



CONTENT KEEPSAKE SALES INCREASED BY 370%

Virginia Business, with the help of PopMount's Marketing Team, increased 2019 sales and reduced publication workload!

370% Increase in Online Store Sales

325% Increase in Legal Elite Plaque Awards

42% Conversion Rate for 100 People to Know Campaign



STRATEGY PopMount developed a comprehensive promotional strategy, prior to content release, to more effectively market Virginia Businesses products and e-commerce store with the publishers approval.



MULTI-CHANNEL A detailed multi-channel promotional campaign was created, designed and scheduled to include print, digital and email marketing by Popmount.



E-COMMERCE PopMount created an online store, free of charge, to make ordering easy for the customer and hands-free for the publisher. All they had to do was approve the store updates and materials PopMount created for this campaign.



PRODUCTS Product options were added to the store. Customers could choose to buy a small, medium or large plaque. They also had the option to buy the modern and economical wood plaque or upgrade to the new sleek acrylic plaque.



“We are so grateful to PopMount for developing these campaigns. The amount of time they have saved our team is invaluable. And sales are going great; we couldn't be happier to have them as a partner.” - Kevin, Virginia Business

