

CASE STUDIES

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# For Profit, For Good



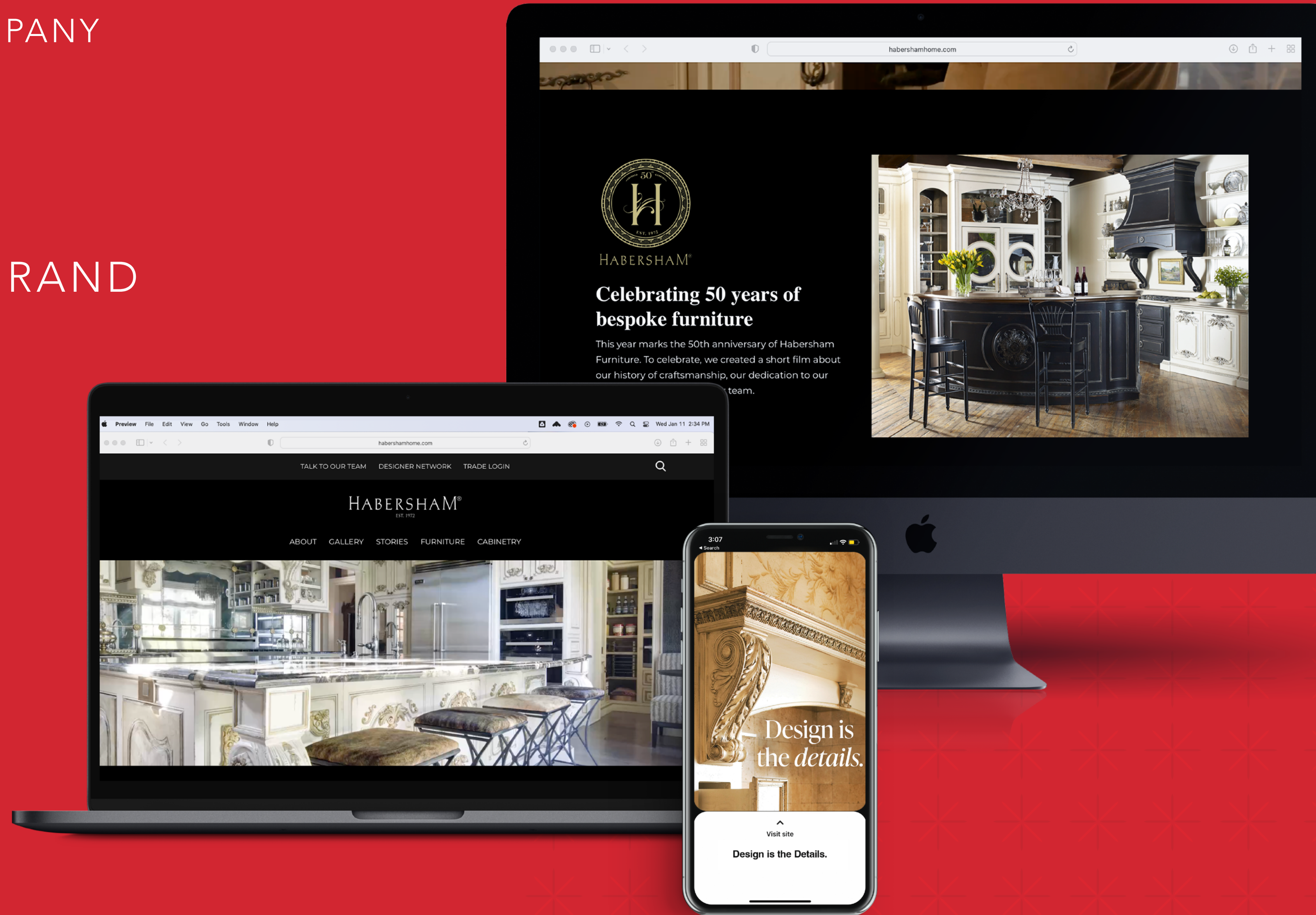
A Change Agency



HABERSHAM FURNITURE COMPANY

BESPOKE FURNITURE BRAND  
GETS RESULTS WITH  
HAND-CRAFTED

# digital strategy





PAIN POINT

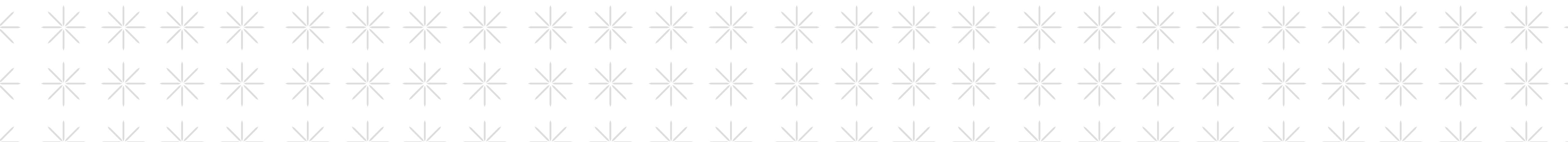


For 50 years, Habersham sold beautiful furniture in showrooms around the world.

When the **showroom went away** they looked to us to find their clients online.



HABERSHAM<sup>®</sup>  
FURNITURE CO.



