

# Designer Fabrics



Designer Fabrics is a full-service interior design firm in Denver, CO, specializing in upholstery, window coverings, wallpaper, and a range of custom services.



INDUSTRY

**Home Services**

IN BUSINESS

**Since 1981**

CUSTOMER

**Since 2013**

BUSINESS TYPE

**Single Location**

## CHALLENGE

Nancy Derby, owner at Designer Fabrics, was looking for a way to attract more new customers and ensure her business was being represented accurately online.

## SOLUTIONS

Designer Fabrics works with ReachLocal for a number of digital marketing solutions, including Facebook advertising solution **ReachSocial Ads**, geofencing solution **ReachDisplay GeoFence**, PPC solution **ReachSearch**, lead management solution **ReachEdge**, directory listings solution **ReachListings**, and website chat solution **TotalLiveChat**.

"I feel like I have the full attention and expertise from ReachLocal to keep my phone ringing."

Nancy Derby  
Owner  
Designer Fabrics

## RESULTS

### 3k+

Nearly 3k impressions  
from **ReachDisplay  
GeoFence** per day

### 8%

Year-over-year  
revenue increase of  
around 8%

### \$20k

One \$20k blinds order  
as a result of **ReachSocial  
Ads** campaign

Since partnering with ReachLocal, Designer Fabrics has seen more website traffic, received more phone calls, and increased revenue by \$20k in one year. Aside from the results she sees, Derby appreciates the way ReachLocal monitors her campaigns and ensures they're running effectively so she can focus on running her business.



ReachSocial™ Ads

ReachDisplay  
GeoFence™

ReachSearch™



ReachEdge™



ReachListings™



TotalLiveChat™