



About Arizona Mattress & Furniture Liquidators

Arizona Mattress & Furniture Liquidators is located in Kingman, Arizona. It is a 60,000 sqft full line furniture and mattress store. Joe, the new owner of Arizona Mattress & Furniture Liquidators wanted three outcomes to take place during and after a cash raising event with HIFSales

Create liquidity to catchup on invoices and expenses

Reposition his brand and reinvent his store's image.

Train his salespeople

Phase I The Event Theme

Arizona Mattress & Furniture Liquidators determined to conduct a "Factory Authorized- Warehouse Pricing" cash raising event.



Phase II Branding and Merchandizing

HIFSales inventoried and re-merchandised his store to create a higher end designer collection impression thus getting away from a lower end furniture liquidation center. The objective was to reposition Arizona Mattress & Furniture Liquidators as a much higher end store and bring in bigger sales. The name and logo was changed to Arizona Home Furnishings.

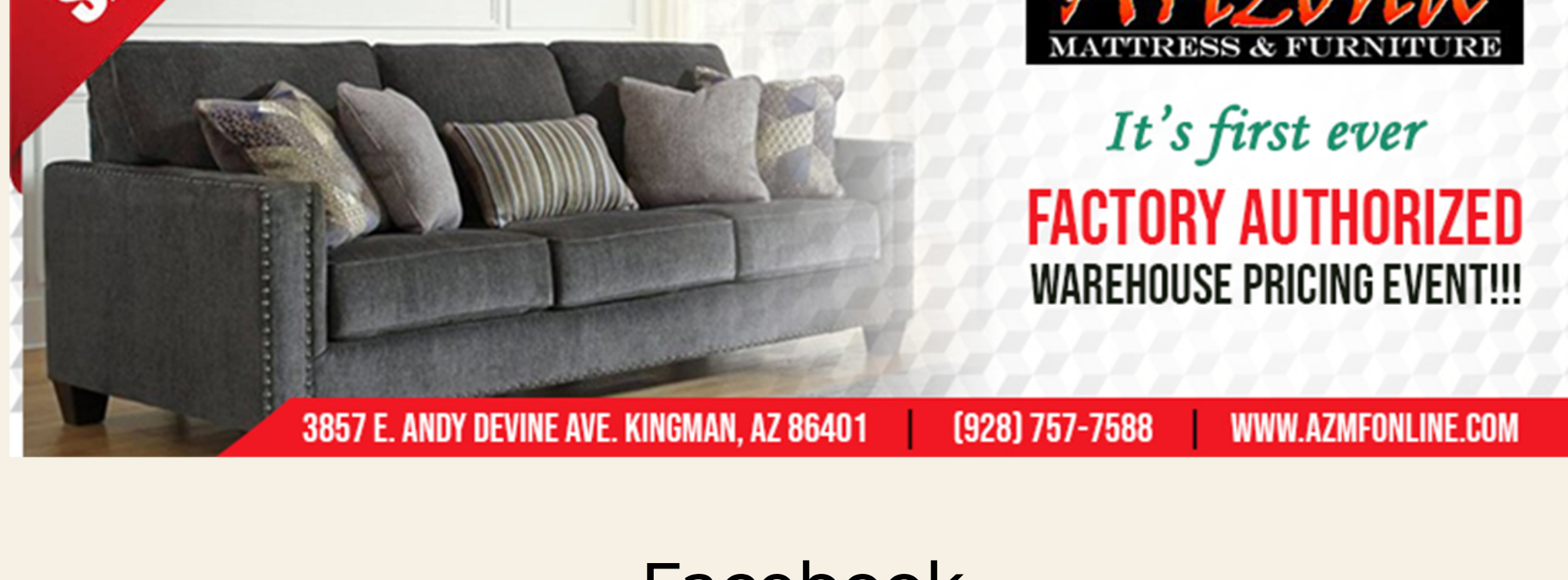


