



Dover Home Remodelers

BUILDING ON A GOOD THING WITH STRATEGIC OMNICHANNEL MARKETING



FOR NEARLY 40 YEARS, DOVER HOME REMODELERS has built its brand by delighting Northeast Ohio homeowners with award-winning residential design and remodeling. Known for quality, custom craftsmanship and personal service, Dover expanded into the retail market in 2018, opening the Dover Floor & Tile Center.

Dover managed their marketing and advertising in-house and felt it fell short, lacking brand identity and consistency, with messaging that was overused and ineffective. They looked to Shamrock for a fresh approach that would reintroduce the Dover brand and increase new-business leads by 100 in the first year.

Working with Dover since 2013, Shamrock manages an integrated marketing program that connects with the target audience, monitors feedback and then re-deploys to keep Dover's brand front of mind for home remodeling projects all year long. A strategy that has evolved based on emerging social media influence and changes in customer habits has helped elevate Dover as a household name in NE Ohio.

THE SOLUTION

Shamrock launched a content marketing plan that included digital and traditional brand touches, which exceeded program goals at 150+ new business leads each month to reposition the Dover brand. After a successful first year, the effort continues to evolve:

- Roll out new Dover brand messaging via new collateral, direct mail campaign, video marketing, e-newsletter, referral program and more, building brand recognition.
- Launch rebranded Dover website with updated content. Ongoing SEO on the site improves search engine results while also increasing site traffic and inquiries.
- Create and manage Dover blog with optimized SEO, steadily increasing views each month.
- Establish and employ social media strategy, boosting Dover's brand presence and driving new leads.
- Build on Dover brand momentum with ongoing, timely marketing touches using various delivery channels to promote current projects and awards, events, industry news, etc.



- Launch new Dover Floor & Tile Center brand, creating the logo, website, display ads, social media presence and more. The new retail division is positioned as part of the trusted Dover brand yet has its own identity.
- Develop and launch the customer referral program to engage existing customers and drive new leads. The ongoing program includes custom packaging and gift box.

WHY IT WORKS

Shamrock's strategy helps Dover continue to thrive. In addition to driving new-business leads, our program has increased organic search engine growth by 19% YOY with 80.67% of site sessions now new-site visits. Dover is successfully connecting with customers where they live—on social media channels. On Houzz alone, Dover has seen a 70% boost in conversion rate—and realized their goal of 10 new inquiries per quarter by 170% with 17 conversions.