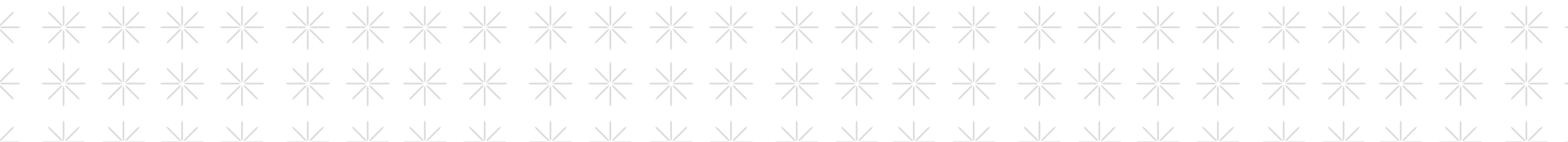
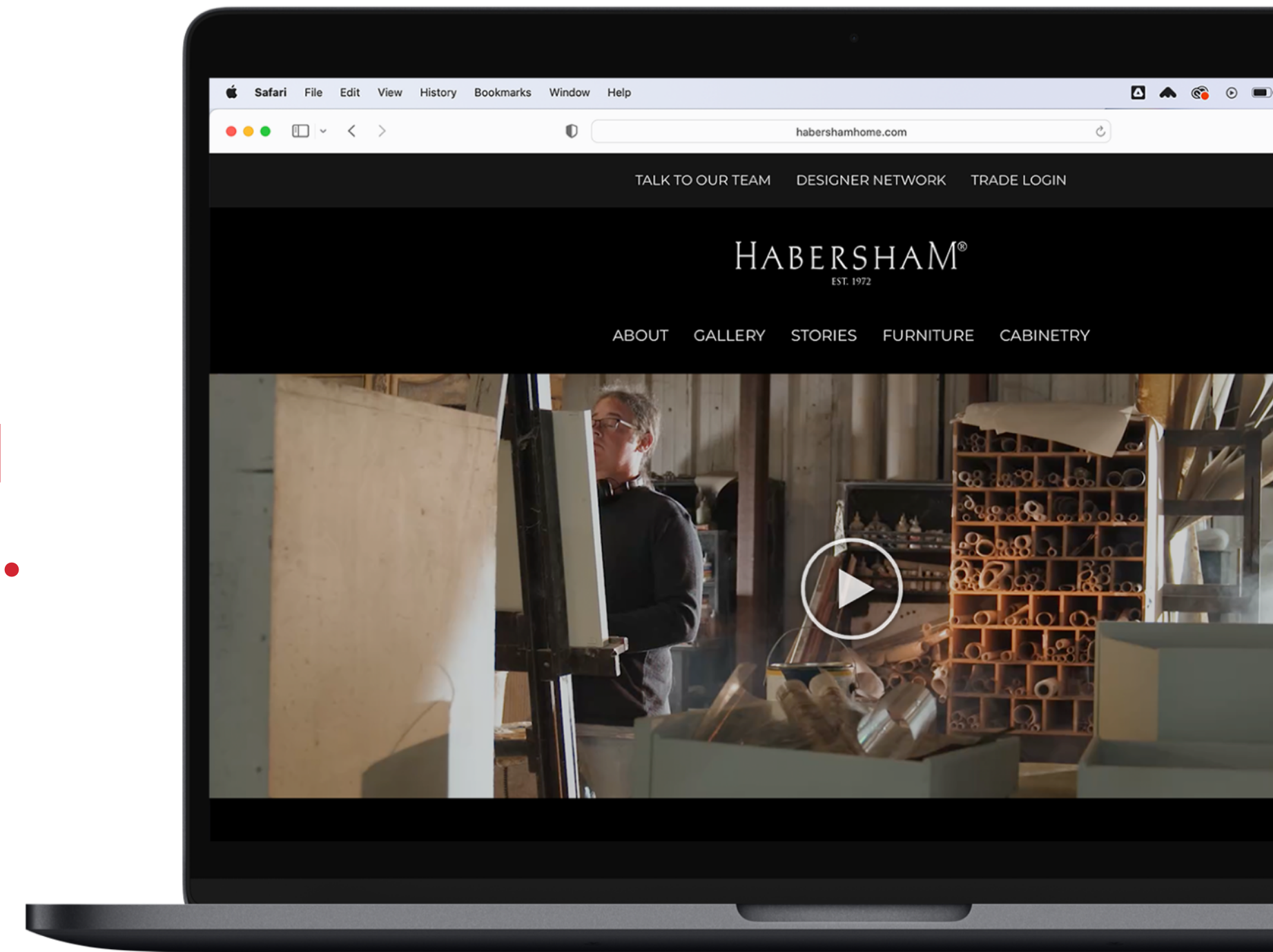


## SOLUTION



We put together a plan focused on rebuilding the website to provide an **online show room along with curated landing pages to support advertising.**

From there we targeted their specific audience across digital channels.





RESULTS

While we exceeded expectations with a **6:1 return on total ad spend** across all digital channels...