Phase III Advertising

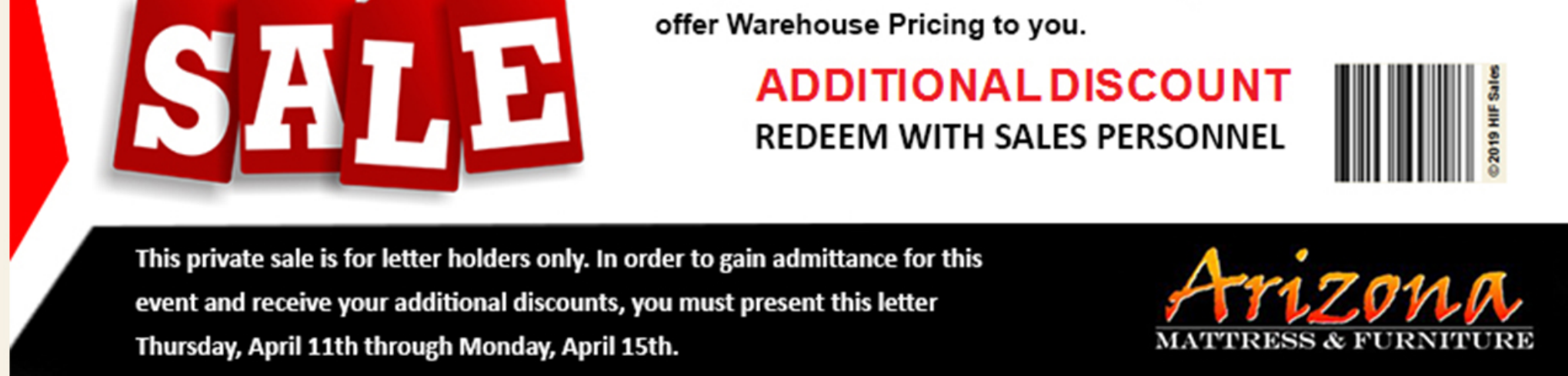
Digital

HIFSales created event images for their website site and also leveraged Arizona Furniture's Facebook following with both static and animated posts. The event experienced significant foot traffic through the digital advertising.

Website



Facebook

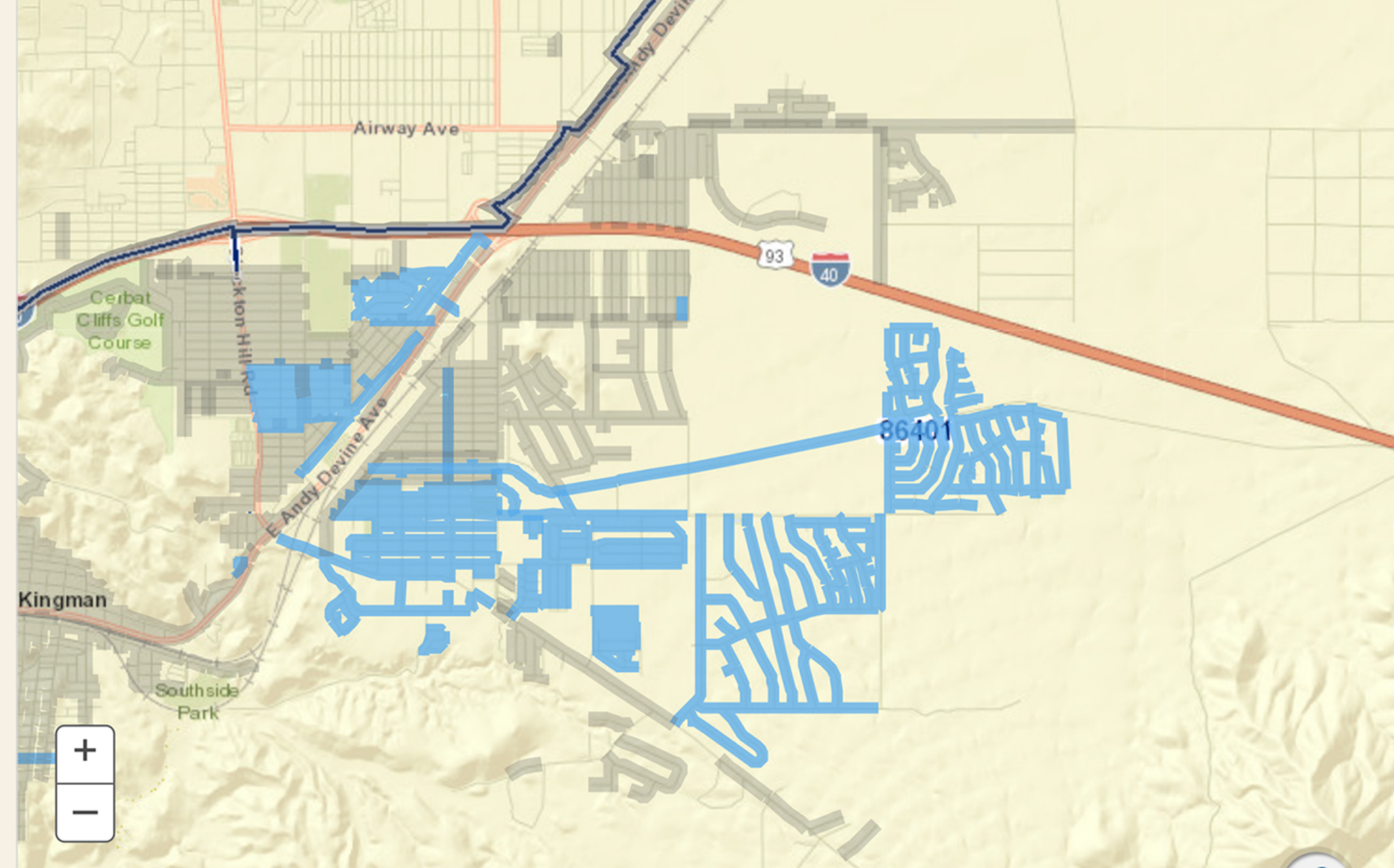


Facebook Animated Ads



Direct Mail

HIFSales conducted a direct mail campaign surgically designed to first, their customer base and second after reviewing demographics going down to the street level in various areas around their storefront.



Ground Campaign

Sign walkers were utilized to increase foot traffic into the store with great results.



Results



Over the course of the event nine week event, HIFSales and Beckman's achieved the following together

The owner experienced a 4x- times increase in sales during the course of the special event

7% advertising

An increase of 11% in margin to an overall 47% gross margin

An ending closing ratio of 40%