

MARKETING CASE STUDY

Driving Foot Traffic for a Brick-and-Mortar Retail Store

 HAGADONE MEDIA GROUP



OVERVIEW

This long-standing local favorite retail store firmly believes that many consumers still want to shop the old-fashioned way—in person. They understand that shopping isn't just about convenience; it's about the experience, the ability to see and touch products, and getting personalized service. As the local newspaper and media partner, we share that belief. We know consumers want more options than just shopping online and hoping for the best when it comes to both products and information. Together, we crafted a campaign to bring customers back through the doors by highlighting the unique value of shopping locally and in person.

THE CHALLENGE

Competing with Amazon:

Amazon's convenience and vast product selection make it difficult for brick-and-mortar stores to compete directly. The client recognized that price and product range were not their main advantages—they needed to focus on driving foot traffic and creating a unique in-store experience.

National Retail Downturn:

Retail foot traffic has declined nationally due to changing consumer behaviors, online shopping growth, and economic factors. The client wanted to buck this trend and grow their in-store customer base.

Lack of E-commerce Solution:

Without an online store, the client needed to maximize every in-person visit to convert shoppers and build loyalty.

STRATEGIC SOLUTION

We designed a balanced, multi-channel marketing campaign that combined traditional and digital tactics to increase local awareness and encourage store visits:

Traditional Print Placements:

Local newspaper and magazine ads targeted nearby residents, showcasing in-store promotions and events that invite customers to visit.

Video Marketing & Targeted Display Ads:

Engaging video ads and geotargeted display campaigns reached potential customers browsing online, reinforcing the store's local presence and highlighting unique products and services.

Direct Mail Campaigns:

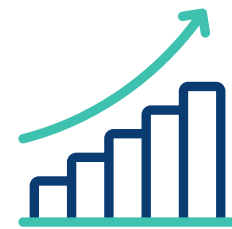
Personalized mailers delivered exclusive offers and event invitations to households within the store's trade area, encouraging visits and repeat business.





RESULTS & IMPACT

Despite the national retail slump, the client experienced year-over-year growth in foot traffic and sales.



Strong engagement with print and direct mail promotions



Increased daily customer visits compared to the previous year



Greater brand awareness and customer loyalty in the local market

Vendor partners expressed surprise and excitement over the client's results—especially given the lack of an online shopping option. Their strong in-store numbers have set them apart as a local retail success story.

CONCLUSION

The campaign proved that brick-and-mortar stores can thrive even in a challenging retail landscape by leveraging a balanced mix of traditional and digital marketing tactics focused on local customers. By driving foot traffic and creating meaningful in-store experiences, the client successfully competed with Amazon and bucked the national trend of declining retail visits.

CLIENT FEEDBACK

“Our vendor partners can’t believe the numbers we’re posting—especially since we don’t have an online store. The combination of print, video, and direct mail really works to get people in the door. It’s clear that a thoughtful, locally focused campaign can make a huge difference in today’s retail environment.”



HAGADONE MEDIA IDAHO

kpacker@hagadonemedia.com
(208) 664-8176

HAGADONE MEDIA HAWAII

gfukada@hagadonemediagroup.com
(808) 537-0345

HAGADONE MEDIA MONTANA

akauffer@hagadonemedia.com
(406) 758-4410

HAGADONE MEDIA WASHINGTON

brichardson@hagadonemedia.com
(509) 765-4561 Ext.131