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Marketing Case Studies

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Retail Marketing: Electronics Sales

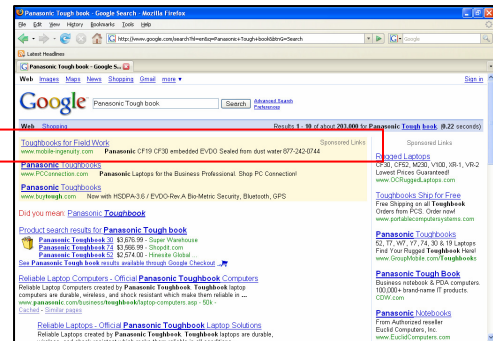
Drove 80% increase in same year quarterly sales (51% increase in trend) for Mobile Ingenuity, a specialty electronics retailer that specializes in Panasonic Toughbook computers.



- ❖ Developed and executed annual marketing plan.
- ❖ Introduced lucrative Oil / Gas market into the company's planning.
- ❖ Focused on key vertical markets to better target lead generation and advertising focus.
- ❖ Developed multi-prong approach to each target market.
 - ✓ Tradeshow focus.
 - ✓ Coordinated targeted print advertising in trade publications.
 - ✓ Outbound telemarketing and email campaigns to further bolster trade show impact.

Search Engine Advertising Optimization

Reduced Mobile Ingenuity's Search Engine advertising spending by approx. 45% while increasing qualified lead generation by approx. 60%.



- ❖ Maximized search engine advertising efficiencies through detailed analysis of paid keywords.
- ❖ Identified top producers by focusing on effectiveness (keywords that are relevant to the customer) and efficiency (keywords that produce real leads).
- ❖ Eliminated inefficient keywords: reduced number of paid keywords from 1,963 to 109.
- ❖ Improved key metrics for keyword advertising:
 - ✓ Impression per keyword from 109 to 566 / week.
 - ✓ Click Through Rate (CTR) from .82% to 1.35%.
- ❖ Eliminated inefficient Google Contextual Advertising program.
- ❖ Currently optimizing website to take advantage of top keywords so site will show up in free search results.

Arby's Gift Card Introduction

Drove traffic and increased average check through introduction of national Gift Card program to the Arby's system.



- ❖ Initiated test in two markets to ensure functionality and customer appeal of program.
- ❖ Launched program nationally with full merchandising support and promotional ideas.
- ❖ Worked with Finance, Operations, key Franchise Owners and Executive Leadership to successfully launch program.
- ❖ National activation increased average check and frequency.
- ❖ Innovative program that allows franchise owners to retain unused funds until the card is redeemed.
- ❖ Replaced cumbersome paper certificate program.

Hotel Client Revenue Generation

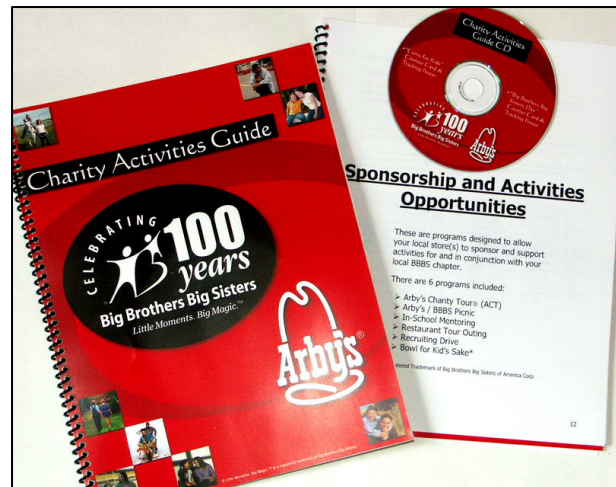
Maximized RevPAR by executing national & international marketing programs for client hotel chains, including Relais & Chateaux, Historic Hotels of the Rocky Mountains, De Vere Hotels and other independent hotels and groups.



- ❖ Assisted hotel licensee clients in developing & adapting marketing programs for maximization of revenue through our services.
- ❖ Maximized national marketing profiles for client hotels for inclusion in travel guides, Travel Agent trade shows, Tour programs, etc.
- ❖ Performed individual hotel revenue analyses & recommended changes to marketing and promotional programs to increase RevPAR.

Big Brothers Big Sisters (BBBS) Sponsorship

Leveraged Arby's \$2 million sponsorship of the BBBS Centennial Celebration to create and communicate positive Brand Value.



Key Program Elements:

- ❖ Led two teams:
 - ✓ Steering Committee (Executive Leadership and Board-level members).
 - ✓ Execution Team (PR & Ad Agencies, Marketing, Charity Partner, Arby's Foundation, Field Marketing and Distribution team members).
- ❖ Created Charity Activities Guide to support national effort at the local level.
- ❖ National activation with initial \$1 million fundraiser – through sale of premiums.
- ❖ Recognition through media, PR events and presence at BBBS Annual Conventions.
- ❖ Advertising tie in through television tags and print media.

Arby's Local Marketing (LSM)

Drove local sales promotions and created national consistency in locally produced print campaigns -provided online graphics for direct mail and other print collateral.

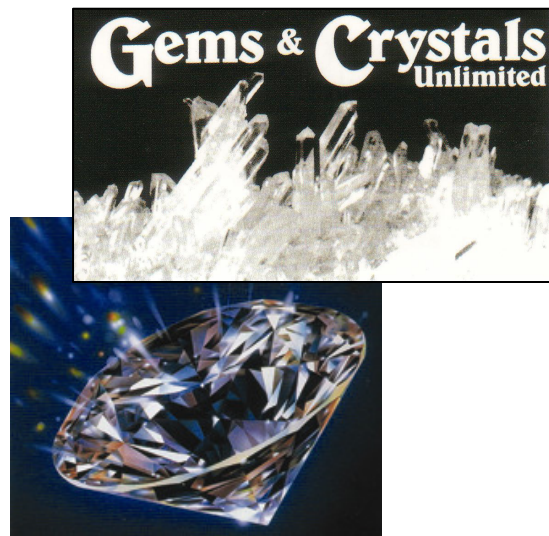


Key Program Elements:

- ❖ Approved designs for direct mail and local marketing elements.
- ❖ Pieces customizable for specific restaurant locations, menus, pricing, promotions, etc.
- ❖ Online design, with instant download of print-ready files.
- ❖ Option to have pieces printed and delivered – pricing took advantage of leveraged national print contract.
- ❖ All elements approved for use in the system with no other corporate approval needed.
- ❖ Elements used for local and national campaigns.

Retail Marketing: Jewelry Sales

Drove sales for retail jeweler through development of numerous support campaigns for trade show attendance and direct mail pieces for retail shop.



- ❖ Designed various direct marketing campaigns to drive retail sales from existing customers:
 - ✓ Promotional offers
 - ✓ Sweepstakes offers
 - ✓ Moving sales / notice
- ❖ Executed trade show merchandising plan:
 - ✓ Direct mail pieces to drive traffic
 - ✓ On-site merchandising elements
- ❖ Designed informational website to promote customer interest.
- ❖ Created image library of representative custom pieces for sales materials.