

Case Study

Lowe's Companies, Inc.



Brand Advocacy Program

Lowe's Companies, Inc. is a FORTUNE 50 home improvement company serving more than 17 million customers a week in the United States, Canada, and Mexico. With fiscal year 2016 sales of \$65.0 billion, Lowe's and its related businesses operate or service more than 2,375 home improvement and hardware stores and employ over 290,000 employees. Founded in 1946 and based in Mooresville, N.C., Lowe's supports the communities it serves through programs that focus on K-12 public education and community improvement projects.

CHALLENGE:

As a leading provider of home improvement solutions for consumers and professionals, Lowe's partners with the leading suppliers of products in various categories sold through their omni-channel platforms such as brick and mortar, online, partner channel, and direct sales to professional contractors. As a result of partnerships with over 5,000 top brands in these categories, the internal Lowe's Online Merchandising team faced the challenge of effectively scaling to drive brand focused strategy and advocacy of key initiatives for each individual brand.

- Increased demand - there was an increase in demand to successfully market, promote and advocate each of the partner brands without impacting the Lowe's team's focus on other strategic initiatives

SOLUTION:

ettain group's Brand Advocacy Program

In partnership with the Lowe's Online Merchandising team, ettain group built and manages a program of digital brand advocates who are dedicated to the top brands that sell through the Lowe's online channel. The program focuses on aligning each of the brand's key product strategies to help drive traffic, increase conversion rates, and boost product sales. The ettain group team is embedded onsite with the Lowes.com team in Mooresville to help facilitate optimal product placement, ensure content and details are up to date, and track key metrics for increasing overall sales through the Lowe's channels for each of the brands.

- Build and manage a program of dedicated brand advocates for Lowe's top brand partners
- Understand and ensure alignment to each brand's key product strategies to most effectively attract target customers and lead them to buy
- Place experienced ettain group Brand Advocate team onsite at Lowe's to optimize efficiency of work and closely monitor program analytics to ensure the highest level of success in increasing sales
- Provide expertise in the areas of: Digital Merchandising, Marketing, Creative, and Senior Leadership

RESULTS:

With a dedicated focus on each of the top brand partners, the ettain group Brand Advocate team helped to facilitate brand strategy, maximize investment in the Lowes.com channel, and track key metrics. The team also helped improve communication, prioritize targeted strategies, improve product placement, and ensure up-to-date product details. This resulted in increased consumer traffic, conversion rates, and overall sales for the participating brands in the program.

- Built and managed a cohesive team of Brand Advocates who sat onsite at Lowe's and were immersed in the Lowe's culture and brand
- Successfully represented and advocated for Lowe's leading brand partners
- Provided key weekly and monthly metrics around:
 - Visits by item and category
 - Conversion rates
 - Ratings and reviews
 - Overall brand share by category
- Provided expertise in:
 - Digital Marketing
 - Brand Strategy
 - Project Management
 - Online Strategy
 - Product Placement

Based on the initial success of the program, ettain group and Lowe's plan to expand the program to support the majority of Lowe's strategic brand partners.

Year Over Year Revenue Impacts Since Program Inception:



About ettain group

ettain group is the talent solutions company delivering recruitment and managed service solutions to clients nationwide. We invest in knowing your business, your team and the culture critical to your customer experience. You can be certain that our passion and flexibility to fulfill your resource, project or program demands is based on much more than filling positions.