



Canales Furniture Waxahachie Store Under New Management

This marketing brief outlines the key objectives, target audience, strategies, and tactics to successfully promote [Canales furniture Waxahachie store](#) under new management.

1. Background:

Waxahachie is undergoing a change in management, which presents a unique opportunity to reinvigorate the brand, revitalize customer experiences, and increase market share.

2. Objectives:

- a. **Increase brand awareness:** Enhance the visibility and recognition of the Canales Furniture Waxahachie among the target audience.
- b. **Drive foot traffic:** Attract more customers to visit the store and increase in-store sales.
- c. **Boost online presence:** Strengthen the online presence, engage with customers, and drive e-commerce sales.
- d. **Build customer loyalty:** Foster long-term relationships with customers and encourage repeat business.

3. Target Audience:

Explore the potential target audiences for Canales Furniture Waxahachie store:

- a. Homeowners: Individuals and families seeking quality furniture for their homes.
- b. New Home Buyers: Individuals who have recently purchased a new home and need furniture.
- c. Interior Designers: Professionals looking for stylish and unique furniture options for their clients.
- d. Office Managers: Businesses and organizations looking for furniture solutions for their offices.

4. Strategies:

- a. **Branding:** Share the brand's values, quality, and commitment to customer satisfaction.
- b. **Omnichannel Approach:** Implement an integrated marketing approach that combines both offline and online channels to reach a wider audience.
- c. **Customer Experience Focus:** Prioritize exceptional customer experiences by offering personalized assistance, expert advice, and a seamless shopping journey.
- d. **Promotions and Special Offers:** Create compelling promotions, discounts, and limited time offers to entice customers and drive sales.
- e. **Partnerships and Collaborations:** Form strategic partnerships with local interior designers, home builders, or **complementary** businesses to expand reach and enhance credibility.

5. Tactics:

- a. **Social Media Marketing:** Develop a social media strategy to engage with the target audience, share inspiring content, and promote exclusive offers.
- b. **Local Advertising:** Utilize traditional advertising channels such as print media, radio, and billboards to increase local awareness and foot traffic.
- c. **Direct Mail Campaigns:** Implement targeted direct mail campaigns to reach homeowners and new home buyers, showcasing the store's offerings and promotions.
- d. **In-store Events:** Organize in-store events, workshops, or design consultations to attract customers and provide value-added experiences.
- e. **Customer Referral Program:** Promote the referral program to reward repeat customers with exclusive discounts, early access to sales, or personalized recommendations.

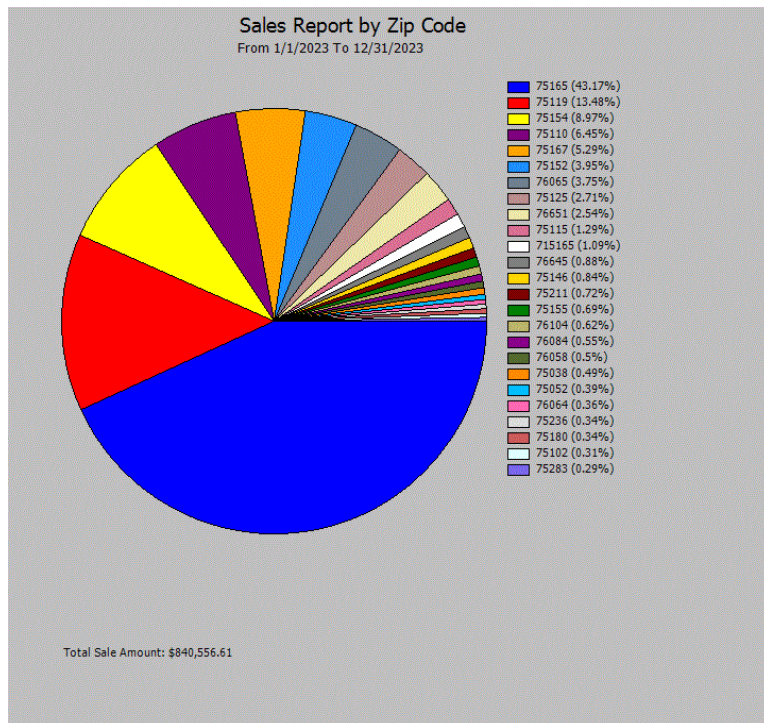
6. Key Performance Indicators (KPIs):

- a. Increase in foot traffic and sales conversion rates.
- b. Growth in customer engagement, store traffic, and sales.
- c. Improvement in customer satisfaction ratings and positive online reviews.
- d. Number of new customers acquired and retention rates.
- e. Brand recognition and customer recall.

By implementing this marketing brief, Canales Furniture Waxahachie store under new management can effectively reposition itself in the market, attract new customers, and build a loyal customer base. Regular evaluation and optimization of the strategies based on the KPIs will ensure ongoing success and growth.

(1/1/2023 – 12/31/2023) Current Marketing Sales Data

- Age Group: 40-65
- Gender Group: Older Females
- Cultural Background: 70% White American, 30% Hispanic
- Family status: Families (Parents)
- Top 5 Zip Codes: 75165, 75119, 75154, 75152, 76065,
- Bottom 5 Zip Codes: 75125, 75167, 75110, 76651, 75141.
- MKT TARGET Zip Codes: 75119 Ennis, 75110 Corsicana.
- Top Categories:
 - Dining (Coaster Parkins – Elements Stone – Steve Silver Yorktown)
 - Mattress (Restonic Jullie)
 - Livingroom (Rawcliffe, Leonna Saddle, Stairatt)
- Potential Categories
 - Appliances
 - Kids Furniture
 - Home Décor
- Average Order Value:
 - 39.29% of sales tickets are \$0-\$1,000.
 - 26% of sales tickets are \$2,001 - \$3,000.
 - 7% of sales tickets are \$3,001 - \$4,000.



Marketing To-Do List

- In-Store Video Content (Drone Footage)
- In-store commercials
- Social Media Management Training
- Facebook AD Campaign
- Website Content Training
- Organize an in-store event.
- Brand awareness in-store poster (Mission, Commitment, Story)
- Family to Family Tool Review
- Lifestyle + Design Consultation Basics Training
- Store Brainstorming Discussion