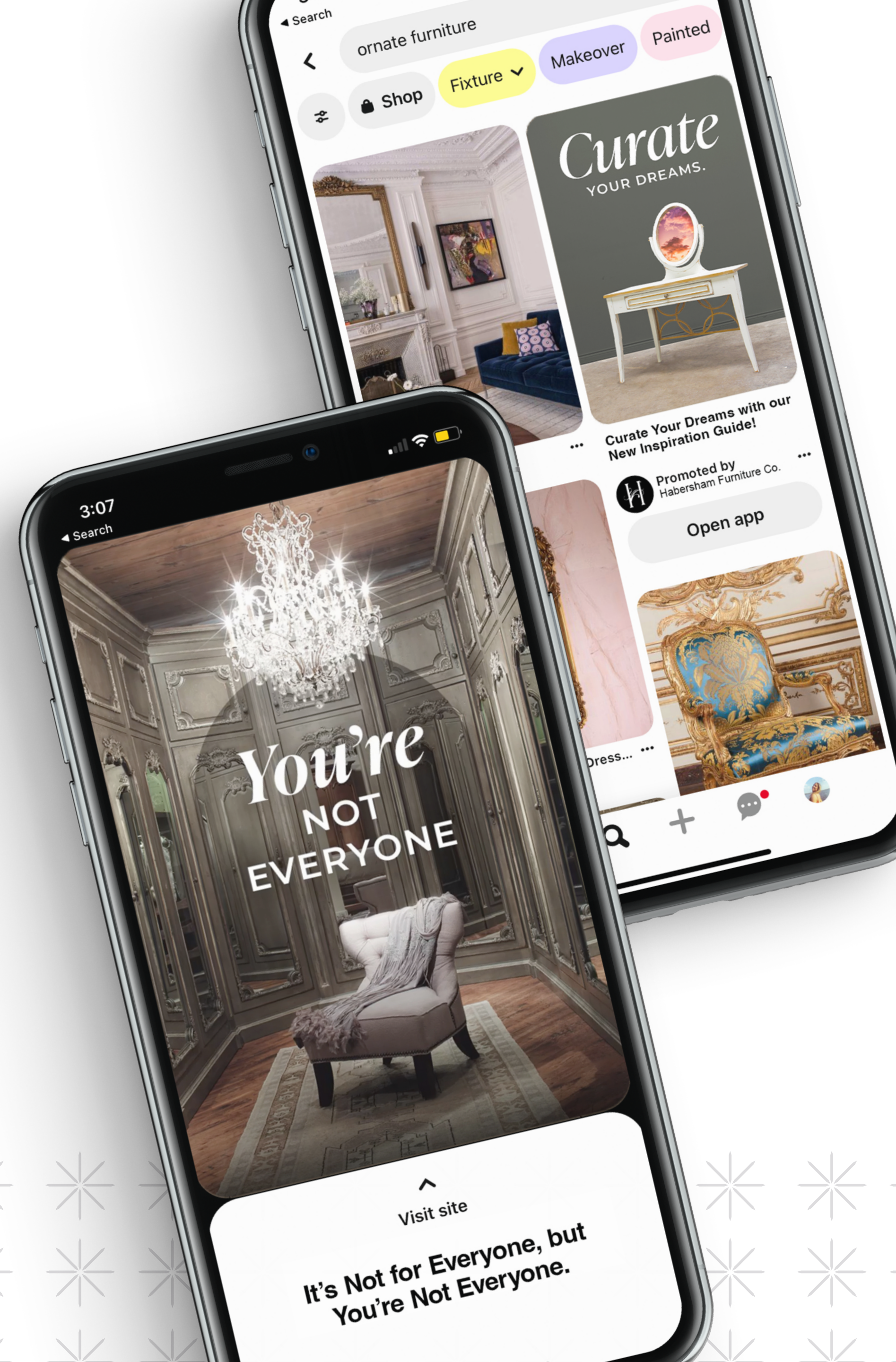
Pinterest won the day providing a

**16:1 return**

on ad spend, which brought in

**+\$500,000**

in new orders





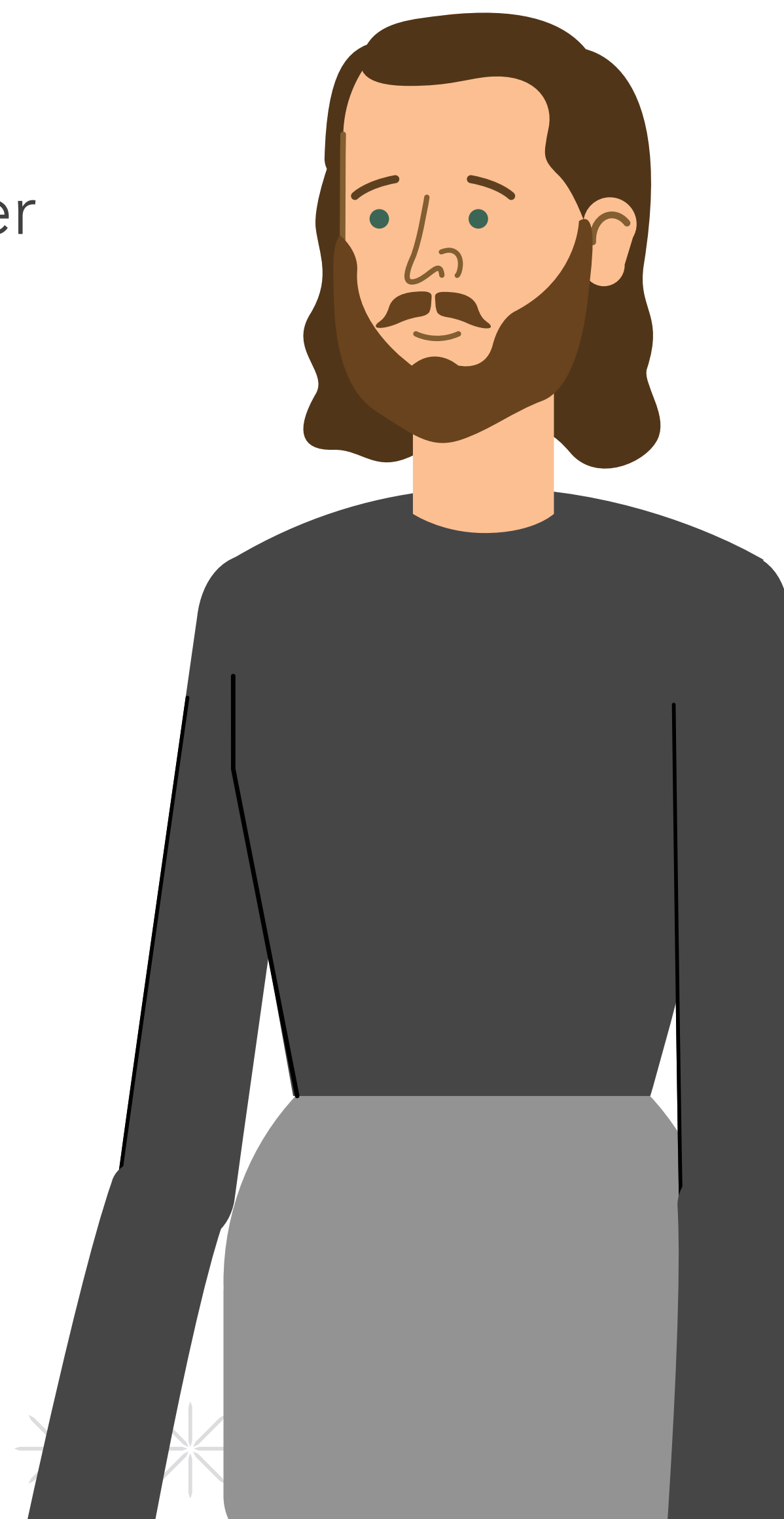
## TESTIMONIAL

“Working with 5by5 allowed us to tap into a larger team of strategists, creatives, and researchers.

**They offered valuable insights into where we could make changes and improve our organizational outreach and spearheaded our 50th-anniversary rebrand.