

Goodwill: Reaching New Customers with Social Influencers, Digital Content and Event Marketing

A HUBBARD CHICAGO CASE STUDY

SNAPSHOT

To improve in-store traffic numbers and sales at their Chicago and Milwaukee locations, Goodwill Industries partnered with Hubbard Chicago to acquire new customers in these areas. With the utilization of social influencers, digital content and event marketing platforms, the team at Hubbard Chicago helped them realize their goals and created a pathway for future success.

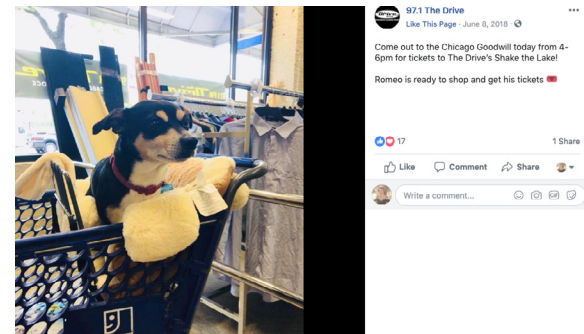
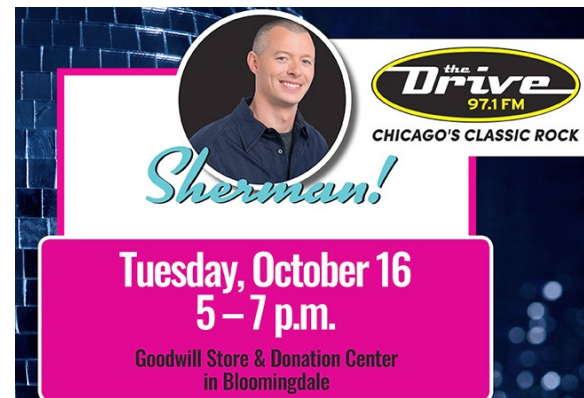
GOALS

By investing the time into learning about Goodwill and their marketing goals, Hubbard Chicago helped them outline their core objectives. Through the use of effective marketing strategies, they aimed to:

- Attract new shoppers to their stores
- Increase in-store traffic and sales figures
- Position their brand as a leader in the industry
- Acquire brand ambassadors for improved consumer trust and loyalty

THE MARKETING SOLUTION

To assist Goodwill Industries in maximizing their in-store traffic and sales figures, the Hubbard Chicago team developed a custom campaign using social influencers, digital content and event marketing tactics. As an integral part of this marketing plan, Hubbard stations WTMX, WDRV and WSHE ran radio ads and live read campaigns with help from on-air personalities.



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THE MARKETING SOLUTION (CONT'D)

The personalities acted as authentic brand ambassadors to naturally increase trust and loyalty to the brand. They announced special events and giveaways, shared brand stories and offered compelling calls-to-action to boost in-store traffic and sales figures.

Coming in the form of social posts, custom pages and advertisements, the digital content supported these radio advertisements. They were selected to help build awareness of the company and drive traffic to the stores. Hubbard Chicago created custom landing pages for special events and contests to compel people to engage with the brand. To support Goodwill's continued marketing efforts, the team also repurposed the organization's existing images and creative as social media content to further build awareness and foster engagement for the campaign.

Banners, peel ads and other display ads added another layer of engagement to help drive the target audience to their local Goodwill retail stores. Hubbard Chicago's team displayed these ads on their radio station websites to increase the brand's visibility and to drive traffic to the stores. With their ability to improve reach and engagement across the board, these display ads suited the campaign perfectly.

"Goodwill's relationship with Hubbard is so much more than just radio ads. Its digital advertising. Its social media. Its contesting, promotions, special events. The loyalty that the Mix listeners have for their radio station has had a very positive halo effect for Goodwill."

- Pat Boelter, Chief Marketing Officer for Goodwill Industries

RESULTS:

Hubbard Chicago played a major role in helping Goodwill increase in-store traffic and further the brand awareness of Goodwill. Radio personalities, Sherman and Tingle, were particularly effective in leveraging the loyalty of their listeners to act as authentic brand ambassadors. The direct engagement with listeners, and their trust in the on-air personalities, had a positive halo effect on Goodwill and helped drive new customers to their Chicago and Milwaukee stores. Together, the use of social influencers, digital content and event marketing tactics, Hubbard help form a well-rounded marketing campaign for Goodwill to establish a foundation of success at local stores.

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