

Complete Digital Suite Means 'One Marketing Umbrella' for Second Generation Appliance Store

In February 2019 at PrimeTime in Las Vegas, Nationwide Marketing Group and Retailer Web Services (RWS) presented an integrated suite of all the technology independent retailers of appliances, furniture and mattresses need to execute a complete digital marketing strategy. For the first time, WebFronts® Level 4, WebFronts® Review™, RetailDeck® and AdRocket™ had been bundled into one smart and affordable package: Nationwide Digital Rewards.

Within the first six months of the digital rewards program, nearly 500 retailers had signed up; they now have an all-in-one solution to compete and win in today's digital-first retail environment. Retailers are experiencing the uptick in store performance by bundling a package of integrated products that talk to each other, are easy to learn and use, and are backed by a dedicated support team.

Nationwide member Danielle Richards knows first-hand what it's like to have a world-class website, online reputation management, in-store technology enablement and smart digital advertising "all under one umbrella," as she likes to put it. She is the operations manager of King and Bunnys Appliances, a mainstay for nearly four decades in the community of Renton, Wash., home of the Boeing 737 factory. Family owned, the 3,200-square-foot store displays more than 200 major home appliances, all available for immediate delivery.

Jason Parker, second generation owner and King and Bunny's son, recalls the early days when his dad reopened the appliance store "on a shoestring" in 1982. It was in a 600 square-foot portable building. The original, 17,000 square-foot location opened in 1979 and within a couple years had gone bankrupt. Rebuilding the business meant selling the family's possessions such as cars and furniture.

"My parents sold everything in their house to make the \$600 monthly rent," remembers Parker. "And in the store, we had just one each of Whirlpool products...one washer, one dryer, one range..."

When an appliance was sold, Parker would deliver it to the buyer's home and then replenish it with just one more. Today, King and Bunnys is a \$4.2 million business. Parker attributes it all to his dad, who passed away in 2017, and the success they attained as a family. His mom passed away in 2015.

"The outpouring of our community with my parents' passing was incredible," said Parker. "A testament to the way we've always done business, our community involvement, sponsoring events and our ability to get our presence out there."

"We're still making people happy and it's still fun to come to work every day. Our staff is like family and such an important part of our business."



King and Bunnys Appliances in Renton, Wash.



THE CHALLENGE:

Outdated Website

Prior to signing up for Nationwide Digital Rewards, Richards explains King and Bunnys hadn't been using any of the RWS software products. (Nationwide members that already have one or more of RWS' digital products can take advantage of the bundle rebates by adding to and completing the suite for their business, receiving up to \$548 a month in rebates.)

"Our old website was lacking in features and we couldn't track the results of our online advertising," said Richards, "so the WebFronts Level 4 features alone are what sold us."

According to Parker, the fees associated with store's previous digital provider of nearly three years made it difficult to quantify their return on investment. "When we found out we could centralize our website, coupling all of our digital marketing and digital presence, it was a no brainer," said Parker. "Not to mention, tapping into the national programs (Whirlpool) with AdRocket and maximizing our coop spend, the digital rewards program made dollars and sense."

Soon after Richards signed up for the program at the February show, an RWS representative reached out to her with a warm welcome that led to a productive discussion around creating the store's new WebFronts Level 4 site. As Richards recalls, "There was a lot of back and forth on how we wanted to stand out, not have a cookie cutter site. RWS worked with us 100 percent of the way, and I was highly impressed. They were very collaborative, and they always got back to me in a timely manner."

"RWS is exceptional—better than any other website provider I've worked with," said Richards.

While design of the new site was underway, Richards received one-on-one training on the site's backend as well as on RetailDeck. She noted the separate training sessions were focused and hands-on through use of a screen-sharing platform.





THE SOLUTION:

A Complete Digital Suite

Within a month, the new, Level 4 kingandbunnys.com was live, complete with WebFronts Review. Within the first three months of going live, WebFronts Review generated 26 new reviews, averaging an impressive 4.935 stars.

