



**shopPOPdisplays<sup>®</sup>**  
Your Display Experts

CASE STUDY

## 5-Year Growth Plan, SEO and Digital Strategies Quadrupal ROAS

[elevationb2b.com](https://elevationb2b.com)



**elevation**marketing



## BACKGROUND

shopPOPdisplays is a manufacturer and supplier of stock and custom acrylic displays. They work with individuals and businesses of all sizes, from Mom & Pop shops to businesses with more than 10,000 retail outlets.

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## shopPOPdisplays products include:

- Wooden barrels and displays
- Acrylic furniture and mirrors
- Literature holders
- Display boxes and cases
- Retail and point-of purchase (POP) shelving, racks and organizers
- Food service displays and trays
- Trade show displays, banners and table covers
- Podiums & lecterns
- Signage
- Risers
- And more

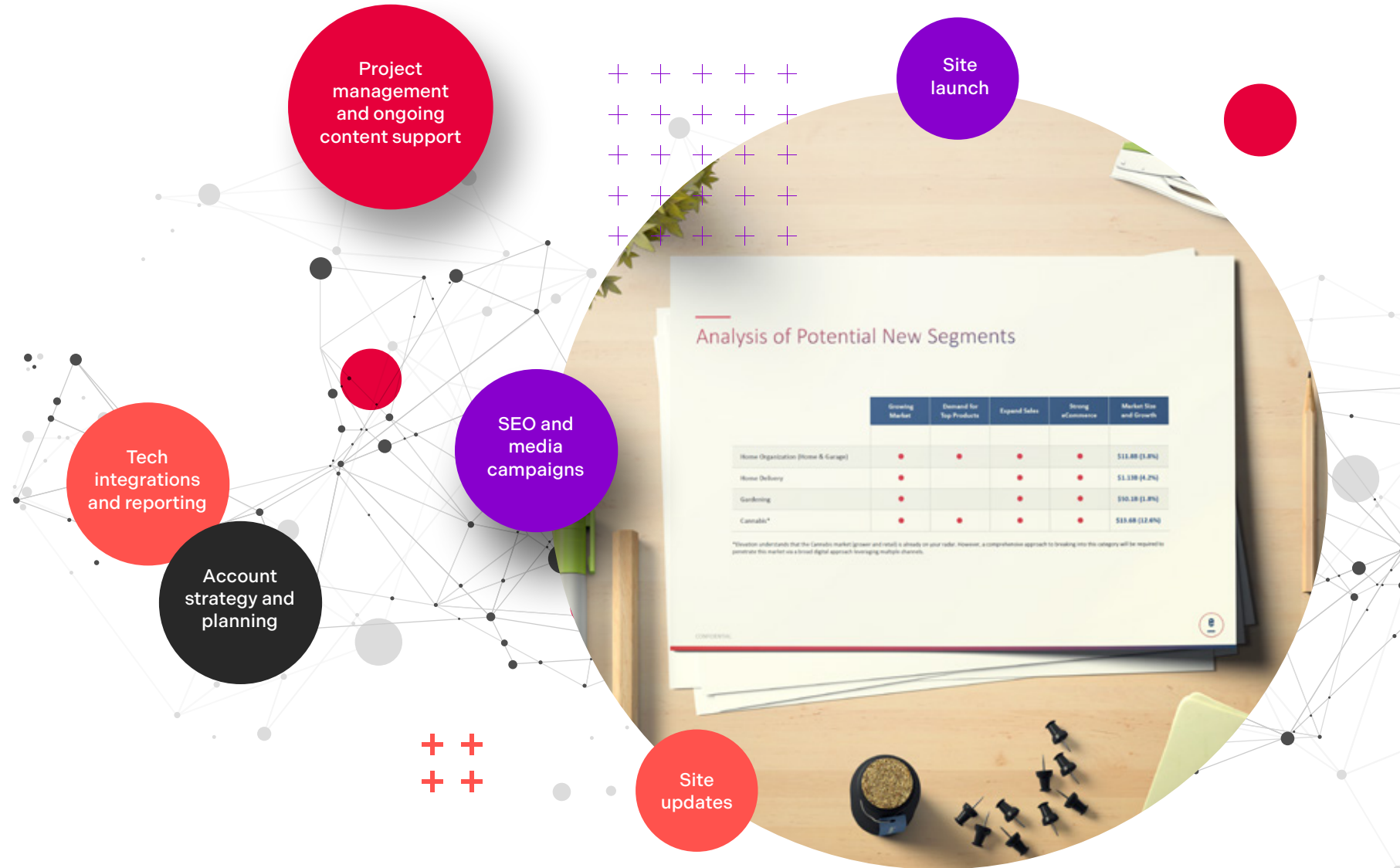
## CHALLENGE

shopPOPdisplays selected Elevation Marketing for assistance in their quest to grow sales.

They needed help identifying and reaching the growing segments of their industry and diversifying their audience. They also needed to resuscitate their marketing strategy, which had a return on ad spend (ROAS) of 1.25 to 1.

In addition, they requested a five-year growth plan and associated budget to increase their revenue 10X. Their growth plan would require exhaustive research to discover the total available market, the total attainable market and best methods to penetrate that market.

**shopPOPdisplays had a return on ad spend (roas) of 1.25 to 1**





## DISCOVERY

To predict growth over a seven-year period, identify opportunities, recognize which industries to prioritize and understand shopPOPdisplays' marketing strengths and weaknesses, Elevation conducted a brand audit, customer interviews and market research.

Elevation reviewed shopPOPdisplays' current and historical messaging and sales, as well as their marketing plans, strategic plans, audience, competitive research and industry research.

This audit was relevant to understanding the shopPOPdisplays brand, products, value proposition and strategic business planning. Elevation gave special attention to the online and personal assistance selling models that shopPOPdisplays provides its customer base. In addition, Elevation identified 10 key industries to prioritize according to the five best-selling products and performed a trend analysis to understand how those categories perform over a five-year period.

