



Case Study: The Tile Warehouse Internet Marketing Strategy and Tactics

Working with Hallam Communications has been a very good business decision. The impact that Susan's work has had on The Tile Warehouse has been tremendous and produced tangible results for our bottom line.

Joe Lockwood
[The Tile Warehouse](#)

The Client: The Tile Warehouse

The Tile Warehouse is a leading independent tile retailer, established in 1980, and is described by the specialist trade publication *Tile and Stone Journal* as “an object lesson in retailing excellence.”

The Challenge

Following the redevelopment of their website (www.thetilewarehouse.com), The Tile Warehouse were looking to improve the overall performance of their online marketing activities.

The Tile Warehouse management team were already conversant with using their website as a marketing and customer service tool, but they wanted to ramp up the number of enquiries being generated from their website.

They were now also seeking to use other technologies to raise awareness of their business and increase their pool of prospects.

The Brief

Hallam's brief was to introduce The Tile Warehouse to the wide spectrum of best practice online marketing activities, ranging from search engine optimisation to customer relationship management tools and techniques. Then, together Hallam and The Tile Warehouse would develop and implement an online marketing strategy.

The Solution

Working collaboratively with The Tile Warehouse management team, Hallam introduced and implemented the following solutions:

- Customer relationship management technologies (Goldmine)
- Search engine optimisation tactics on The Tilewarehouse website
- Pay per click advertising campaigns

- Content management technologies (Macromedia Contribute)
- Email marketing best practice and tools

The Results

The Tile Warehouse have identified a number of clear benefits from their online marketing campaigns:

- They are selling more product to their existing client base by targeting messages according to customer profiles, and raising awareness of the full Tile Warehouse portfolio of products and services
- They are achieving high search engine rankings for their key phrases and dramatically increasing the visitors to their website
- They are able to generate an email marketing campaign quickly and flexibly, with the skill to experiment with small, inexpensive campaigns
- They are able to update their website themselves, without the intervention of their web designer, delivering both time and cost savings