

3 COMPANIES. 1 SOLUTION.



TRADITIONAL MEDIA • ONLINE SELLING SOLUTIONS • INTERIOR AND EXTERIOR SIGNAGE

Marketing News You Can Use

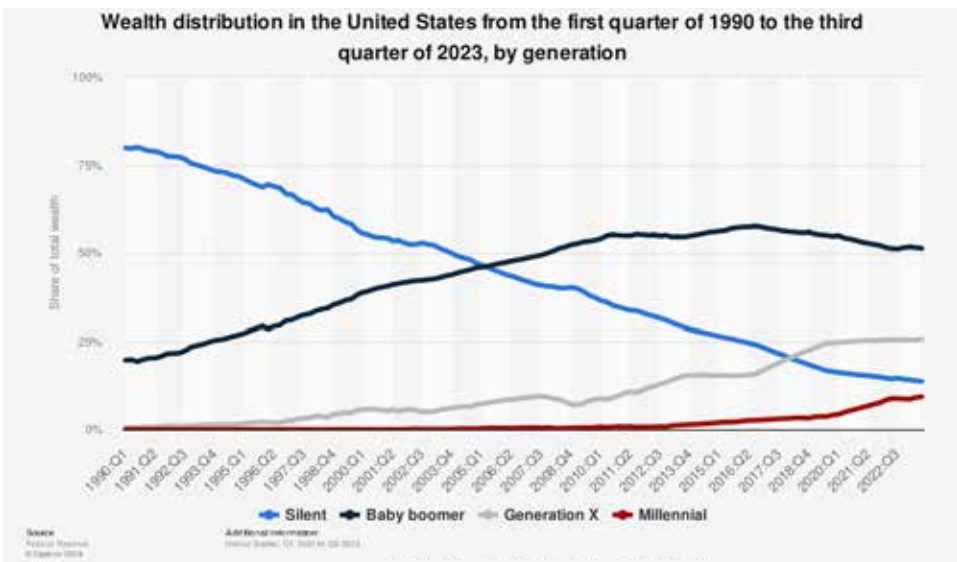
“Unveiling The Shocking Truth” Your Marketing Budget Is Vanishing Into A Digital Abyss By Ignoring Baby Boomers, Especially Females

In a recent Forbes Post on 02/07/2024 the headline read: **Millennial and Gen Z wealth has grown by 80% in recent years, according to the NY Fed. They’re still \$94 trillion behind boomers.**

Baby Boomers spend the most, \$548.1 billion annually, and account for more than half of all U.S. spending. Baby boomers are buying fast food, groceries, home goods, and services.

- Gen X (ages 36-54 years old) follow Boomers with a \$357 billion annual spend.
- Millennials (25-35) are next with \$322.5 billion in annual spending.
- The estimated average annual earnings for Gen Z are \$22,924.68, or \$1,910.39 per month.

Here’s is the real kicker: Women over 50, also known as “super consumers”, influence over 80% of purchase decisions in the U.S. but only 5-10% of marketing budgets are allocated to them. This means that 91% of Boomer women feel ignored by marketers.



Add a blog to your website & increase your SEO and web traffic

Having a blog on your website is one of the best, most cost effective ways to increase your brand’s profile, reach your target audience, and bring visitor traffic to your site. In fact, according to a study by HubSpot, **companies with blogs get 55% more visitors and 97% more inbound links.**

Companies with blogs produce an average of 67% more leads monthly than companies that don’t blog. (DemandMetric)

If you Google: **“Furniture design blogs”**, you will get over 505,000,000 million results. What does that tell you?

Elevate Your Online Presence with Imagine’s Captivating Blogging Service

Imagine offers a dynamic, tailored blogging solution that can transform your store’s digital footprint and forge meaningful connections with potential customers. Leveraging the expertise of our diverse team of subject matter specialists, we craft engaging, informative content that captivates your audience and inspires them to explore and purchase the products you offer.

IMAGINE ADVERTISING
5000 Peachtree Industrial Blvd
Ste 150
Berkeley Lake, GA 30071

FIRST-CLASS MAIL
AUTO
U.S. POSTAGE
PAID
NORCROSS, GA
PERMIT NO.512

Only 15.6% of all sales are occurring online, according to Statista, AND...over 84% prefer visiting a physical store for virtually all their shopping needs. So the obvious question is, how are you “dressing” your stores with signage and other engaging promotional items?

How do the Baby Boomers like to be marketed to?

#1 - The mail. Direct personalized mail and promotional print in the mailbox. So I ask, **WHY have marketers decreased their mail budgets by 17%?**

According to self.inc, the average amount of money that people have in savings is:

- The Gen Z age group has in savings, an average of \$2,410.57.
- Millennials have an average of \$23,000.
- **Baby Boomers have an average of \$156,000.** You MUST also include a savvy digital strategy, with your direct mail to grow your retail store and your overall business.

According to eMarketer:

- There will be 36.4 million baby boomers (or 53.8%) using social networks in the US in 2024, per our May 2023 forecast.
- Facebook is the most popular social media app used by boomers, per GWI. But TikTok, Snapchat, Reddit, and Instagram are also growing in popularity.

What about the 46.2% NOT engaging on social media, do you just ignore them?

The GOOD NEWS....

We are experts in reaching the Baby Boomer market!

5,000+ Businesses We've Worked With	1,800+ Retail In-Store Signage Galleries Placed	3600+ Websites We Support
2,000,000,000+ Direct Mail & Circulars Designed & Delivered	35 Creative & Strategic Awards Won for Excellence	

Here are a few blog topics we have available to post on your website.