**

Working with their team was a real pleasure and a positive investment in our business.”

**Brandon Eddy, CMO & VP of Habersham**

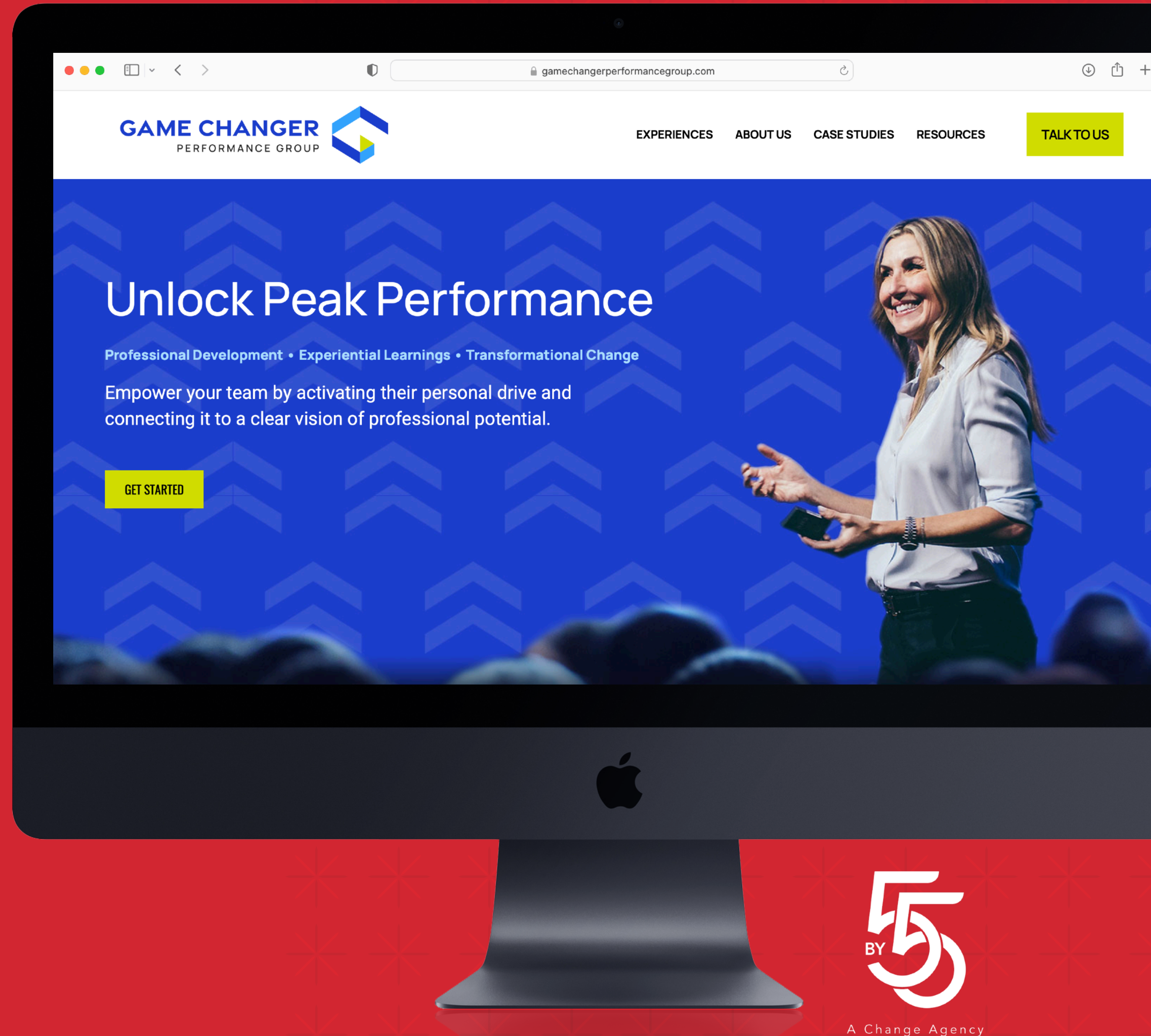


MOLLY FLETCHER COMPANY



5BY5 SUPPORTS PEAK  
PERFORMANCE WITH A

# launch of new brand



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PAIN POINT



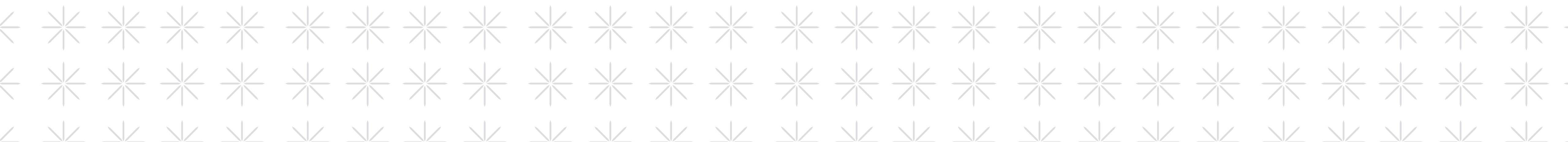
Molly Fletcher is an internationally renowned speaker helping unlock professional potential in others.

