

STRIKING SUCCESSES WITH E-POWER MARKETING & INTERNATIONAL HOUSEWARES ASSOCIATION



148% Increase

in Show registrations generated by E-Power's advertising team



32% Increase

website traffic to planning pages for the 2017 International Home + Housewares Show



39% Increase

in website traffic to the Member Education section of the website



180% Increase

in Facebook reach since taking over the IHA social program

CLIENT BACKGROUND

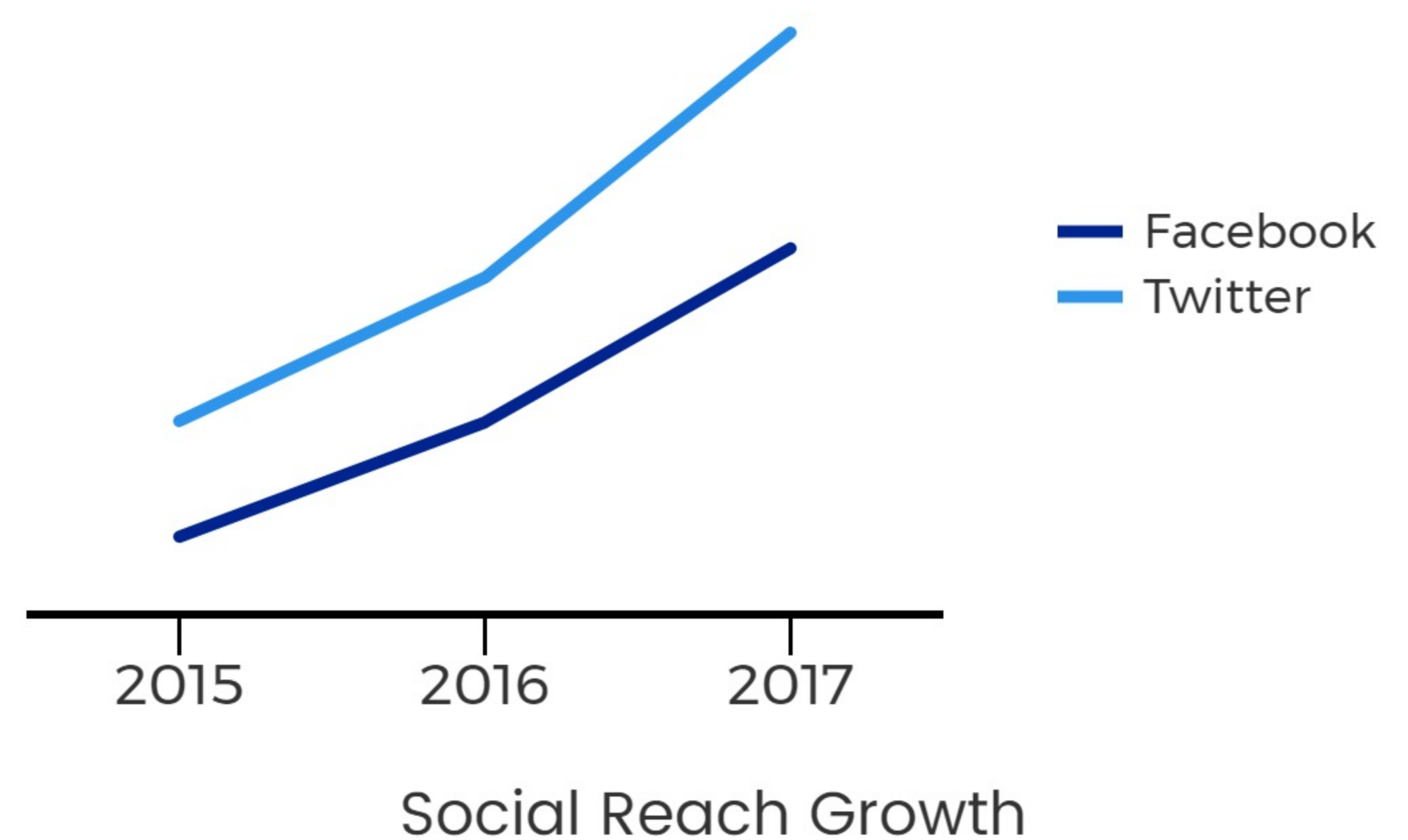
The International Housewares Association is a not-for-profit, full-service association dedicated to maximizing the success of the home products industry. The association provides industry members with invaluable services, education and networking opportunities, including the premier global marketplace for home products, the International Home + Housewares Show.

IHA's goals are to facilitate industry growth through support and education of current members, recruit new members, and promote attendance and exhibition at the Show.

OUR STRATEGY

E-Power has worked with the International Housewares Association since 2000. Through the years we have optimized the program and taken over more aspects of the digital program to manage the right mix of strategies, channels and best practices to support their shifting needs throughout the year! We are currently responsible for SEO, online advertising, social media and digital consulting for the brand.

IHA views E-Power as more than just a marketing firm. We offer consultative services for not only the organization but also its many members, providing Digital Marketing consultations at the annual International Home + Housewares Show and webinars throughout the year.



CONTACT US

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“E-Power Marketing has been quite valuable in helping IHA develop online marketing strategies and corresponding campaigns. Not only is E-Power extremely knowledgeable, they also are dedicated to make sure that the marketing programs are successful. Their day-to-day oversight and execution allows us to refine and adapt to better meet our short, mid and long-term goals.”

Derek Miller – Vice President, Global Marketing, IHA