

Somerville Lumber, a 'full line' lumber yard and remodeling company founded in 1937, is a midsized New Jersey-based purveyor of home improvement goods and services. The company's current demographic mix is composed primarily of three segments: local families with an annual income of \$50,000 on average, regional individual contractors for small interior and exterior design, and contractors who work on larger scale projects. Somerville's regional remodeling and contracting department provides Somerville with the majority of its operational revenue and this line of work offers a relatively higher profit margin over other departments. Somerville has yet to expand into the surrounding counties.

Because Somerville only holds a small online marketing and web presence, retailer/contractors like Lowes and Home Depot have the opportunity to take away Somerville's local and regional market share. Furthermore, these corporations offer a larger variety of competitively priced goods, forcing Somerville's profits on 'physical goods' downward to a marginal level. Given the potential for further growth into regional markets, Somerville Lumber needs to capitalize on a digital marketing strategy to increase the traffic to their site and cast a wider net for their contracting services.

As a result, Somerville Lumber is seeking to build a stronger online presence through online marketing and social media to attract more visitors to their sites and stores. Having discussed the current position and goals of the company with our project sponsor, we identify that the implementation of online branding is a promising opportunity to take advantage of. To this end, we will perform primary research by interviewing all tiers of the company's management structure and investigating the current state of Somerville's web presence by means of data analysis tools. Upon completion of these goals, we will collect requirements for an online campaigning tool, design a solution, and finally build and present a prototype to be signed off by Tony Loftus. Our solution is a campaign tool that will help the company in analyzing data from Google Analytics, updating content to social media sites and managing coupon. The tool will allow Somerville Lumber to save time spending on updating or checking social media sites and bring customers from the sites to the stores through coupon offered.

**Objectives:**

- Increase traffic to the company site by 200% within six months of implementing an online campaigning tool.
- Increase the number of people who sign up for coupons by 300% within six months of implementing an online campaign tool.
- Bring 33% of people who applied for coupons to the store within six months of implementing an online campaign tool (measuring by the number of coupons brought to the store).

**Assumptions:**

- Somerville will retain the same critical management/SMES for the duration of the project.
- Contracting presence will be remained in NJ, PA and NY.
- The company's hours will remain the same (Monday-Friday to 5:30, Sat. to 4:30, Sun. Closed).
- Consumers will continue to use social media.
- The company will continue to use the current website platform.

**Constraints:**

- The company will still only have a one-man IT department.
- The company will still have the same amount of people who work on social media.