“Level 4 features like WebFronts Review are phenomenal,” Richards said. “Being able to see customer reviews on Google, Yelp and Facebook—all on one page—is great. And the way WebFronts Review is set up, ‘thumbs up’ and ‘thumbs down’ are directed to different areas, public and private, just where we’d want them to be when customers are happy or dissatisfied.”

The integration of features such as WebFronts Review on kingandbunnys.com helps to strengthen the way the store has always treated customers, according to Parker. “My dad spent many years building the store’s brand and the level of service it stands for. “I’ve always taken customer reviews of the store seriously, addressing both favorable and unfavorable comments. I can’t help you if I don’t know about it—WebFronts Review makes it easy, alerting me so I can stay on top of and respond to any and all reviews.”

Richards uses WebFronts marketing activity analytics to track site performance and has created a process to maximize the Hot Prospects emails she receives via WebFronts. The de-anonymized emails tell her who’s on kingandbunnys.com, how to contact them and the products they’re viewing; meanwhile, Parker cross-references the Hot Prospects emails with Price Quotes generated through RetailDeck—of which he’s seen a significant increase since launching their WebFronts Level 4 site.

In fact, there were 56 new Price Quotes generated by RetailDeck during the first 90 days; and 37 Hot Prospects emails were generated by Level 4.

“These tools allow us to know which products customers are looking at, so if they haven’t already requested an item quote, it’s an opportunity for me to reach out and ask them if they would like one,” said Parker.

“The best part of Price Quotes and Hot Prospects—our website is pre-qualifying the customer for me. That’s awesome!”

As for AdRocket Base, which began running automated promotional banners on the site, leveraging 11 free Whirlpool campaigns, online advertising has been particularly effective for the store with nearly 1,200 clicks on homepage banners. “Our monthly performance reports show more people drawn to the website and more quote requests which in turn, has drawn more people into the store—it’s a chain effect,” said Richards.

The “chain effect” has also spilled over to the store’s Facebook page, which has seen hundreds more Likes since AdRocket began running. AdRocket Boost alone has generated 5,000-plus clicks on Facebook and Google ads. Parker explained they engage the “new eyeballs” on their Facebook page through special events such as a New Year’s “Spin the Wheel” sales event, seasonal parking lot sales events and in-store cooking classes, held throughout the year with a local caterer who is also the chef of the Seattle Mariners.

With robust marketing activity analytics at their fingertips, Parker and Richards can now follow up with customers who have abandoned their shopping carts, see how many times an email has been opened and the number of rebate forms that are downloaded. “Having an integrated, complete digital product suite sets our store apart from the competition and gives us a strong advantage,” said Richards.

She continued, “It has enhanced our marketing strategy by having everything under one umbrella with one person at RWS to contact. The Digital Rewards program saves us money on the software—and the money we are spending is a smart investment in our marketing strategy.”





The King and Bunnys Appliances team (L to R): (front) Peter Davies, Jason Parker, Danielle Richards, Brandon Coffman, Scott Eldridge; (back) Randy Pearman, Quinton Robinson, Brock Anton

KING AND BUNNYS APPLIANCES INTEGRATED DIGITAL SUITE: The First 90 Days, By the Numbers

WebFronts Level 4 & AdRocket Base Promotions:



37
Hot Prospects



403
rebate forms
downloaded



1,158
clicks on homepage
banners for AdRocket
Base promotions;



526
phone calls
from mobile

24,000+
participating products
viewed as a result



103
GPS navigations
from mobile



67
automated remarketing
emails sent to Hot Prospects



65
de-anonymized
customers (i.e.,
they provided
their names
and contact
information)

55%
open rate

AdRocket Boost:



5,000+
clicks on Google
and Facebook ads



16.16%
CTR is the highest Click-Through-
Rate for a Google Text ad

TOP
SEARCH
TERMS:

KitchenAid

appliance stores near me

Maytag washer and dryer

electric ranges

WebFronts Review:



26
new reviews



4.935
average star rating

58 reviews showcased on Level 4 WebFront

RetailDeck:



1,021
product searches



56
Price Quotes