

Real Antique Wood

EIGHTY6
CASE STUDY

BRAND
MANAGEMENT

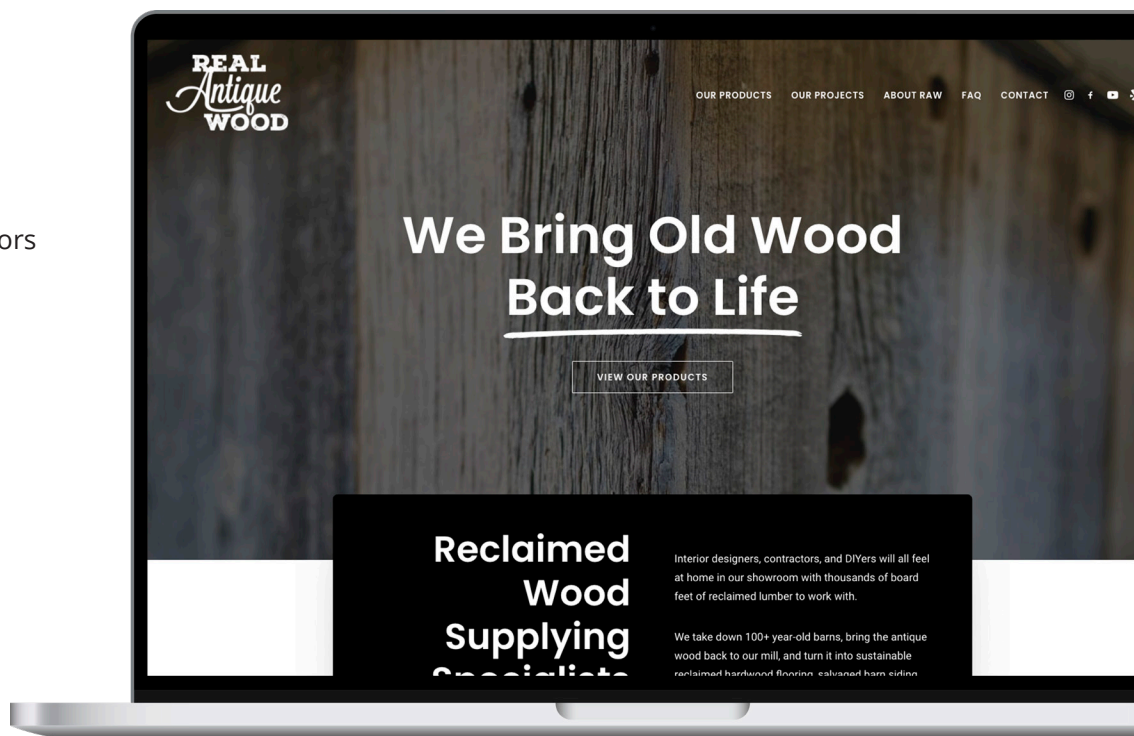
2019 - Present

Impact

From multiple marketing vendors
to a one-stop shop

Service Areas

- Marketing Strategy
- Lead Generation
- Website
- Local SEO
- Social Media Management
- Social Media Advertising
- Reputation Management
- Photography
- Videography
- Graphic Design



Situation

Real Antique Wood's in-house marketing manager was leaving the company, and with that, they needed a new marketing solution. We had already worked with them in the past in various specialty roles, so when this opportunity arose for us to take over as their outsourced marketing department, it became clear quickly that our partnership was a great fit, and that led to a seamless transition. While RAW already had a great digital presence and a loyal following, they were in need of a marketing team that could provide fresh insights on how to sustain their brand strategy long-term.



Consolidated from
4 marketing vendors to 1

Solution

We worked with the Real Antique Wood team to develop a marketing strategy that is specifically designed to hit on all parts of a marketing funnel. So we started out by creating a great conversion point – their website – and made it simple for customers to understand the product lines, view completed projects, and have plenty of opportunities to call the shop and book an appointment.

