

HOW PINECONE MEDIA ELEVATED APPLIANCE SALES BY OVER 58% IN 2 MONTHS



Few local Appliances 4 Less stores faced a challenging dilemma: despite a robust Google Ads spend, their stores were not experiencing the desired traffic and revenue. Pinecone-Media was tasked with transforming this trend through expertly tailored PPC and SEO strategies. This case study lays out the challenges Appliances 4 Less was facing, details the strategic revamp led by Pinecone-Media, and celebrates the impressive outcomes we achieved.

OBJECTIVES:

- Increase Store Visits
- Increase Phone Call Enquiries
- Increase Monthly Store Revenue
- Improve website traffic and user engagement
- Boost brand awareness and visibility

STRATEGY:

To achieve the client's objectives, Pinecone Media devised a comprehensive digital marketing strategy that included the following steps:

- Conducted a **thorough audit of the client's existing digital presence**, including their website, social media profiles, and online reviews. We identified areas for improvement and devised a plan to optimize their online presence.
- Developed a **targeted SEO strategy** to improve the website's search engine rankings. We conducted extensive keyword research and optimized the website content accordingly.
 - Aligned content with consumer search intent based on weekly trends.
 - Embarked on targeted link-building campaigns to bolster domain authority.
 - Refined metadata and internal linking structures for better content interconnectivity.
 - Optimized Google My Business listings for local relevance.
 - Enriched local citations and directory profiles to augment local online presence.
 - Implemented a localized content strategy to appeal to community-specific interests
- **Optimized Google Ads** campaign to target potential customers searching for cheap appliances (dented, scratched or open box) in the local area.
 - We created highly relevant ad copy and optimized the campaign for maximum ROI. Refined campaign structure and targeting to engage not just
 - a higher volume of users, but a higher caliber of customer. Revised bid strategies to maximize ad spend efficiency
 - Continuously enhanced Quality Scores and fine-tuned keyword strategies, incorporating even misspelled
 - and niche terms to secure a broader market share

RESULTS

Pinecone-Media's strategic solutions proved to be the catalyst for Appliances 4 Less stores, not only in overcoming their immediate challenges but also in positioning them for sustained growth in the market when we usually see a slowdown in performance



58%

Increase In Store
Revenue Compared To
Previous Months



2X

Unique Keywords
Added To The
Website



15X

Increase In Organic
Search Traffic To
The Website



PINECONE MEDIA

Here so you wont go nuts!