## FINDINGS

This audit required the team at Elevation to assess a large volume of data and review tens of thousands of products in spreadsheet format. The lack of ERP or CRM software made it difficult for shopPOPdisplays to articulate their success or historical growth, but also presented an opportunity for the brand to automate sales, expedite delivery, amplify customer care and track metrics.



## RESEARCH

### QUANTITATIVE RESEARCH

Elevation surveyed potential buyers, focusing on industry pain points, opportunities, solutions, buyer behaviors, audience profiles and unique value propositions.

#### FINDINGS

60% of respondents had not heard of shopPOPdisplays or had no experience with the brand. This presented a suitable time for shopPOPdisplays to make a meaningful first impression with more than half of the available marketplace.

### QUALITATIVE RESEARCH

Elevation interviewed internal stakeholders, existing customers and potential customers to deepen understanding of market opportunity, pain points and messaging.

#### FINDINGS

shopPOPdisplays showed quality product offerings and strong customer care. They're known for:

- Reliability
- Quality products and outstanding selection
- Fantastic customer service
- Fast, outstanding customizations
- Timely delivery
- Quick estimates – even on larger orders

### INDUSTRY RESEARCH

Elevation conducted market research to better understand value propositions, buyer personas and prospect mind-mapping. This information was critical to identifying strategic growth opportunities.

#### FINDINGS

Elevation identified four key metrics for the brand to measure their potential for success within a target industry:

- Strong opportunity for ecommerce success
- Solid opportunity for sales
- Industry growth

#### Quantitative Research Review

QUANTITATIVE SURVEY OPEN-ENDED COMMENTS

What do you like best about shopPOPdisplays with regard to your current point of purchase display configurations, retail displays, display contractors, or other types of variable product display seen needed?

- 1. There were a few that commented about shopPOPdisplays and the comments ranged from pricing, size, design and product attributes.

"I love the designs they are providing and they are continuously improving their designs and products in the market."

"The shop POP displays are a great addition to my current display mix and they are easy to use."