With the website up and running, we then put software in place to track the following metrics:

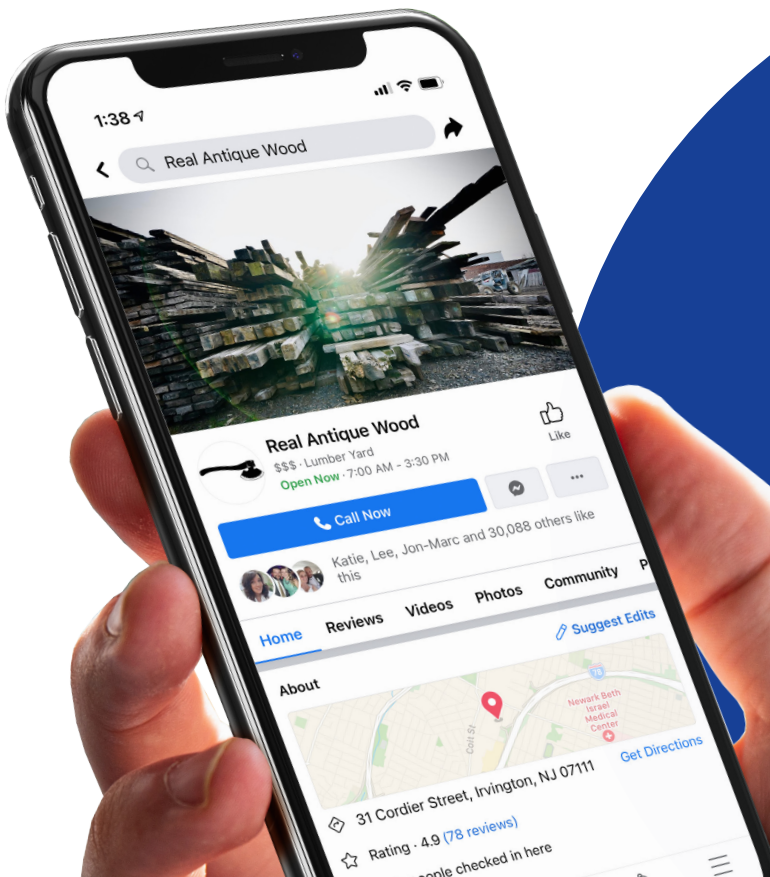
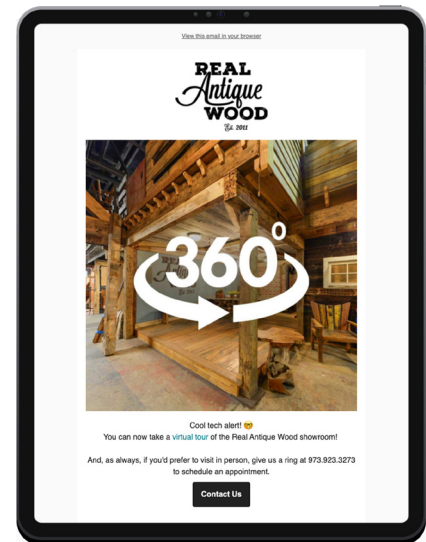
- Customer reviews
- Competitor analysis, including social media following and share of voice in local search
- Social media engagement
- Website conversions
- Local search listings
- SEO
- Digital advertising

Having that data in hand then allowed us to put together a monthly plan to create, assess and improve upon Real Antique Wood's social media, digital advertising, photography, email marketing and SEO efforts – all of which we continue to work with them on each month.

Now, as we move forward and new opportunities continue to arise for RAW, we are there to support them with strategy and opportunities for new ways to reach customers.



Data modified for client confidentiality.



"We cannot recommend Eighty6 enough!"

If you are looking for a group of people who truly care about you and your business, look no further. Within a month there was a considerable difference in our sales as well as our presence on social media. And it is not just the company employee's that see a difference but our customers too! Everyone at Eighty6 is easy to work with, patient, professional and creative. They have taken the time to learn everything about our company so as to provide us with the best possible service. We now have a beautiful updated website as well as product brochure and we could not be happier. Did I mention that I don't have to track these people down – they are always so quick to respond!! Thank you to everyone at Eighty6 and cheers to many more years of working together! We couldn't imagine having anyone else handle our marketing!

-Taylor Saraceno
Co-owner at Real Antique Wood