

**KNOW**  
advertising

# Case Studies

---

Dearborn Brand

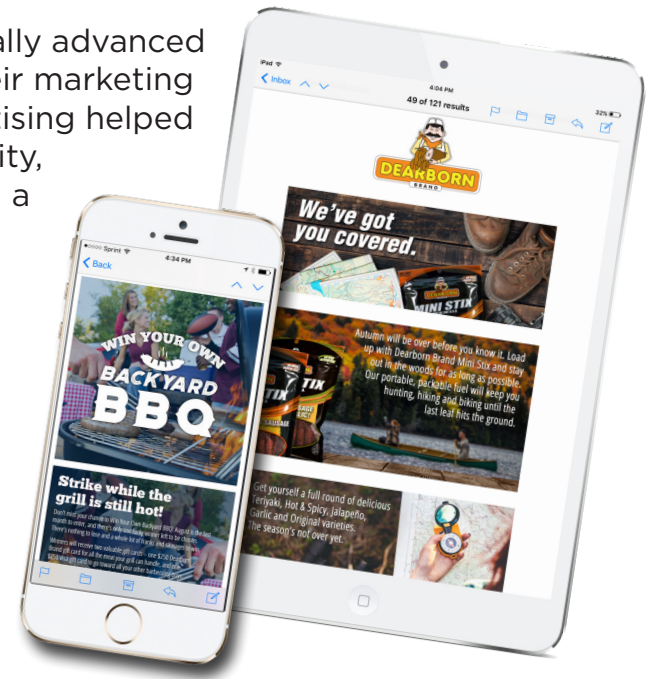
## Case Studies.

### **Dearborn Brand** **Breathing new life into an old brand**

For more than 70 years and multiple generations, Dearborn Brand has produced quality ham, sausage, hot dogs and other food products that are available in Michigan, Ohio, Illinois and parts of Canada. Their brand is a household name. Their food is a household staple.

Despite their longstanding success and technologically advanced production facility, Dearborn lagged behind with their marketing efforts - especially in the digital space. Know Advertising helped create a digital presence that leveraged their longevity, showcased their products and touted their quality in a way that also honored their history.

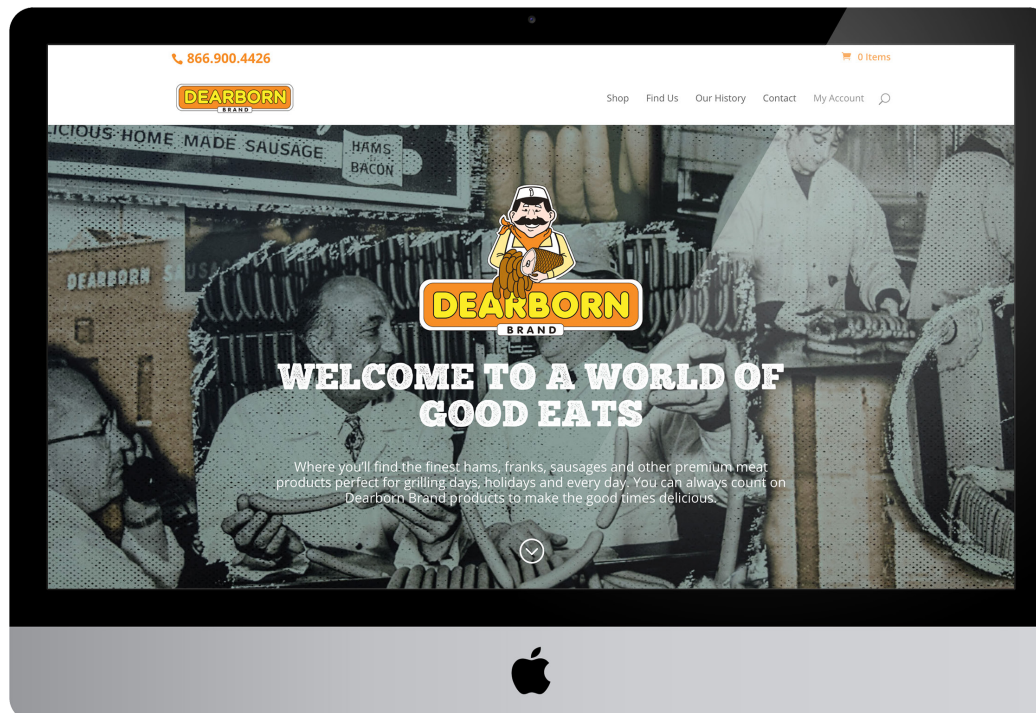
Launching a new website with an easy-to-use online store made it possible to use the website as a marketing tool. We created digital campaigns that feature product categories, speak to specific audiences and generate significant online sales and a tremendous number of impressions. And finally, we are able to measure results. Now, rather than large dollars spent on network television commercials and sports sponsorships in stadiums, Dearborn's marketing budget is smaller, stronger and being used in the most efficient way possible.



## Case Studies.

### **Dearborn Brand** **Breathing new life into an old brand**

Like many successful family businesses, Dearborn's priority for decades was its food, quality and people. With the help of Know Advertising, they took a fresh look at themselves and recognized the need to change with the times. The result? A beautiful new website fully optimized for mobile. An ongoing social media presence. And strong digital campaigns that interact with their loyal audience, help drive sales and gave Dearborn their most successful year to date.



## Case Studies.

### Dearborn Brand

#### The Stats

- Overall website traffic **increased by 46%** since website launch
- **40% of all website traffic** was directly attributed to new digital advertising efforts
- After its first 10 months, Dearborn's AdWords program had generated **16,569,638 impressions** and 1,758 conversions
- A 2-month search campaign for Holiday Ham cost just \$2400 and **generated \$22,905** in sales
- Search campaigns maintained a **3.42% click-through-rate** during their entirety (the industry average is 2%)
- Display campaigns maintained a **0.67% click-through-rate** during their entirety (the industry average is 0.52%)
- Facebook campaigns generated **4,349,147 impressions** and maintained a **1.14% CTR** during their entirety (the industry average is 0.90%)
- Lead Generation Ads through Facebook **collected 6,018 emails**

#### The Contact

Todd Meier  
Vice President, Sales & Marketing  
Dearborn Brand  
313.842.2375



[View Site](#)