



A SOCIAL MEDIA CASE STUDY

the CHALLENGE:

Increase exposure of constantly changing inventory through social media outlets

The Missing Piece is a furniture consignment store with 2 locations in Florida. Monday through Friday, *these stores take in over 100 new pieces per week*. Every day, the teams of both stores photograph these items and upload them to their website using ConsignPro. Store managers would sometimes take the time to post selected photos to the store's Pinterest and Facebook accounts. However, *the daily task of posting current inventory can be time consuming* to do properly, and can easily "slip through the cracks" in the midst of running a successful retail business.



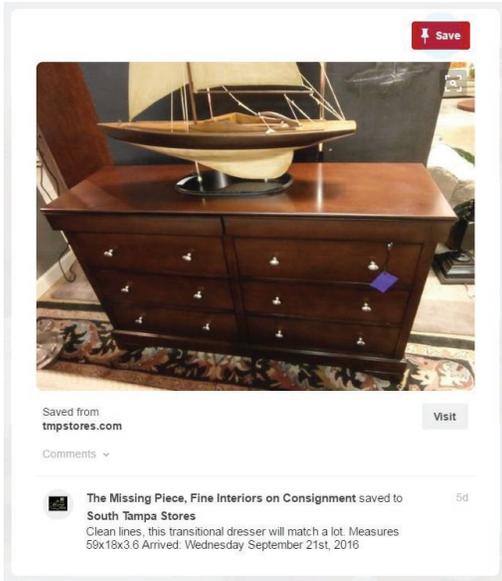
the SOLUTION

The owners of the Missing Piece turned to BringSocial for a consultation on how to bring their social media marketing to the next level. *We proposed a customized solution that entailed post creation, scheduling, and targeted local advertising on social media.*

The strategy was multi-faceted and remained coherent with the store's existing brand voice.

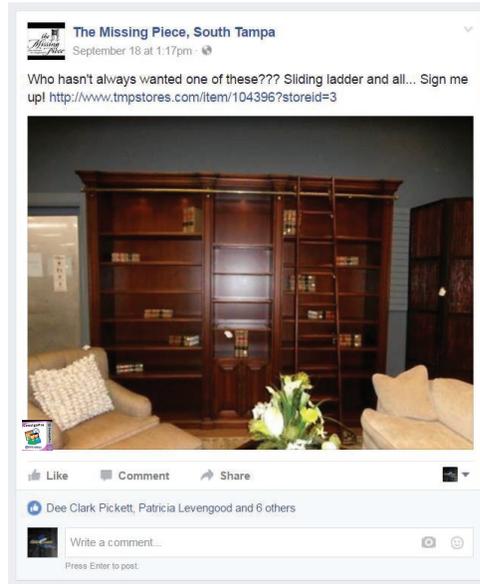


BringSocial's customized plan included social media posts and links for new items each day without having to do anything except adding the items to the ConsignPro inventory!

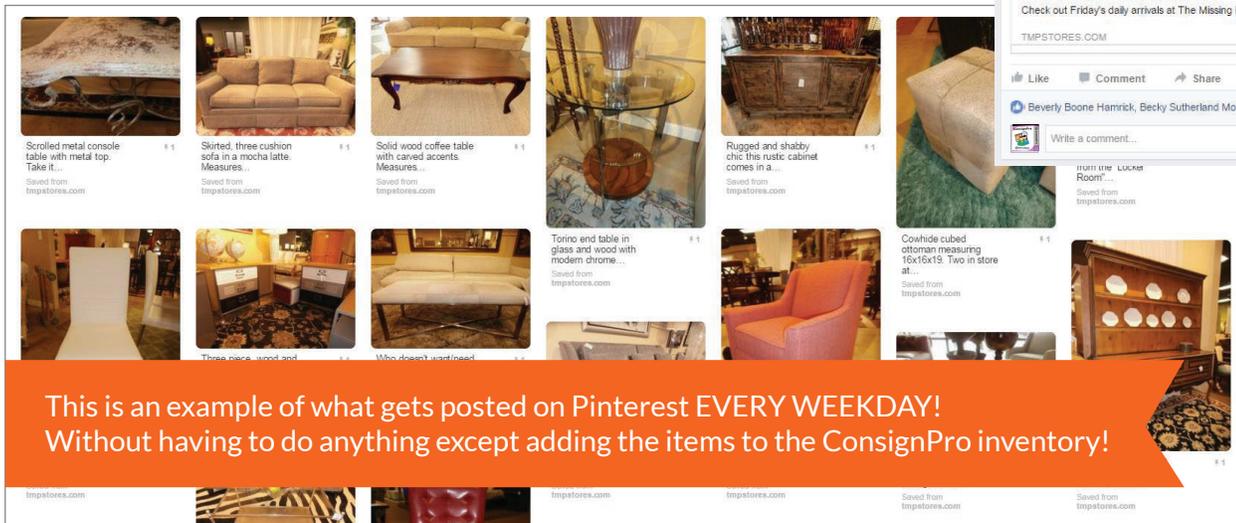


Daily, new items are showcased as "Pins" on Pinterest, each with a photo, title, and a link back to that item's page at TMPStores.com.

