



ACE HARDWARE

# Hammers Home Message with Integrated Marketing Campaign

## CHALLENGE

- Average ticket remains flat despite seasonal promotions
- Low engagement among customer base on social media
- Shifting loyalty between hardware stores

## SOLUTION

Build a robust annual promotional calendar for co-op franchisees that compliments corporate's marketing strategy and keeps customers engaged throughout the seasons

## APPROACH

- Create custom, branded email templates that highlight seasonal promotions, includes social links and states a clear call to action
- Increase the frequency of email deployments
- Develop and distribute a monthly promotional calendar
- Offer a better content mix between product offerings that includes sales announcements, holiday promotions and DIY tips
- Implement tracking across social media and email to prove ROI

## OUTCOMES

**+200%**  
YOY EMAIL SENDS

**+11%**

OVER INDUSTRY AVG. 25.85% OPEN RATE

**+173%**

YOY CLICK THROUGH AVG.

**47,903**

PAGE REACH FIRST 6 MOS.

**+2,607**

FB PAGE LIKES FIRST 6 MOS.



COMPLETE BRAND INTEGRATION