

Multichannel Marketing Campaign Increases Foot Traffic

**Company**

Main Street Media

**Industry**

Retail

**Location**

Tampa, FL

650%

Increase in Page Visits

1.4M

Social Ad Impressions

33K

Weekly Total Reach

THE CHALLENGE

Main Street Media, a full-service marketing agency, partnered with AccuData Integrated Marketing to provide its clients with strategic, data-driven solutions. A regional appliance cooperative, one of Main Street Media's clients, wanted to drive traffic to its more than 60 individual stores throughout the Northeast, from Boston to Philadelphia.

THE SOLUTION

To achieve the goals of increased store foot traffic set by the appliance cooperative, AccuData's team of digital experts recommended a multichannel approach to include direct mail, email campaigns, and social media advertising. AccuData developed all of the creative assets and data solutions necessary to deploy the multichannel campaign. Individual stores had the opportunity to choose their email creative and determine their particular sales focus. Up to 50,000 emails with a strong call to action were sent to a targeted audience matching the demographic profile within specific zip codes nearest each store.

THE RESULTS

The email campaigns resulted in more than 26,000 clicks to the appliance stores' websites per campaign. With the social media advertising campaign, one store saw a 650% increase in Facebook page visits and another had a weekly total reach of 33,258 people compared to fewer than 100 the week before.

We Take Data Personally