send email announcements and invitations.
- Joanne also put together a promotional plan for the store's Facebook Page to help them promote the event to their fans.
- And finally, to reach some of the customers who hadn't already joined the store's email list or connected with them online, Sprout for Business put together a postcard mailing to send to local customers.

The Result

The event was a success — it brought existing customers back into the store and even helped them reach new customers through their email marketing and social media efforts.

\$16K
IN DIRECT SALES

According to Cheryl, the event brought in more than \$16,000 in direct sales, including a number of repeat customers throughout the holiday season.



Solution Provider:

Sprout for Business

Client:

Capitol Craftsman and Romance Jewelers

Tools used:

Email Marketing

Social Media Marketing