

Adelaide Appliance Gallery

Adelaide's premium kitchen and laundry specialist



Company Profile

A premium retailer specialising in white goods and cooking appliances.

Strategy SEO Google Ads Social Media

Alongside retail operations, the business offers service and installation support and manufactures its own range of high-quality cleaning products for laundry and kitchen use. With a commitment to exceptional customer service, Adelaide Appliance Gallery provides a comprehensive, in-store experience that ensures customers find the perfect solution for their needs.

The Challenge

Adelaide Appliance Gallery sought to increase their local presence and drive more foot traffic into their store. While already well-established in the Adelaide market, they recognised the growing importance of a robust digital presence to remain competitive and appeal to younger, tech-savvy generations. Their goal was to balance their strong in-store business with an evolving online presence in an increasingly competitive market.

Our Analysis

Augmentum Digital identified that while Adelaide Appliance Gallery had a solid in-store operation, their digital marketing efforts could be optimised to capture a larger local audience and increase awareness. The focus was on improving visibility through SEO while ensuring that the digital strategies complemented their in-store business model. Regular, hands-on engagement was also deemed essential to understanding their unique business goals and challenges.

The Solution

To address Adelaide Appliance Gallery's needs, Augmentum Digital implemented a tailored digital marketing strategy:



SEO Optimisation

Focused efforts on improving local search engine rankings to enhance visibility and drive foot traffic to the store.



Personalised Account Management

Provided a local account manager to ensure regular, face-to-face communication, fostering a strong understanding of the business and its operations.

The strategy allowed Adelaide Appliance Gallery to leverage its in-store expertise while evolving its online presence to meet modern consumer expectations.

Results

Through this partnership, Adelaide Appliance Gallery has achieved:

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Enhanced Local Presence

Increased visibility

In local searches, driving foot traffic to their store.

Trusted Partnership

6-8 years

Over 6-8 years of collaboration, Augmentum Digital has become a trusted advisor, offering professional and actionable insights tailored to the business.

The relationship with Augmentum Digital has provided Adelaide Appliance Gallery with the tools and expertise needed to adapt to market trends while maintaining their stronghold in the local retail space.