Individual items are featured from various store departments.



Daily posts outline new arrivals, with links to each store.



This is an example of what gets posted on Pinterest EVERY WEEKDAY! Without having to do anything except adding the items to the ConsignPro inventory!

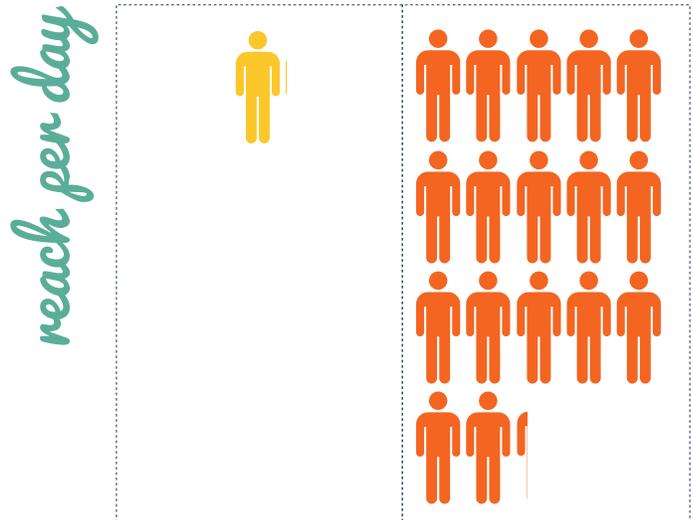
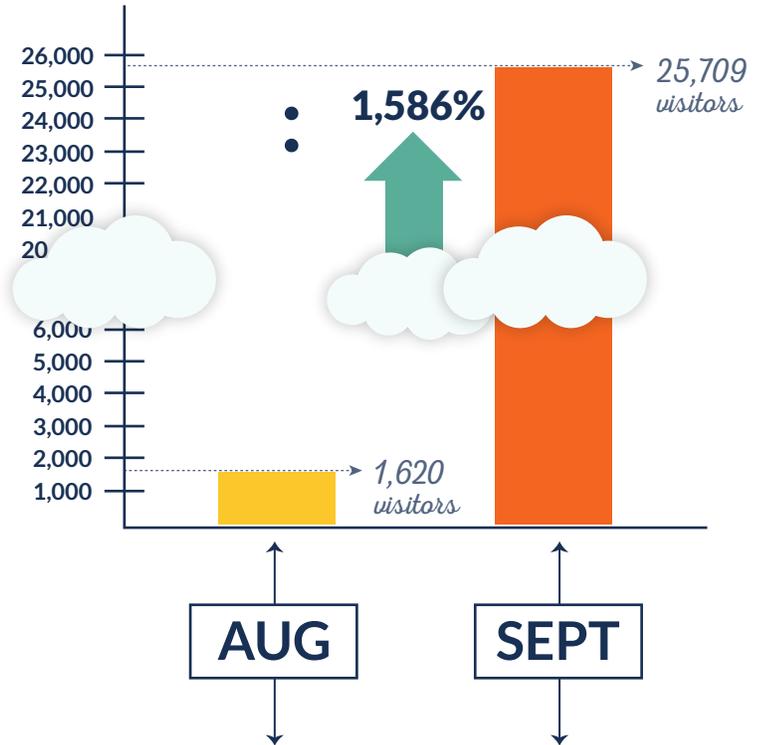


And let's not forget about other social media accounts, like Twitter, Google+ and LinkedIn!

The outcome was incredible! The metrics show the amazing daily increase in exposure of ever changing inventory of The Missing Piece stores.



667%
increase in traffic from social media!!!



110%
more page likes in **SEPTEMBER** than in **AUGUST**

Quotes from our client:

" This is a big step forward! Couldn't have done it without your social media management! "

" Just had to let you know about this. In Palm Harbor, we just had a sale to a customer in Virginia who saw the item on Facebook. She said she has been looking for these chairs for years and hadn't been able to find them!"

" If I haven't said so today - everyone is LOVING this!!"