She needed a scalable brand that **maximized the aptitude of her team.**



**GAME CHANGER**

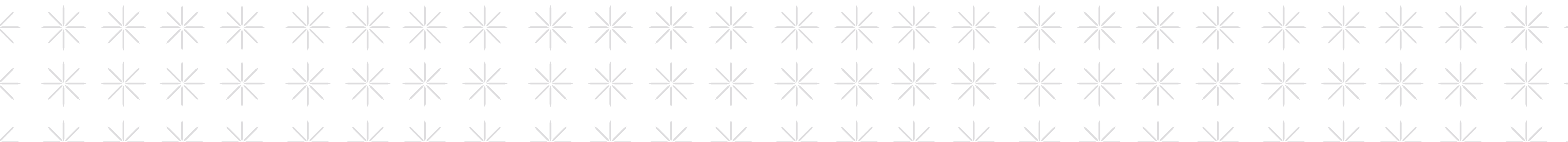
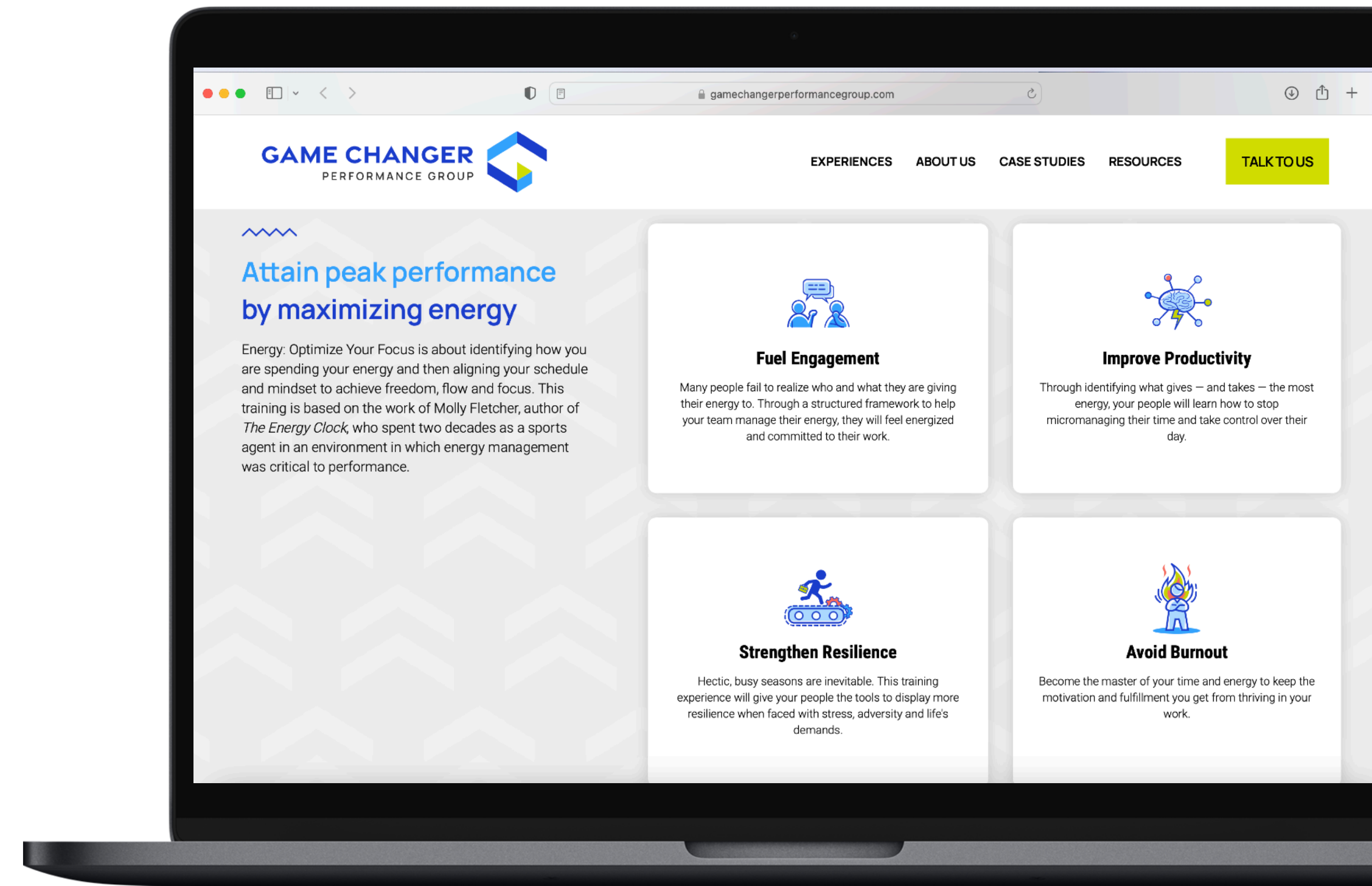
PERFORMANCE GROUP