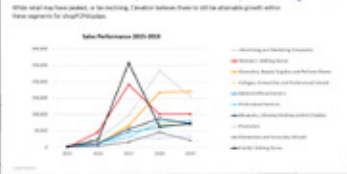
"One of the major advantages with the shop POP displays is that they are easy to use and they are easy to store."

#### Analysis of Current Top 10 Categories

	Beauty	Home Goods	Food & Beverage	Health & Wellness	Home Improvement	Home Decor	Home Office	Home Entertainment	Home Security	Home Automation
Advertising and Marketing Companies										
Business Consulting Firms										
Construction, Remodeling & Renovation Firms										
Design, Architecture & Professional Services										
Healthcare Providers (HCPs), Ambulance & Urgency										
Manufacturing Companies (OEMs), Manufacturers & Suppliers										
Medical Device Manufacturers										
Pharmaceuticals (Pharmaceuticals and Biotech)										
Real Estate										
Technology and Software Providers										

#### Five-Year Trend Analysis of Current Top 10 Categories

What are the top 10 categories of the current top 10 categories? (Note: The chart shows the percentage of the total market for each category from 2015 to 2020.)



#### Quantitative Research Review

QUANTITATIVE SURVEY RESULTS

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**RESEARCH**

**COMPETITIVE AUDIT**

Elevation audited several of shopPOPdisplays’ competitors to understand competitive messaging, tactical approaches, digital, PR and social strategies, and other activities that would have an influence on shopPOPdisplays’ opportunities.

**FINDINGS**

Because little brand awareness existed in shopPOPdisplays’ target audience, it was unsurprising that shopPOPdisplays was not a market leader. This presented an excellent potential for the brand to increase market standing with a brand awareness strategy.

**BUSINESS PLANNING**

Elevation identified additional industries and channels where shopPOPdisplays could leverage their expertise and the competitive advantages of their acrylic products. As part of the marketing plan, Elevation recommended the strategies and tools necessary to succeed in these industries.

\*\* Healthcare (including veterinary and dental)  
\* Hospitality/Entertainment (including restaurants, hotels, museums)





**Low-quality  
product  
images for  
some key  
markets**

**Wasted  
digital  
ad spend**



**Low rank in  
search results  
for relevant  
keywords**

#### KEY FINDINGS & OPPORTUNITIES

The audit revealed that the calculations did not support the brand's ability to hit their target within five years, as the total attainable market was shy of their projections.

However, Elevation provided shopPOPdisplays with the necessary strategy for aggressive growth to capture the attainable market.

To expand their business, shopPOPdisplays needed to incorporate an aggressive marketing strategy that would position them as an authority in their market and span the void between the industries where they were currently doing business and the seven key industries Elevation identified during the research process.

Elevation's research exposed several obstacles to attain their goal in shopPOPdisplays' digital marketing strategy, including low rank in search results for relevant keywords, wasted digital ad spend and low-quality product images for some key markets.

**To make the attainable target,  
shopPOPdisplays would need to  
reach for a 5:1 ROAS.**

## KEY FINDINGS & OPPORTUNITIES

Because shopPOPdisplays lacked a necessary strategic plan to increase their revenue, the tactical marketing strategy that Elevation provided was a combined marketing and business strategy.

# The tactical marketing strategy identified several opportunities for growth.

**Increase brand awareness** in existing and new markets by establishing new channels and focusing on industry categories and shopPOPdisplays' expertise.

**Sell deeper to existing clients** to maximize total value of each relationship by sharing success stories, best practices, complementary products and introducing everyone to shopPOPdisplays' custom capabilities. This approach included customer nurturing, cross selling, customizing the newsletter and drip campaigns.

**Clearly define and illustrate category experience** and relevance to build credibility with prospects. This could be accomplished by collecting, building, and sharing top industry -related environments that illustrate expertise and make visitors feel understood.

**Combat commoditization and downward pricing** pressures by adding value and fully leveraging refined category experience while exploring ways to provide added value to current and future clients.

