

## International Housewares Association

E-Power has worked with the International Housewares Association, an international trade association assisting in the success of the housewares industry, since 2000. We provide search engine optimization, online advertising and social media services. 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.

**“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*

## Integrated Online Marketing

There are many strategies and approaches to online marketing, with more tools and tactics than ever before. SEO, online advertising, social media, content marketing, local search, the list goes on and on. While all of these pieces are important and impactful, when they are integrated, they work together more effectively for a stronger, more dominant program.

E-Power Marketing believes in integrated programs, and custom strategies based on each client's goals, resources and needs. By combining the right online marketing strategies, we are able to generate long lasting results that really matter to our clients.



## The Problem:

Each year IHA puts on the International Home + Housewares Show in Chicago. They look to increase the attendance, impact and value of the Show year over year.



IHA also exists to serve their members, assisting with global commerce opportunities, industry market data and facilitation of industry standards. Expanding and improving their online presence both on the website as well as on social media is a top priority.

## The Solution:

In the early years of our relationship with IHA, we provided SEO to gain increased online visibility. As the online marketing industry evolved, so too did IHA's strategy for reaching their target audience. Over time E-Power Marketing guided the IHA team to a more complex and more impactful SEO program and we introduced a seasonal online advertising program to help increase registrations for the International Home + Housewares Show.

Recently, our online advertising program has grown due to its success and we've been able to introduce new channels and advertising media to improve the ROI. The 2016 advertising program consisted of Google and Bing Search Network campaigns, Gmail Ads targeting Gmail users on IHA's email list, as well as a remarketing campaign targeting visitors who have shown interest in the Show, but have hesitated in registering.

In 2016 we took over the content development and channel management of IHA's social media programs on Facebook, Twitter, LinkedIn and Instagram.

Throughout the years, the E-Power team has been a true partner for IHA. While IHA has worked with a number of other agencies and service providers, we have remained a constant for their team in providing the best possible advice and service.

## The Result:

Our primary goal for the IHA's online marketing program is to attract, engage and educate their members throughout the year with a special focus on generating registrations for the International Home + Housewares Show each spring. For the 2016 International Home + Housewares Show, we generated a 48% increase in website traffic with 124% more mobile visits! Since the November launch of the site redesign, we are seeing a 73% increase in time on a page, and a 12% increase in returning visitors. Since taking over the social program, we've increased referral traffic from the social channels to the IHA website by 44%, increased impressions on Twitter by 59% and grew IHA's reach on Facebook 180%! The 2016 online advertising program generated a 148% increase in Show registrations year over year.

With our guidance, IHA is able to see significant growth in online registrations directly tied to our efforts, and we expect continued growth not only for the Show but also in yearly website traffic and engagement!