## SOLUTION



We started by understanding where they are headed and supported them with **a name, messaging, visuals and a presence that propels their vision forward.**

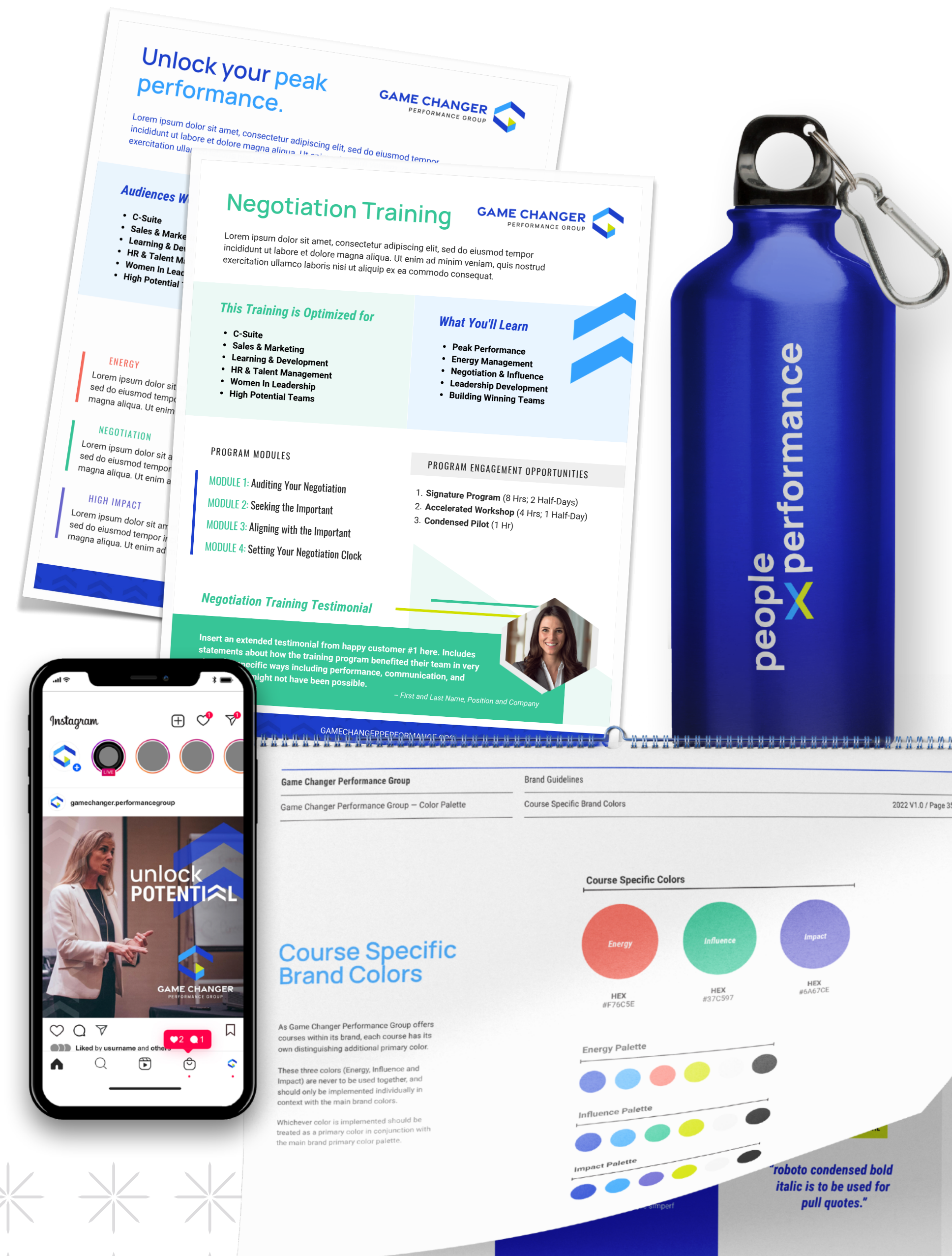




# RESULTS

Game Changer Performance Group is now better equipped to target their B2B customers and has the ability to continue scaling their courses and business.

