
Acme Furniture

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Company Background

- Largest furniture manufacturer in America
- Traditionally heavy in brick & mortar storefronts
- Fairly new to ecommerce
- Affordable furniture offerings & ability to discount prices
- Competitive in larger set piece furniture



Marketing Strategy

- Our marketing strategy is to launch an ecommerce store for Acme Furniture that will rake in \$125,000 in profit within six months.
- We plan to employ various channels in which this ecommerce site will be promoted offering an alternative to the traditional brick and mortar design of Acme
- While shoppers tend to still visit stores to look at furniture, Acme's lack of presence in the ecommerce world puts it behind its competitors.
- Ecommerce offers a new option to parents who are busy, may not have time to shop, or those who know exactly what they want to purchase to receive their items quickly and efficiently.

Four P's of Marketing

Product

Price

Place

Promotion

Milestone Approach

3 Months: \$75,000

6 Months: \$125,000

- Ability to adjust plan according to observed trends
- Allows us to ensure we are on track to meet our final goal
- Over both periods, we only used channels with an ROAS value greater than \$3 for Paid Search, Retargeting, and Paid Social, and over \$1 for YouTube

Youtube

- Target audience: 35-55, HHI \$100-\$250k
- ROAS: \$3.55
- 3 Months:
 - Cost: \$3,000
 - Sales: \$10,650
- 6 Months:
 - Cost: \$3,000
 - Sales: \$10,650
- Impressions
- Brick and Mortar Strength



- Target audience: 25-40, HHI \$50k-\$200k
- ROAS: \$2.28
- 3 Months:
 - Cost: \$2,000
 - Sales: \$4,560
- 6 Months:
 - Cost: \$2,000
 - Sales: \$4,560

Paid Social

- Target audience: 25-40, HHI \$50k-\$200k
- ROAS: \$3.05
- 3 Months:
 - Cost: \$5,000
 - Sales: \$15,250
- 6 Months:
 - Cost: \$12,000
 - Sales: \$36,600



Paid Search

- Target audience: 35-55, HHI \$100k-\$250k
- ROAS: \$4.47
- 3 Months:
 - Cost: \$15,000
 - Sales: \$67,050
- 6 Months:
 - Cost: \$20,000
 - Sales: \$89,400
- Diminishing Returns
- Key Words

shoe storage benches

All Shopping Images News Videos More Settings Tools

About 2,270,000 results (0.59 seconds)

Shop for shoe storage benches on Google Sponsored

Sponsored

Sonoma Espresso (Bro...
\$121.32
Home Depot
★★★★★ (776)

Solid Walnut Bench with...
\$699.00
Article

Aurora Traditional Shoe Storage...
\$159.99
Joss & Main
Free shipping

Convenience Concepts...
\$59.49
Hayneedle

Sybil Wood Storage Bench...
\$133.99
Wayfair
20% price drop

Wayfair Shoe storage benches - Sit, Store & More - wayfair.com
[Ad] www.wayfair.com/Benches/Free-Shipping ▾
Upgrade Your Seating! Thousands of Benches Ship Free in 2 Days.
Highlights: Large Online Selections Of Furniture, Convenience Of Online Shopping, Affordable Prices
2016 Best Customer Service In Retail Category – Stevie Awards

Accent and Storage Benches | Houzz - houzz.com
[Ad] www.houzz.com/Entry-Products ▾
Shop At Houzz® - The Official Site. Free Shipping On Select Orders

Shoe Storage Bench You'll Love | Wayfair
https://www.wayfair.com › Furniture › Entry & Mudroom Furniture
Shop Wayfair for all the best Shoe Storage Bench. Enjoy Free Shipping on most stuff, even big stuff.

Mudroom & Entryway Storage Benches - Wayfair
https://www.wayfair.com › Furniture › Entry & Mudroom Furniture
Lend a low-key touch to your entryway or den with this understated Cubicals Shoe Storage Bench. Featuring a clean-lined, laminated wood frame with three open compartments, this storage bench makes it easy to keep sneakers and flats organized in the mudroom, while its included seat cushion gives guests a place to sit ...

Retargeting

- Target audience: 35-55, HHI \$100-250k
 - Using website margins
- ROAS: \$3.09
- 3 Month
 - Wait on retargeting for first 3 months
- 6 Month
 - Cost: \$5,000
 - Sales: \$15,450



Conclusion

- 3 Month
 - Goal: \$75,000
 - EComm Sales: \$82,300
 - Total Sales: \$97,510
 - Cost: \$25,000
 - ROAS: 3.9
- 6 Month
 - Goal: \$125,000
 - EComm Sales: \$141,450
 - Total Sales: \$156,660
 - Cost: \$42,000
 - ROAS: 3.73

We should

- **Primary objective:** Reach eComm sales volume of \$125,000 per month, within six months
- **Secondary objective:** Quality impressions to raise awareness for the new product line