**Find and reach the missing 60% of potential buyers**, which could be made possible with revised, segmented messaging by audience, leveraging current practices at a deeper level while finding new channels to carry messaging, and selling as a retailer in new spaces.





## STRATEGY

The tactical marketing strategy required setting five-year performance goals and preparing a two-pronged media strategy, which would increase brand awareness in the targeted audiences.

A search engine optimization (SEO) strategy was developed to boost website authority, increase quality backlinks and improve rank in search results. A sophisticated digital strategy was developed to increase brand recognition and ROAS. To stay on-target, Elevation had to adjust to changes in real-time with the market.

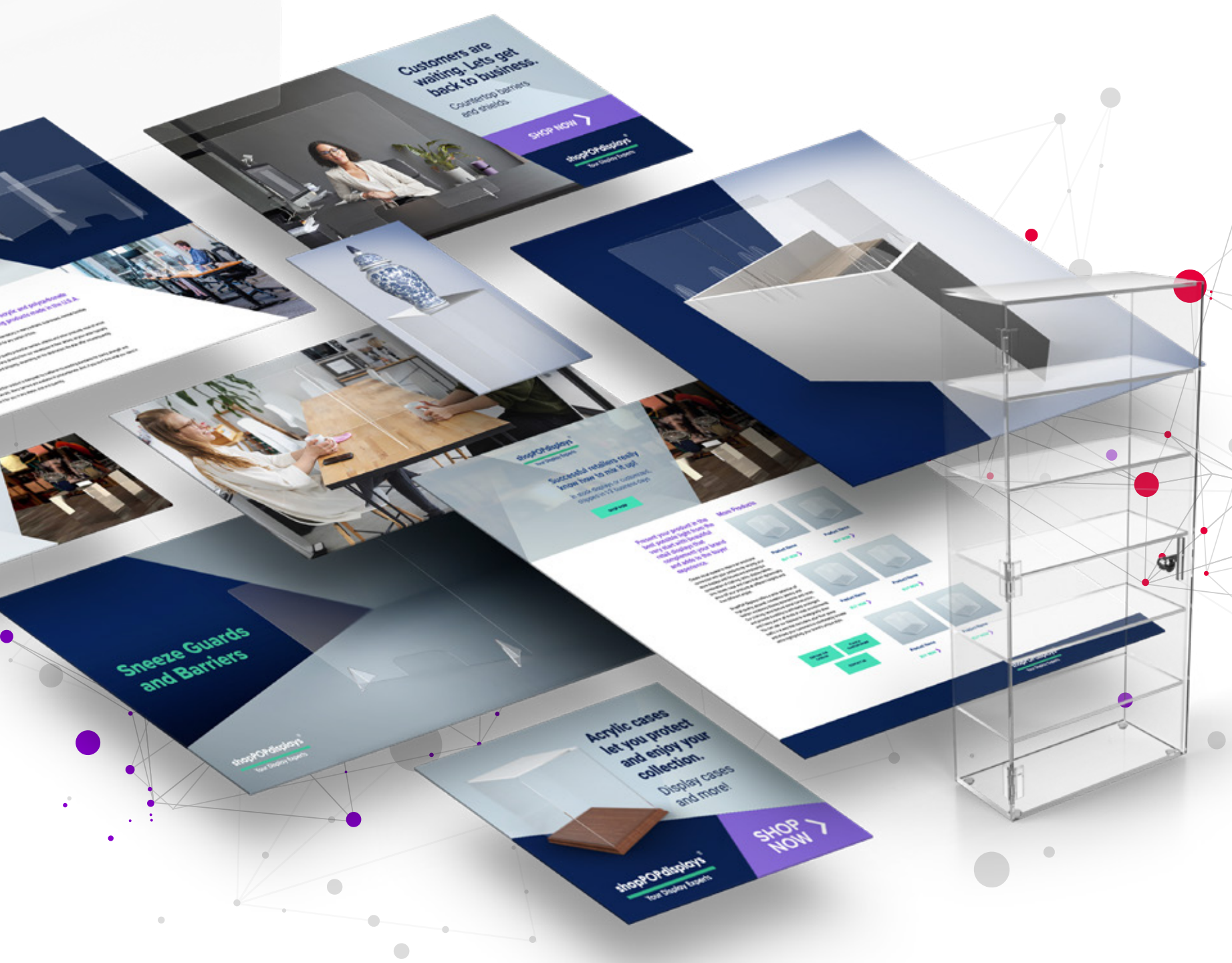


## SEO

- Keyword optimization
- Testing and applying keyword strategies
- Optimization analytics
- Guest blog posts
- Customized landing pages

