



## CHALLENGE

Specialty furniture manufacturer Norix competes with much larger rivals (Steelcase, Herman Miller) in the contract interiors category, with similar targets—dealers, end users, architects, interior designers. As a niche manufacturer, Norix strives to build awareness and drive sales leads for their growing sales organization.

## RESULTS

Website and blog analytics, website registrations and requests for quotes (RFQs) have increased dramatically. New product launches use the refined digital infrastructure for rapid market entry. Norix sales have grown at double-digit rates since the project started.

## SOLUTION

Construction Marketing Association implemented an integrated digital marketing and thought leadership program including website search engine optimization, paid search, blogging, and social media (Facebook, YouTube, LinkedIn, Twitter, Google+). Case studies and whitepapers support these efforts, while leveraging low cost publicity.