



case study



madison/miles media Leverages Interactive Quiz to Boost Barron Designs' Revenue

As the first company in the world to manufacture and market faux beams and faux panels, Barron Designs is viewed as the industry's leader. Today, its product line has grown to include stone and brick veneer panels, faux wood beams and more, and it serves both contractors and do-it-yourselfers looking to improve a residential or business space. Barron's products have also become popular with designers on home renovation shows such as HGTV's *Rock the Block*, *Brother vs. Brother*, *Extreme Makeover: Home Edition* and many more.

In 2020, the company enjoyed increased sales as many homeowners took on renovation projects during lockdown. From small refreshes to upgraded home offices to complete reinventions of outdoor living spaces, customers turned to Barron Designs to help with their pandemic projects.

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By 2021, home renovation projects had slowed, and Barron Designs saw its traffic returning to pre-pandemic levels. Looking for a way to regain momentum, the company turned to madison/miles media to develop a new way to attract customers.

the challenge

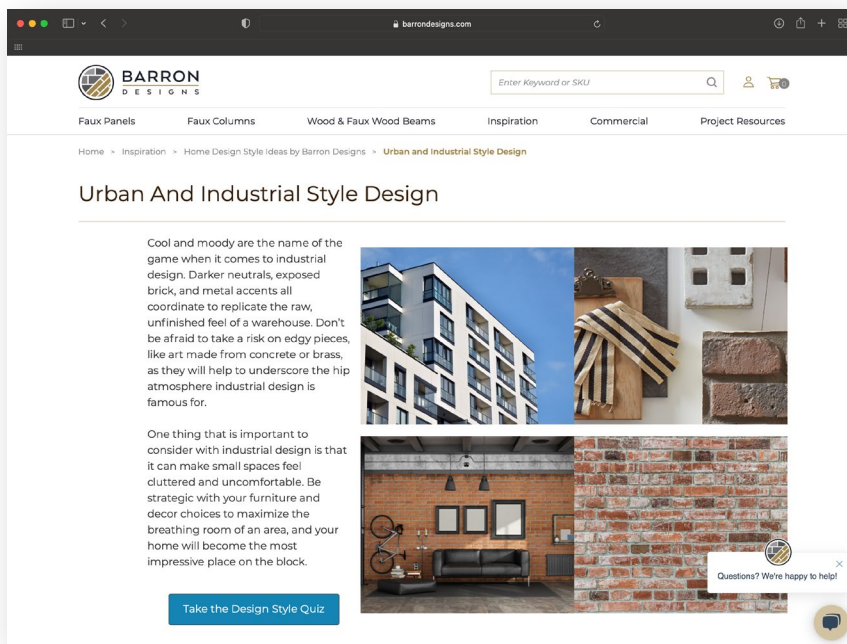
One of the biggest challenges identified by the madison/miles media team was the fact that most purchases from Barron Designs were made by one-time customers looking for ways to improve their home or business space. That meant Barron's marketing efforts and offers to its existing list didn't get the results the company wanted.

The m3 team realized that Barron Designs needed a way to build a pipeline of new contacts. To do that, they needed a unique way to reach out to prospective buyers and introduce them to Barron's extensive line of products.

the approach

Most of Barron Designs' campaigns had been inward-facing — targeting current customers and lacking the lead-generation needed to attract new buyers. The team at madison/miles media knew they needed to create something that would draw potential customers from across the buyer's journey, so that Barron would have a new pipeline to market to.

To accomplish this, m3 created a BuzzFeed-style quiz called [What's Your Design Style?](#) Quiz takers choose the images that best match their preferred aesthetic. At the end of the quiz, they receive a summary revealing their design style — and giving them recommendations of Barron products that might be a good fit for them.



In addition to providing users with clear direction on which types of products and materials might help them achieve their design goals, the quiz provides Barron Designs with email addresses for each user so it can follow up with suggestions for additional products users might be interested in.

the results

Barron Designs launched the What's Your Design Style? quiz in February 2021 and saw a 25.96% increase in revenue compared to its average campaign results. Better yet, even after the initial campaign ended, customers who had taken the quiz continued to engage with Barron Designs, resulting in strong related revenues in March, April and May.

Because of the campaign's overwhelming success, madison/miles media turned the quiz into an ongoing "evergreen" feature on the Barron Designs website. This has allowed Barron Designs to continue attracting new customers and nurturing users through the sales funnel. Putting the quiz on the website has had the desired effect, with an immediate resurgence in interest that provided monthly sales exceeding the previous three months of quiz-related revenue.

One of the most successful aspects of this ongoing campaign has been the automated email workflow created to keep potential customers engaged. These evergreen emails have an average open rate that is more than double the average open rate of Barron's other email campaigns, and the click-through rate is nearly three times higher.

Based on the success of this campaign, Barron Designs is attracting new customers and can continue nurturing those relationships through its automated follow-up emails.

"We had many challenges in 2020," said Pam Wesson, Vice President of Marketing. "We restructured our branding and web presence, and of course we felt the impact of the pandemic. m3 has been a partner in navigating those obstacles, and helped us reconsider our approach to marketing."

Are you considering a content marketing strategy to boost your revenue?

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