## DIGITAL

- Contextual retargeting emails and display ads targeting users that hadn't converted and customers with certain behaviors
- Social media marketing
- Geofencing
- Revamping entire approach to creative with custom graphics
- Shifting ad spend and schedule for success



## DELIVERABLES

Elevation Marketing took over shopPOPdisplays' media and established a comprehensive library of marketing tools from which shopPOPdisplays could reach out to target industries, ensuring website authority, brand recognition, better conversion rates, and a satisfactory ROAS.

## SEO

- Twice weekly guest blog content
- Rewriting current content for keyword optimization

## ADDITIONAL ASSETS:

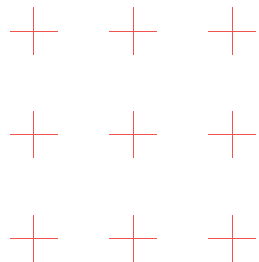
- Email content
- Email templates
- 5-year model for 10X revenue growth

## DIGITAL:

- Customized landing pages
- Animated video
- Animated and static banners
- Social display banners
- 100+ crisp, clean and scalable 3D images that were used to create lifestyle situations
- Ads for traditional search, social advertising, online direct buys, PPC, YouTube, Spotify, and more

## RESULTS

As a part of the ongoing SEO strategy, the Elevation SEO team updated, tested, analyzed and monitored shopPOPdisplays' website optimization and search result rank for individual keywords against that of their competitors' websites.



As you can see from the chart below, the update to Google's algorithm negatively affected competitors' rankings. Elevation's SEO team successfully diagnosed and corrected a dip in keyword and modified on-page keywords, increasing rankings significantly. This proactive strategy prevented shopPOPdisplays' keywords rank from declining and quickly resolved keyword rankings to all-time highs.

This strategy also empowered the team to identify ranking declines that resulted from nefarious backlink spam and an update in Google's algorithm. They then solved the issue by disavowing low-quality backlinks, which resolved shopPOPdisplays' rank status within days.

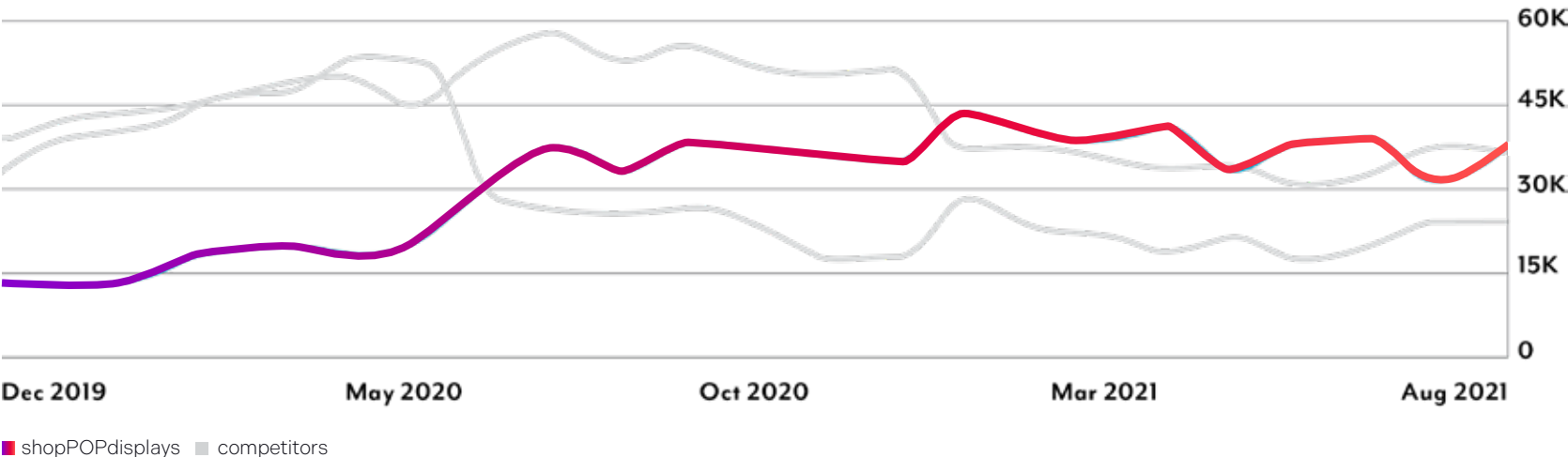
When drastic and abrupt market changes occurred, the SEO team isolated and analyzed historic and recent web traffic for specific products to evaluate traffic before, during and after market changes. The analysis showed that Elevation not only recovered shopPOP's lost traffic, but also increased it beyond what it had been previously.

