

Strategic Marketing Campaign to Grow Brand Awareness and Lead Generation

BACKGROUND AND CHALLENGE

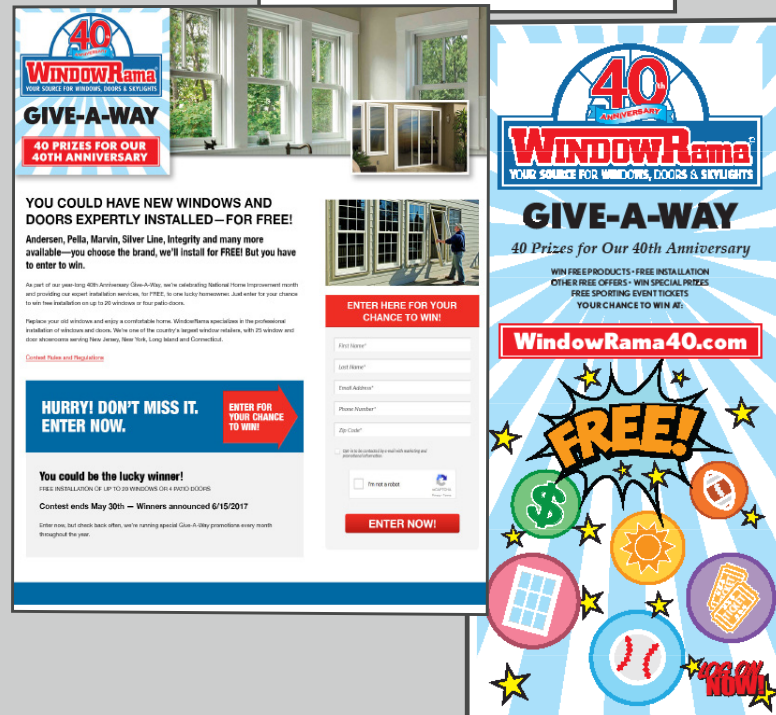
The largest Northeast Independent Window and Door retailer, WindowRama has 26 locations throughout the Tri-State area. The goal was to increase brand awareness and generate qualified installation leads across the territory.

APPROACH AND RECOMMENDATIONS

After assessing the competitive set and market dynamics, FORT created a campaign built on WindowRama's 40th Anniversary. The product mix included Radio, Social Media, SEO and SEM... all driving to a promotional landing page that was updated to reflect the respective creative. Over the course of 6-months, people were encouraged to fill-out a form in order to be entered to win that month's prize. To maintain interest throughout the year and reach consumers with different interests, the promotional offer changed each month. Each monthly approach included new Radio creative, as well as requisite social posts and landing page updates.

RESULTS

Since the performance goals were twofold (brand awareness and lead gen), much attention was given to working with the client to determine the success of the campaign. Over a 6-month period we had over 600 form submissions. During the campaign period, leads for direct-to-consumer sales more than doubled and website leads were up 80%, a tangible metric of true brand lift.



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