**There's no stopping them now.**



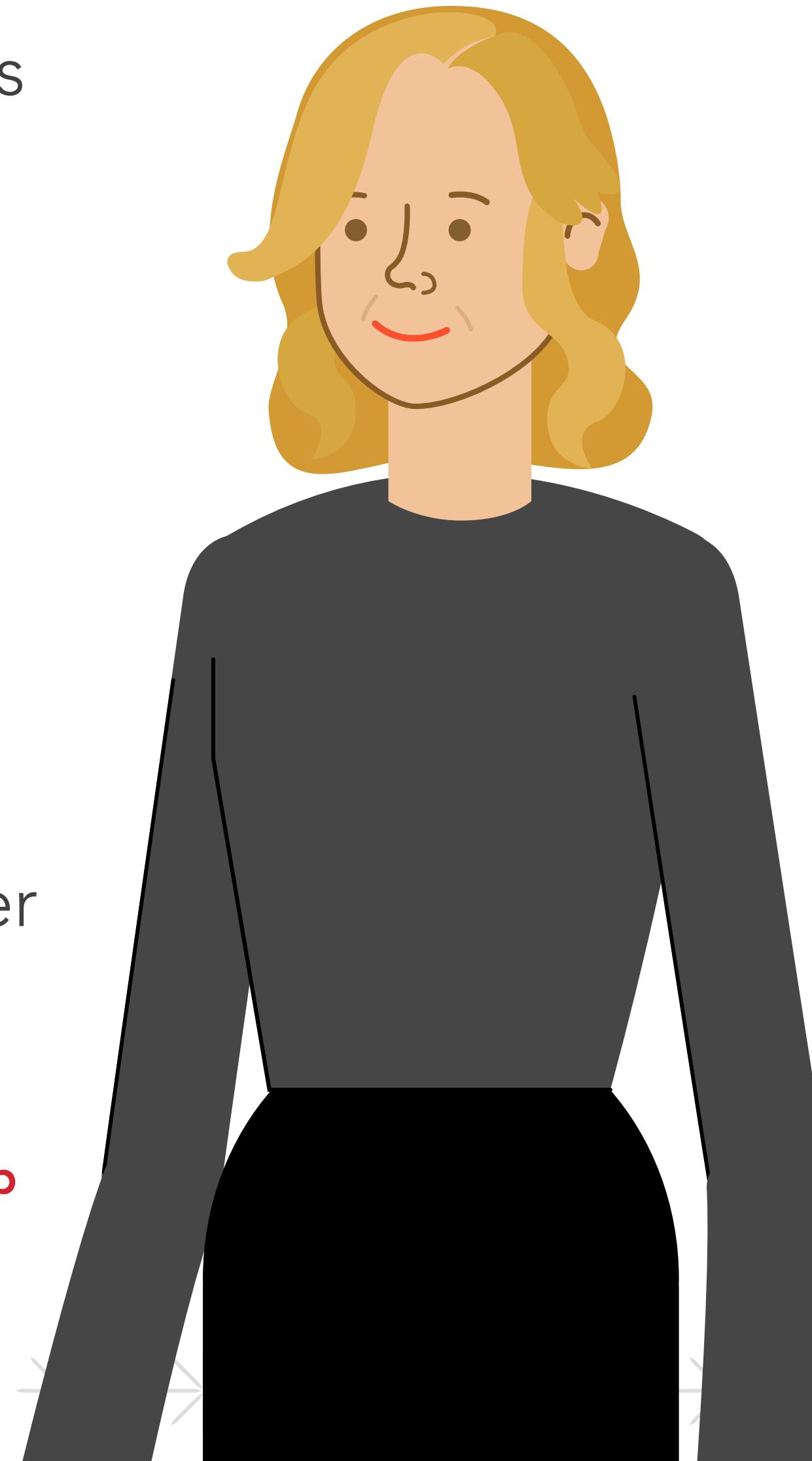
## TESTIMONIAL

“The 5by5 team was instrumental in building our B2B brand. They took the time to understand our business goals, ideal customers and brand differentiators.

**Their proven process ensured we had a deep level of confidence in the marketing decisions we made along the way, from naming the company, to creating the visual brand, to bringing it to life on the web.**

When you work with 5by5 you work with a true partner that will deliver and exceed your expectations.”

