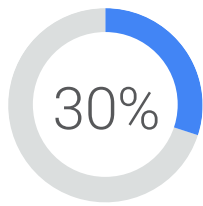
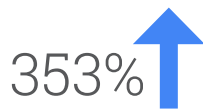




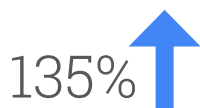
By the numbers:



of revenue from  
online sales



increase in online  
and in-store sales



higher clickthrough rate

## HoneyBaked Ham ensures that the 60-year-old family business serves a new generation of online customers.

Harry Hoenselaar opened the first HoneyBaked Ham retail store in 1957, using an innovative spiral slicer to serve up high-quality, bone-in smoked hams with a sugary glaze that soon became a staple of holiday dinners. The family-owned company has since grown to 400 retail locations (half of them owned by franchisees) plus an online store. In late 2013, HoneyBaked Ham began pivoting their marketing to ensure they reach new generations of consumers who search online, both locally and nationally.

The Georgia-based company began working with Denver-based digital agency Location3 to reach customers who increasingly rely on mobile to research products, locate stores, and purchase online. HoneyBaked Ham also wanted to ensure that local franchisees had opportunities to market their businesses online, while maintaining a fair balance in locales where corporate-owned and franchise locations overlapped.

“Location3 has been incredibly helpful in making sure that we’re really laser-focused from a targeting perspective, and that we’re meeting the consumers’ needs when they’re searching, while equally serving both the corporate and franchise sides of our business.”

- Lianne Cornell,  
*former Director for  
HoneyBaked Ham*

“We’ve been really blessed to have primary points of contact at HoneyBaked Ham who understand the value of digital. They have allowed us to experiment and try new things—which is really important, as digital is constantly changing.”

- Tom Lynch,  
*Vice President of Agency  
Development for Location3*

## **The duo set out to understand customers at each location and how they interacted with HoneyBaked Ham.**

Location3 helped HoneyBaked Ham better understand their customers, which revealed they are more multichannel than originally thought. “They were using search terms that landed them on our ecommerce page, but were then navigating to a local store page—and vice versa,” says Lianne Cornell, former Director at HoneyBaked Ham. With Location3, HoneyBaked Ham also launched campaigns using AdWords, Google’s advertising platform, with call-only ads and Google Shopping Campaigns. “There was a real opportunity for us to intercept consumers and put HoneyBaked Ham front and center during that important consideration stage,” says Alex Porter, Location3 President and Chief Strategy Officer.

## **HoneyBaked Ham’s commitment paid off as call volume jumped and sales could be attributed more accurately.**

Working together to launch the AdWords campaigns, HoneyBaked Ham and Location3 saw online and in-store sales increase 353% percent, while the clickthrough rate (CTR) of their digital advertising more than doubled. “The two of us worked together to have HoneyBaked Ham fully embrace digital as a marketing organization,” Porter says. “We’re using the tools that Google provides us to do hyper-local targeting, to capture consumers during those Micro-Moments when they’re looking to make that purchase and have that wonderful ham dinner with their families.”