Balanced Online and Offline Success

10-15%

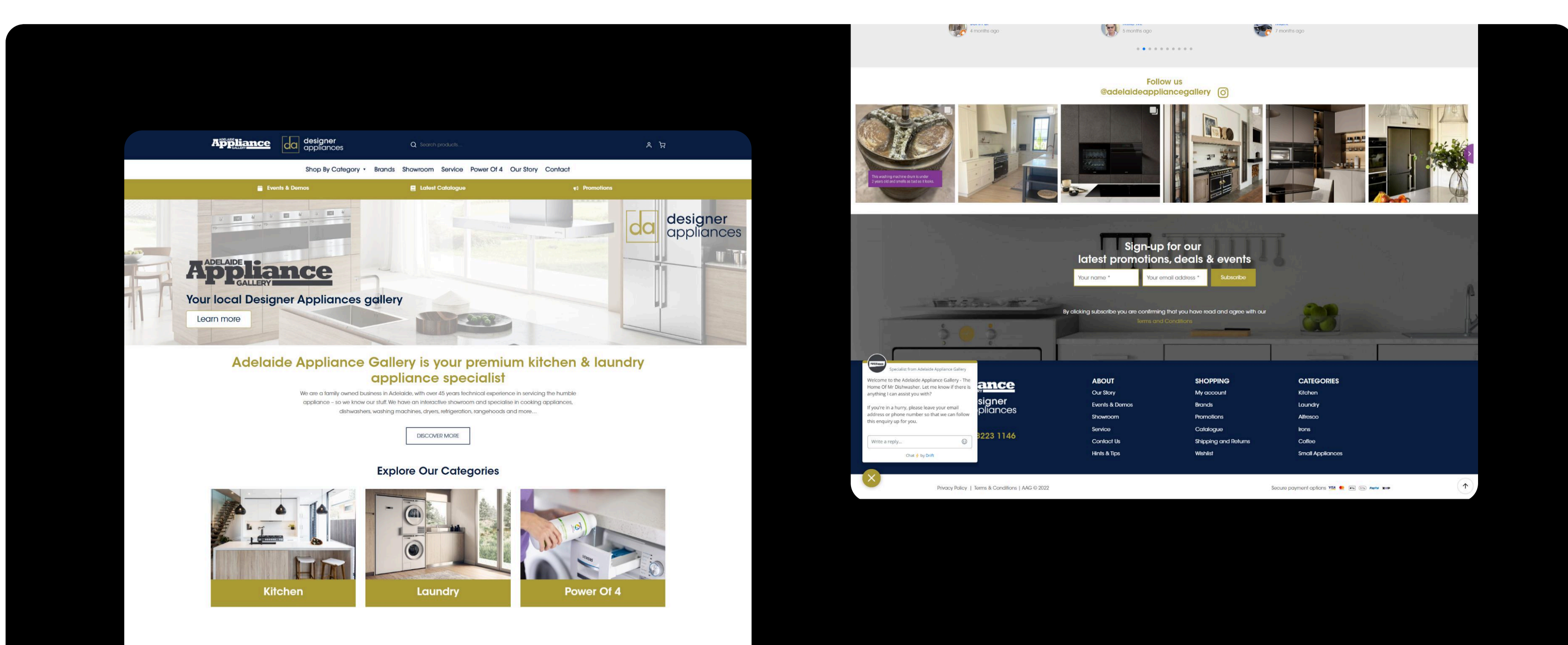
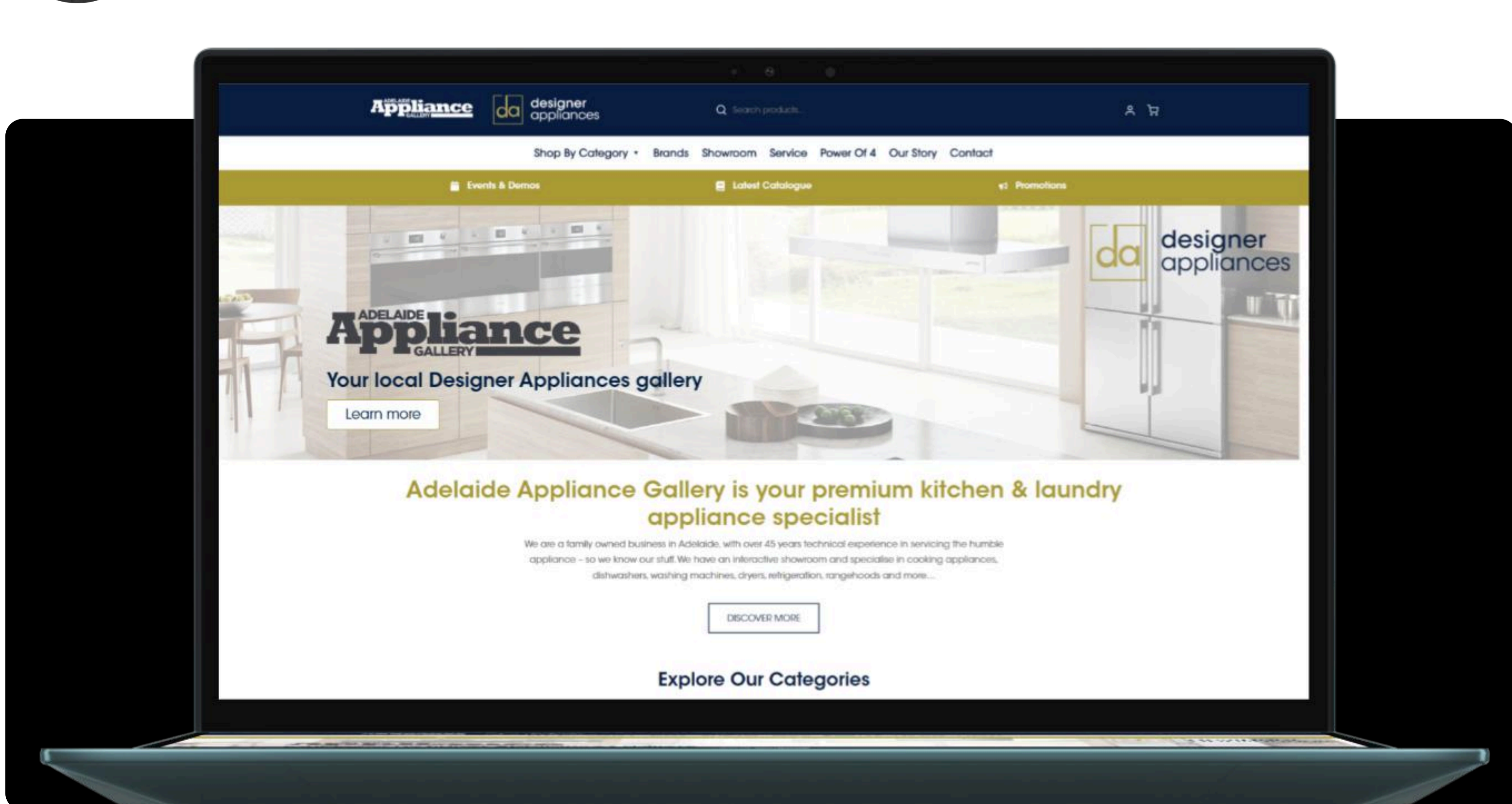
While 10-15% of revenue comes from online sales, the digital marketing efforts have bolstered in-store conversions by driving targeted traffic and awareness.

Client Testimonials

"These guys know their stuff. They've spent time understanding our business and offering the right advice to market it digitally. Their hands-on approach, especially with in-person account management, sets them apart. They make it easy to use your own in-house expertise while delivering great results. We're very happy with Augmentum Digital and their ongoing support."



Andrew Ktoris
Adelaide Appliance Gallery Operations Manager



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