

## Stone Tile Warehouse Challenges

Stone Tile Warehouse is a Clearance Outlet for remnant stock and discontinued lines of first quality stone. Its high-quality products are imported from many countries around the world including Italy, Turkey, Spain & Germany.

The newest of a group of established businesses, Stone Tile Warehouse needs to spread awareness around its name and brand within the Perth community, gain new contacts, and clear 500 crates of premium quality stone urgently.

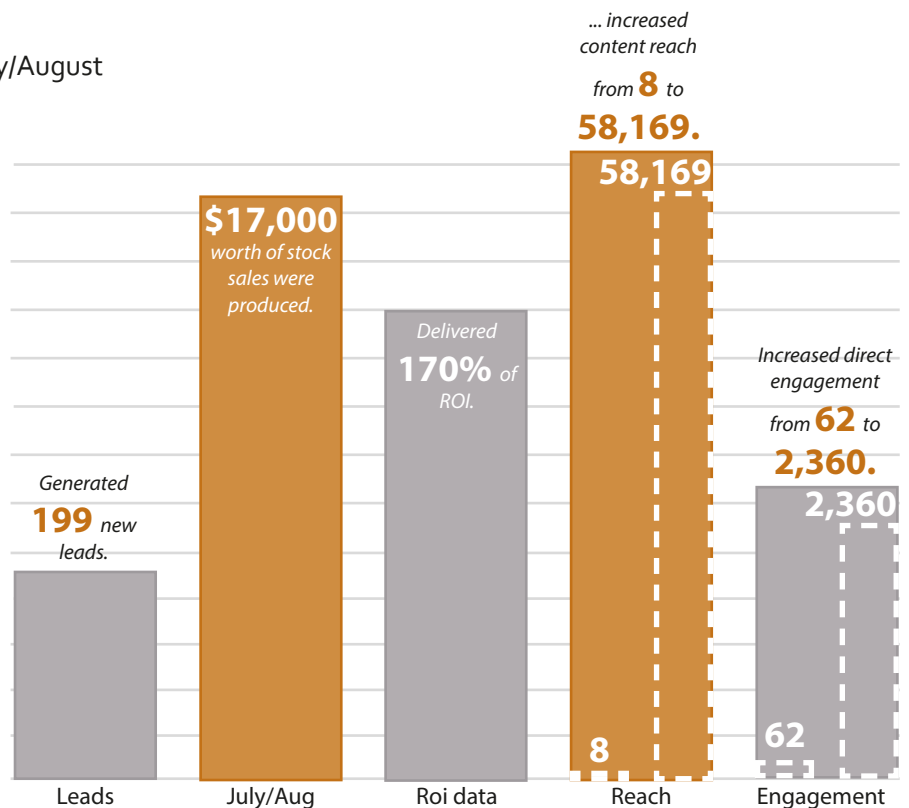
Key Objectives:

- Increase Awareness
- Lead Generation
- Stock Clearance

## Our Solution

MJ Social organized and promoted a double event marketing campaign, where 2 complementary highly targeted audiences could take the chance to network with likeminded professionals from the Construction and Building Products industries, get access to two Stone Specialists to discuss their needs, gain new business contacts, and get the opportunity to strike the ultimate bargain with the safety of the Stone Specialists' support. Through cross promotion via Facebook and LinkedIn, in just 6 weeks, MJ Social...

July/August



## The Store Manager says:



"I found Federica on LinkedIn and decided to commit to a 6 weeks project to move a massive amount of remaining stock via social media. She wasted no time. She organised a double event promotional campaign through social media and managed the whole process up to the day of the events. Our enquiries tripled during the lead up to the events, and we sold \$17,000 worth of stock as a direct result of the campaign. I regard Federica as one of the best online marketers in Perth."

Noel McGeough  
Stone Tile Warehouse Director