

# CASE STUDY 31

## H&H Furniture Manufacturers



### GOALS

- Boost brand awareness in a competitive furniture market
- Increase leads, online sales, and conversion rates
- Drive more visits to the website

### APPROACH

- Launched Display Ads and Shopping campaigns, in addition to Search Ads
- Created time-sensitive and contextual ad creatives
- Pivoted website content to showcase the quality of wood as a differentiating factor

### RESULTS

- Monthly leads increased to an average of 3,500/month in 2019
- Revenue surged 2.5x in 2019 year on year
- ROI on Google Ads surged 80x during Q2 2020
- “H&H Furniture gave us a livelihood, a higher standard of living, and constant support right here in our hometown, thus, giving us no reason to move to a big city like High Point.”  
— Carpenter, H&H Furniture

About the company

H&H Furniture was founded in 1979

10x

More leads generated using Google Ads

1500

Carpenters employed as a result of growth

## The root of H&H Furniture

A 40-year-old joint family business made its way to becoming North Carolina's leading online retailer of wood furniture. H&H Furniture provides livelihood to 1500+ employees, and carpenters continuing to build a legacy with third-generation craftsmen.

Ken Hill, the CEO of H&H Furniture, wanted to change the traditional ways of manufacturing wood furniture making wood furniture more affordable to the masses, and strike a balance between craft, quality, and design.

Coming from a line of wood manufacturers, his vision to become a distinguished online retailer for the US market had its fair share of hurdles. For instance, Hill's family wasn't keen on pivoting to the new furniture business, but he knew this was crucial to survive in the long term.

Hill's first step was to create a catalog, publish it online, and open up his factory for tours. This brought about a 3x increase in revenue, which convinced his family that it was worthwhile to invest in online efforts. From there, Hill created his website and started running Google Ads.

### Carving out a new path

To compete with other players and to capture a larger market share, Hill started using Google Ads to reach the right audience and boost his conversion rate.

The legacy of H&H Furniture gave them an edge over their competitors. Hill decided to use this to his benefit and educate the customers about the benefits of high-quality wood and his minimalistic designs that make it affordable. To do this, he used a variety of ad formats on Google.

In the first year, H&H Furniture claims to boost its revenue from 45mm to 100mm thanks to Google Ads. This allowed the company to open more offline channels. Using Google Shopping Campaigns, H&H claims to have identified new clients with the largest brands and gradually moved to a build, warehouse and shipping model. They opened their shop in 1979 and have had many successes but the growth from Google Ads has provided the biggest gains in company history.

To expand its pool of potential customers, H&H Furniture also decided to cater to the B2B segment. To do this, they used Google Ads to target hotels and corporate businesses.

“With Google Ads, we got 10x more leads and double the conversion rate in comparison to traditional marketing methods.”

— Hill, CEO, H&H Furniture

Locking in growth during the lockdown

H&H Furniture built a strong presence in the market and in the hearts of 1500 employees and carpenters. While other factories were laying off employees, H&H continued to support and provide for their carpenters and contribute to the local community. They supplied food and sanitation kits, adopted safety measures at the manufacturing plant.

With the lockdown, Hill expected a halt in orders, however, he saw a spike in the demand for office furniture like study tables and chairs. Raghu thought outside the box and despite the slowdown, tapped into new categories like mattresses and rugs to complement the furniture purchases and further enhance the user experience.

From H&H Furniture's growth to their future endeavors, Google Ads is with them every step of the way.