

Classic Games and Billiards



Classic Games and Billiards is British Columbia's exclusive Brunswick dealer, as well as the sole authorized Viking Cues dealer in the Lower Mainland. The company is known for having the largest selection of custom pool cues in BC. While Classic Games and Billiards has been serving customers throughout the Lower Mainland since 2002, the owners have been selling, installing, repairing, and moving pool tables in the local area since 1977.



INDUSTRY

Retail

IN BUSINESS

Since 2002

CUSTOMER

Since 2015

BUSINESS TYPE

Single Location

CHALLENGE

In 2002 when Nick Vinciguerra, co-owner of Classic Games and Billiards, originally started his business, he knew he needed a way to get his company's name on the map. Like many growing businesses, budget was a factor, so he attempted to handle the marketing function internally. He used a variety of advertising mediums such as home shows, newspapers, flyers, the Yellow Pages, email campaigns, and Google AdWords but struggled to find success on his own. Especially in the beginning or during seasonal times, Vinciguerra was spending nearly a quarter of his time on search marketing. As Google added more and more robust product offerings, this process became too time consuming for him to execute, while running his business. Vinciguerra knew there had to be a better way to reach his business goals through search advertising without having to expend so much time and effort. That is when he turned to ReachLocal.

GOALS

- ✓ Move beyond just surviving to achieving consistent revenue growth.
- ✓ Implement measurable marketing programs.
- ✓ Reduce time requirements, without losing complete control.

SOLUTIONS

Classic Games and Billiards runs our search engine advertising solution, **ReachSearch**, Facebook advertising solution, **ReachSocial Ads**, lead management solution, **ReachEdge**, and website solution, **ReachSite**.

"We have tried to do just about every type of marketing program ourselves – both digital and offline – but none of them yielded remarkable results. ReachLocal's innovative search solutions, plus their expert advice and flawless execution have delivered all the business we need to thrive and grow, so we don't see any reason to do anything else. Every local business should be outsourcing their search to companies like ReachLocal."

Nick Vinciguerra

Owner
Classic Games and Billiards



ReachSearch™



ReachSocial™ Ads



ReachEdge™



ReachSite™

25%

revenue
increase in 2015

35%

revenue
increase in 2016

15%

revenue increase
in first half of 2017,
on track to beat 2016

\$

Increased profit-per-
sale by up to 5%

RESULTS

When you run your own business, you naturally wear a lot of hats. However, the key to success is knowing when to undertake a task, or when to outsource it to experts. For Classic Games and Billiards, deciding to outsource its digital marketing efforts, specifically paid and organic search, was a critical turning point for the company. The program has been so successful that the company exclusively uses ReachLocal for their marketing needs.

Since working with ReachLocal, Classic Games and Billiards has increased sales - by 25% the first year they worked with ReachLocal and by 35% in their second year with ReachLocal. Because of the additional leads being driven through Classic Games and Billiards' ReachLocal marketing campaigns, they've experienced a steady flow of sales that has eliminated their previous seasonal spring and summer lulls.

"Consistent cash flow has improved every aspect of our business – from inventory management to employee and customer satisfaction to helping us better plan our business operations," said Vinciguerra.

"With ReachLocal, I have more time to focus on other areas of need because I know my online marketing is taken care of," said Vinciguerra.

In addition, ReachEdge, ReachLocal's lead management software, provides a valuable tool for Classic Games and Billiards to improve business operations and track success. Vinciguerra and his team use ReachEdge as an employee training and staffing tool. The solution, with its ability to record and share phone calls driven by search advertising, enables Vinciguerra to provide guidance to employees before they follow up. In addition, easy-to-understand, yet detailed analytics have helped Classic Games and Billiards identify their busy times so they can staff accordingly.

"We know that ReachLocal will help us reach our business goals and look forward to our continued partnership," said Vinciguerra.

Looking to the future, Classic Games and Billiards is planning to expand to other locations with ReachLocal at its side.

Besides bottom line growth, Classic Games and Billiards has realized some unexpected benefits thanks to ReachLocal's innovative approach to search advertising. The Classic Games and Billiards team no longer spends time trying to optimize various digital marketing campaigns, so they can focus more on what they love: their business. ReachLocal's conversion-based optimization technology automates search advertising by tracking what's driving actual leads, not just clicks and improving the campaign based on those results so Classic Games and Billiards sees even better results over time.