



# Rapidly Testing Print vs. Digital Marketing Tactics

Traditional catalogs are expensive to design, print and distribute. Not to mention, they're outdated by the time they hit mailboxes. We recognized the potential to increase online visibility and sales for Arborwear by replacing this traditional tactic with digital marketing. To verify our theory with a cautious client, we conducted a rapid marketing test with a limited budget to create demand and drive incremental sales through the holiday shopping season and year end.

## Results

# 370%

increase in ecommerce sales through paid search, YOY

# 244%

increase in social ad engagement

# 123%

higher-than-industry-average email click-through rates

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### Testing Strategy

Developed a plan to test the catalog vs. digital sales since there weren't any measures in place to understand the sales impact of the print catalog

### Targeting Strategy

Developed highly targeted social media ads to tap into pockets of influencers on social channels that hadn't yet been tested or leveraged by the brand

### Search Visibility

Took advantage of growth opportunities in organic and paid search where the brand could successfully compete for search queries

## The Challenge

Test how to reduce or eliminate the cost of print catalogs – the primary sales tactic

Successfully compete against bigger brands in search engines

Determine a faster path to conversion in a short time frame

Achieve aggressive goals with a limited budget

## Strategic Process

### Quantify Relevant Awareness

Defined niche groups of prospects that would benefit from tree-climbing and outdoor clothing

### Map Points of Influence

Identified the digital channels where audience segments were most likely to engage with product information

### Prove Your Business Value

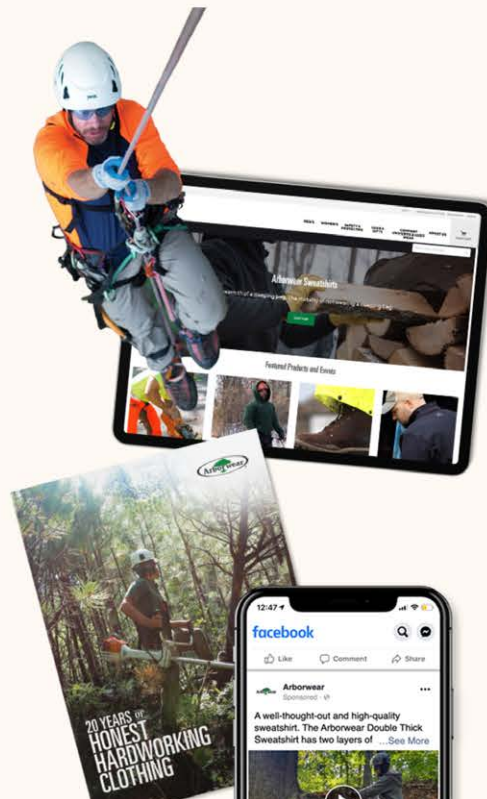
Delivered relevant creative and messaging to persuade potential customers to learn more about the brand and products

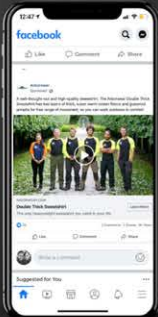
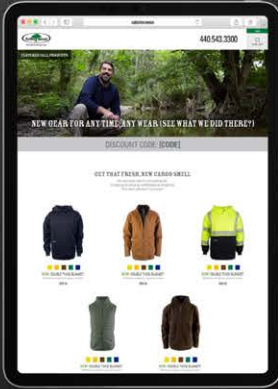
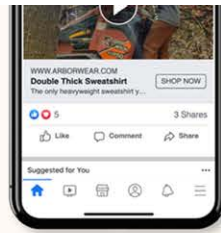
### Align Tactics to Sales Funnel

Took advantage of organic, paid search and social real estate, created and deployed emails, and optimized landing pages to drive buyers through the sales funnel

### Rapidly Execute, Test & Analyze

Developed and tested a digital marketing plan to prove the sales value of digital tactics vs. print catalogs





**72% decrease in cost-per-click for social ads**

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