

The DofM Case Study: Overton's

Overton's is a locally based outdoor recreation and sports retailer with multiple North Carolina locations. Advertising on television and radio channels is a suitable way for retailers such as this to reach customers about their supply and any sales or specials.



The Challenge:

Traditionally, such advertising is expensive, and many local retailers are hesitant to take on the cost. In addition, such advertising can be ineffective if placed in the wrong locations. While many retailers know their exact target audience, media organizations do not always make their viewing/listening audiences clear. Even with some demographic information available, it's difficult to decide where best to spend an advertising dollar for the greatest return. Sales reps at media companies often make big promises in order to secure a deal. The contract they send will favor only them and never the customer, making media placement a surmountable challenge for small and medium-sized businesses.

The Solution:

The Department of Marketing has many years of experience in media planning and negotiation. After conducting initial research, we negotiated, created and placed advertisements with local radio and TV stations as well as some print publications. Each advertisement used a different tracking number so that any calls to the store as a result of that ad were noted. In addition, store employees were trained to ask how customers heard about the store or a particular sale.

The Results:

Overton's focuses specials around four major holidays, and the DofM spent many years with Overton's. During each cycle, we fine-tuned ad placements within the community until we narrowed down the most successful avenues. Based on this work and our relationships with local media organizations, we were able to save the Client 30% in media placement costs and increase in added value per year/buying cycle while saving management valuable time in the process.

The Department of Marketing



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