### Elevation's SEO team increased shopPOPdisplays' keywords as follows

Increased keywords from 6,798 to 8,400

Increased positioning of keywords within the ranking

Increased top 10 ranking keywords from 969 to 1,311





## RESULTS

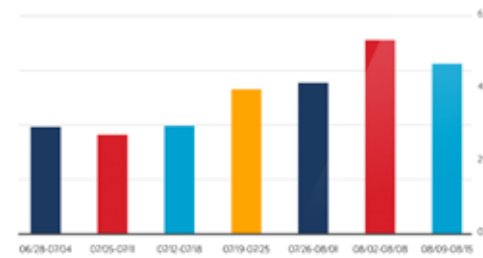
### DIGITAL

- Elevation's overall ROAS of 5:1 exceeded shopPOPdisplays' goal of 3:1
- In some weeks ROAS exceeded 6:1

CHANNEL	LEADS	ROAS (NET SPEND)
Paid Search	353	2.03
Retargeting (Google)	0	0.09
Retargeting (Criteo)	30	13.00
Prospecting (Criteo)	6	0.26
<b>TOTAL</b>	<b>389</b>	<b>3.62</b>

The Criteo  
retargeting  
channel showed  
the highest ROAS  
at 13:1

shopPOPdisplays Digital Performance - Last 7 Weeks



RESULTS

Overall results

shopPOPdisplays realized additional successes implementing Elevation's tactical strategy.

**98.7%**  
increased quality  
backlinks

The digital media campaign secured  
**300-400+**  
leads per month

SEO revenue is higher with an average of  
**32.7% YOY**  
improvement

in sales for legacy product campaigns.



e

**400%**  
increased ROAS

	BASELINE							
MONTH	SEP	JAN	FEB	MAR	APR	MAY	JUN	JUL
Sites Linking	758	927	968	1,040	1,060	1,170	1,476	1,506
Baseline Change:		22.3%	27.7%	37.2%	39.8%	54.4%	94.7%	98.7%
Since Previous Month:		22.3%	4.4%	7.4%	1.9%	10.4%	26.2%	2.0%

Elevation's tactical marketing strategy has set shoppopdisplays on an aggressive course to achieve their attainable target revenue growth.

ABOUT ELEVATION

# Full-Funnel Marketing Solutions for Today's B2B Buyers.

Elevation Marketing creates meaningful customer engagements and sustainable results through data-driven, digital-first solutions that inspire change, motivate action and deliver predictable outcomes. Whether it's brand, demand, ABM, channel or sales enablement, we are experts in connecting brands to people and performance through end-to-end B2B marketing programs. By looking at your brand through the lens of your business, we help you break through the

obstacles that stand between you and greater sales, increased market share and increased revenue for maximum return on your investment.

**Ready to discuss your project?**

**CONTACT US**

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