

# Simplifying Digital Marketing for a Family-Owned Retailer

## Overview

Client: H&H Appliance Center

Industry: Retail

Services: Social Media  
Email Marketing  
Content

## Results

- 79% increase in social impressions
- 141% increase in social engagements
- 150% increase in clicks to web

## Challenge

**H&H Appliance Center** is a family-owned appliance store that has been proudly serving Central New Jersey residents since 1947. Slice worked with H&H to increase their brand awareness, customer engagement, and website traffic using content creation, social media marketing, and email marketing.

## Insight

For any business with the goal of selling products, it's necessary to have a consistent communications plan. Slice and H&H worked together to develop a content calendar to highlight specific brands each month to help drive awareness and increase traffic to their website.

All good communications campaigns are based on relevant, insightful, and actionable content. Each month, we produced two pieces of content for H&H--a product review that highlights the brand of the month, and a blog to complement it. Furthermore, we created a testimonial graphic series and a holiday infographic series. This content is used to engage with H&H's targeted audience on a regular basis.

Across social media channels, our focus for organic posts was to not only highlight the appliances H&H carries, but also emphasize the fact that they are a family-owned and operated business that takes pride in their customer service. In addition, our paid social ad strategy revolved around increasing the reach of the products, and consumers visiting their website.

Our email marketing strategy included a monthly broadcast campaign that featured product reviews, blogs, and recipes. We also tied in specific holidays and events that would appeal to our target audience, such as H&H's in-store dog adoption events, the Fourth of July, and back to school.



## Success

In just four months time, our cross channel approach to H&H's marketing and communications strategy allowed us to increase brand awareness by 79%, engagement by 141% and clicks to web by 150%.