- Decorating a living room with limited space
- How Color Can Transform Your Room
- How this XYZ (Your product) sofa will enhance your living space
- How to configure this XYZ (Your product)sectional to maximize space
- How to maximize storage space in a 1,200 square foot apartment
- How Accessories Can Transform Your Room
- How to transform your bedroom on a budget
- How to decorate my living room with modern furniture and color

It is important that if we do a blog for you, that you also tag furniture and accessories that would be relevant to that post.

Increase your web traffic and SEO with Imagine Blogging
You get 3 blogs per month on any subject you desire, or pick one we’ve already written.
Blogs can be tailored towards your market area and preferences
We can also write a blog about a specific item or room group

FREE Business analysis, No strings, No sales pitch!
Call Imagine Advertising at 770-734-0966 or visit www.imagineadv.com

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Why You Should Consider Outsourcing your Content, Market Strategies And Creative Services



In today's economy, everyone needs to save money, improve efficiencies and grow profitability.

Here are a few reason for you to consider:

Rising costs of in-house services

Today it's harder than ever to find good employees, much less to keep them. Consider the savings when using a company like Imagine.

- A) No computer, software or other ancillary costs/ expenses
- B) No insurance (medical, dental, life) - Approximately (12%-15% additional)
- C) No 401K/Profit Sharing Contribution - Approximately 2%-3.5% additional (Optional)
- D) No Payroll taxes (company paid portion) - Approximately 7%-9% additional, company paid portion
- E) No employee bonuses - Ranging from 3%-7%, depending on overall compensation package
- F) No Additional expenses AND...

No mismanagement and/or miscommunication of multi-vendors!

No waning levels of long-term productivity!

The right skill sets. Accessible, accountable experts!

Increased efficiencies, at a lower cost!

Generate more revenue while minimizing costs.

When you hire us, we take on all the liabilities and usually hold our client "harmless."

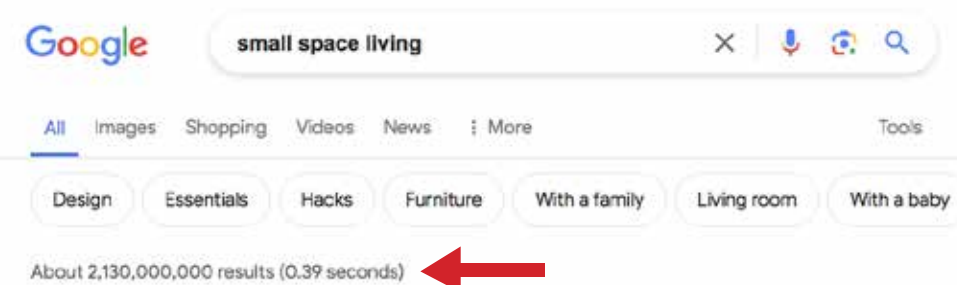
We carry our own insurance, pay our own taxes, use our own computers, cell phones and more!

FREE BUSINESS ANALYSIS. NO STRINGS, NO SALES PITCH!

Show more - Sell more online and how to do it - Small Space Living -

We wrote about this in our last issue that over 416,000 new apartment complexes will be built this year, and that the average apartment size is 1,200 sq ft..

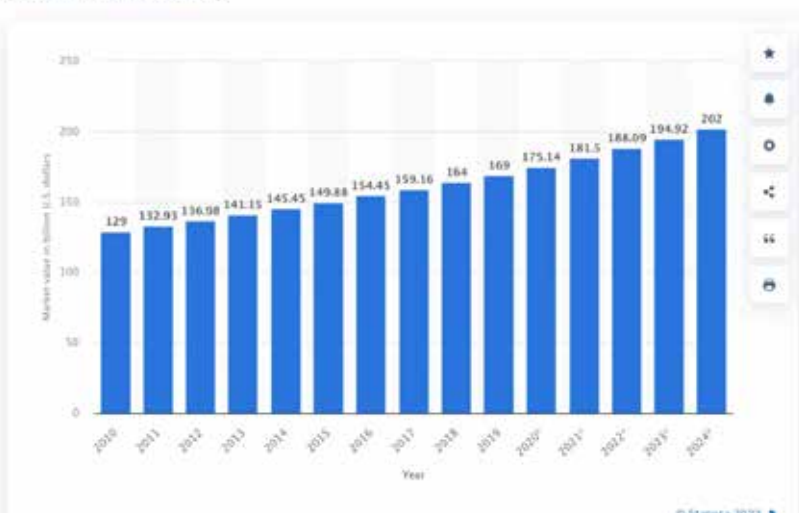
If you Google "Small Space Living" on Google you get 2,130,000,000 search results.



- Tag your products for this category (we can help with this for a nominal fee)
- Create a section on your home page to showcase them

Retail & Trade - Furniture Retail

Home décor market value in the United States from 2010 to 2024
(in billion U.S. dollars)



Showcase HOT BUYS UNDER \$99.00. The Home Decor market is ON FIRE. Take advantage of these selling opportunities. People will buy these items online, usually without second thoughts.

- Develop a "Quick-Ship/Cross Docking" relationship with your supplier, whereas they ship directly from their warehouse to your customer.
- Have the customer pick the item up in-store and offer them an instant Coupon/Rebate of \$15%-25% off anything in the store when the pick it up.

PROMOTION IDEA

Run a clearance, inventory reduction event, but instead of the usual Clearance sale, try using:

Buy The Piece, STEAL The Room. Only available in-store to drive traffic and up-sell

Example: Buy the Chair, get the sofa, love-seat at 50%-70% off.

Example: Buy the Sofa, Get the tables FREE or XXX% off and so on.

IS BUSINESS SLOW?

Contact us for an in-depth business review. IT's FREE - No Sales Pitch, No Strings Attached
Contact us at www.info@imagineadv.com

Proud to be an approved vendor for:

FURNITURE 1ST®

Call Imagine Advertising at 770-734-0966 or visit www.imagineadv.com