



Success Story: Dream a Little Dream

Products: Total Website Plus with Local Listings Builder | Search Engine Marketing (SEM) | Facebook Advertising

The Challenge

Dream a Little Dream is a new high-end nursery furniture and baby products store based out of Mokena, Illinois. Owner Darryl Gerwing knew that because the store location was tucked away from the main roads, he would need to tap into digital marketing to help get the word out about his business. "Since we're a destination store, I didn't want to pay the big dollars in rent for a premier location," says Darryl. "So I knew we needed to use digital marketing to get customers in the door."

The Solution

Upon learning about Darryl's need to generate business, Darryl's friend, a ThriveHive representative, told him about ThriveHive. "She talked about some of the results similar companies had with ThriveHive and the positive effects digital marketing would have on my business, and I decided to sign up right away."

Darryl and his ThriveHive representative talked through his goals, and decided to use the following ThriveHive services:

- ✓ **Total Website Plus with Local Listings Builder:** a professional website optimized for search engines, the ThriveHive Guided Marketing Platform, and optimized presence on online directories and review sites
- ✓ **SEM:** paid advertisements that show at the top of relevant search engine results pages
- ✓ **Facebook Advertising:** ads targeting people on Facebook who are looking for nursery furniture and baby products

The Results

ThriveHive worked with Darryl to set expectations and analytic goals appropriately. The ThriveHive team allocated Darryl's budget to the most profitable items for the business which drew 89% of the SEM traffic.

Additionally, Darryl provided strong offers (i.e. free delivery and set up) which helped the SEM ads to stay competitive among other big e-commerce players and retailers.

Darryl's ThriveHive team also noticed how eye-catching the Dream a Little Dream products were, so his team used Facebook Canvas Ads to promote his products. These ads deliver instant-loading fullscreen images that allow the Facebook user to view detailed descriptions of the products without leaving Facebook, a huge benefit for closing sales.

In the first two weeks alone, the Canvas Ad was seen by over 14,000 people. Out of the 14,000 people, 62% of people were viewing the entire Canvas Ad.

Although Dream a Little Dream is relatively new to the market, Darryl started seeing immediate results from his ThriveHive campaigns. "I've consistently been getting 1-2 new leads every week, so the digital advertising ThriveHive has been doing is bringing in results. People have been messaging us on Facebook and contacting us on the website, so our name is definitely out there."

The ThriveHive Experience

Darryl is thrilled with the results from his ThriveHive campaigns, not only from the leads that were generated but also the proactive approach from his ThriveHive team. "My representative is on top of things 100%. I give her so much credit. Everyone at ThriveHive is really on top of their game. Overall it's been a fantastic experience, and I would definitely recommend ThriveHive to any business trying to get off the ground."

110,244

people reached by Darryl's ThriveHive Facebook Ad in just 4 months



of Darryl's website traffic comes from ThriveHive search engine ads that point to his website

1-2

new leads per week from Darryl's ThriveHive campaigns