**Molly Fletcher, Founder, Game Changer Performance Group**



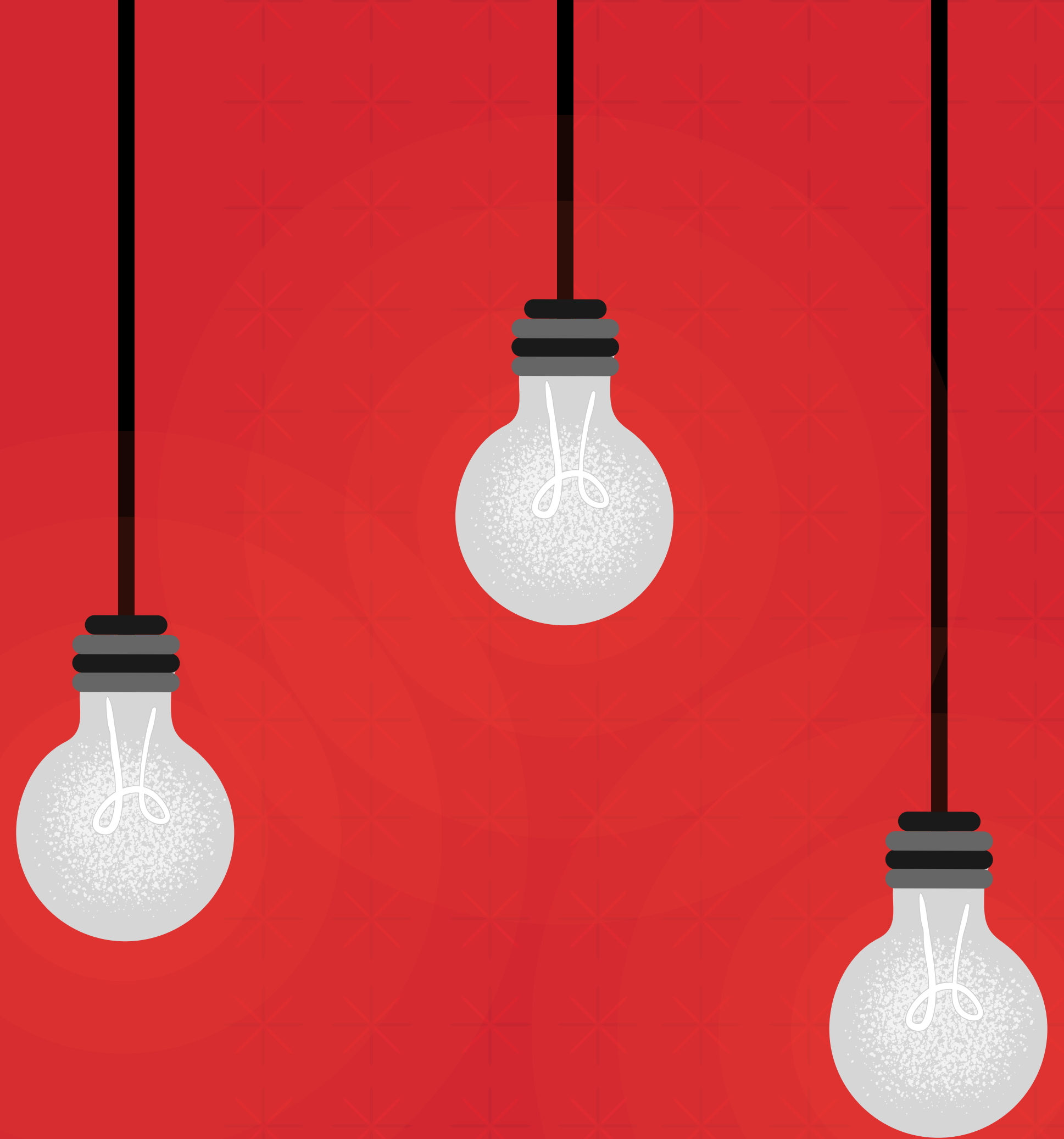


THE FOUNDATION SPECIALISTS



5BY5 BUILDS A STRONG  
FOUNDATION

# for lead acquisition



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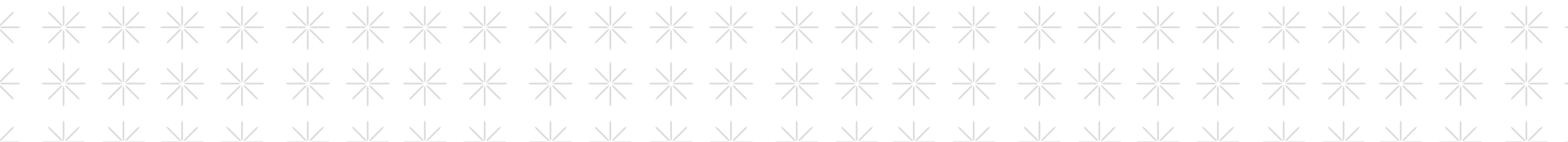


## PAIN POINT



There are a lot of choices when it comes to foundation repair.

The Foundation Specialists needed experts to help them **stand out against competitors and generate more customers** while lowering cost per lead.

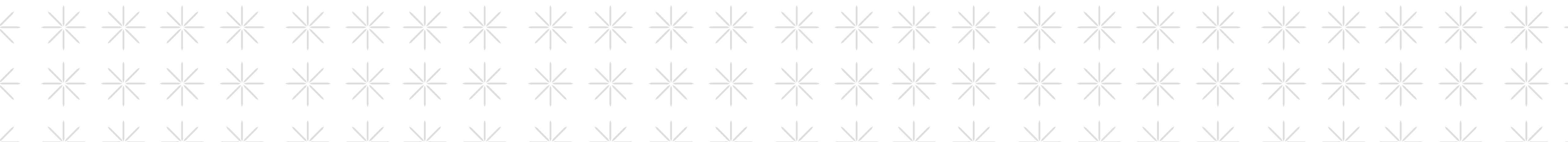
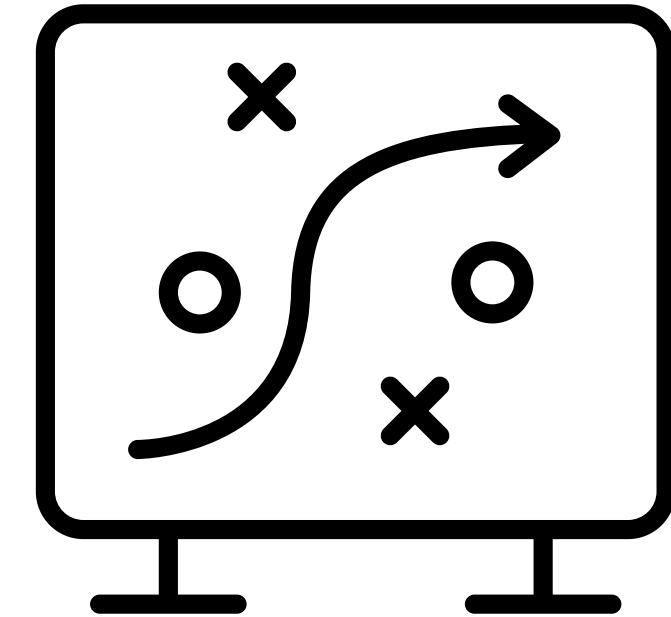


## SOLUTION



We went to work fast – **maximizing their current campaigns and SEO out of the gate.**

Next we implemented our full digital strategy including ads, landing pages and testing methods to optimize it all.





RESULTS



**Over exceedingly high expectations,**  
our work resulted in:

**↓ 27%**

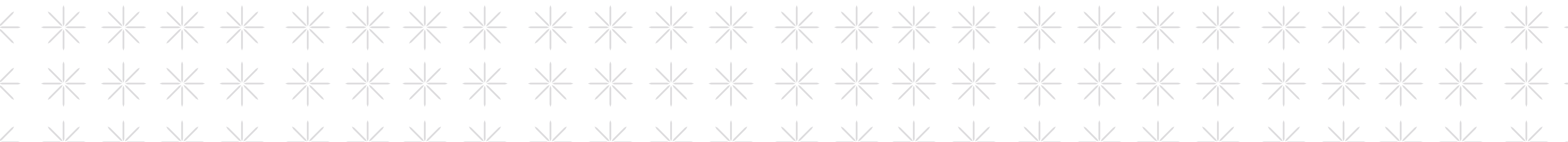
decrease in cost per lead



**and...**

**↑ 12%**

increase in amount of leads!



**Clarity  
X Reach  
= Results**

LOOKING FOR A CHANGE MAKER PARTNER?

**[5by5agency.com](https://5by5agency.com)**

