

March Madness Reclaimed Wood Sale Campaign

Company Overview

Silverado Salvage & Design (SS&D) scours the globe for unique architectural salvage, antiques, and reclaimed wood to bring to their 16,000 square foot warehouse located just outside of Los Angeles. SS&D also helps their clients repurpose items in their warehouse into unique custom made furniture.



Goal

In March 2016, Silverado Salvage & Design wanted to free up inventory in their warehouse by selling off a large amount of their reclaimed wood. SS&D approached Root Marketing to create a campaign that could sell a large amount of wood very quickly.

Campaign

Root Marketing developed March Madness Reclaimed Wood Sale campaign for SS&D. During the sale all wood would be marked down 20 percent. Root Marketing also developed a landing page for SS&D where potential customers could place inquiries to order a certain type and amount of wood. Root Marketing created a Facebook ad that directed users to a pre-sell engagement page where visitors could learn about the different kinds wood at SS&D. That page then led visitors to landing page where they could order wood.

The Results

Silverado Salvage and Design invested in advertising for their March Madness Reclaimed Wood Sale. Through Root Marketing's Facebook ad campaign, Silverado generated a number of leads via their website. Silverado was able to close roughly forty percent of all website inquiries resulting in a **1,912%** return on ad spend (ROAS). For every **\$1** they invested in advertising, they recieved a **\$19.12** return.

Services Performed

- Facebook Page Maintenance
- Facebook Advertising
- Content Development
- Landing Page Development
- Email Marketing
- Copywriting