

HARVEY BOEHLIG,
ROSEHILL



- **I wonder if the shows we go to will bounce back to pre covid importance or if people will be so used to not going out to shows and will rely on social media even more?**
- **When I'm searching something out on the internet, if their website is old and the last post is talking about an upcoming show that happened 3 years ago, I'm not impressed.**
- **My gut feeling is this pandemic just sped up the trend and if you aren't harnessing the power of the internet, your loosing out on leads and sales!**

Adapt and Thrive

PROFESSIONALISM
QUALITY
INNOVATION

MARCH 2021



Rosehill Woodcrafters online leads up 300%

Owner Harvey Boehlig, Rosehill Woodcrafters based in MacGregor, MB started in 1993 in an old church. Instead of paying for the church, Harvey's company made all the church pews for the new church. Fast forward to today and this family-run business now has an 8,500 sq ft manufacturing facility that employs 20 and produces 2-3 kitchens per day including residential custom, multi-unit and some millwork. The old church now serves as the 2,400 sq ft showroom and office space plus they've opened a showroom in Winnipeg.

Like so many in this industry, Harvey has learned a lot over the past year about the power of the internet.. A forced learning for most of us, Harvey's company adapted and these efforts have paid off with online leads up 300% in one year!

Focus on Local

Take a look at what Rosehill posts on social media and you'll see messages that echo the company values as well as posts about local company products that you can purchase in the showroom at Rosehill. Rosehill also gives these items away as gifts to their clients.

We asked Harvey why take this marketing approach and what kind of impact was it having on business.

CKCA: We've seen that you



have been promoting local artisans and selling their work in your showroom, why are you doing this and what is the response like? Does this make a difference in sales leads etc.?

Harvey: We wanted to show some local products that would help stage our displays, but at the same time help out small businesses. We also give customers after we are done their project, a gift certificate they can use in our showroom towards any purchase. With the restrictions in Manitoba over the last many months, we could not sell any non-essential items, so these times for the most part couldn't be sold. This wasn't expected to make a significant increase in our sales as we don't



have tons of traffic like a normal retail store would have, but customers seemed to like the products we carried.

CKCA: What do you think you do well, that draws customers to shop with you?

Harvey: Our mission statement states the following:

We Build High quality cabinets

We stand by our product

We seek our customers complete approval and satisfaction

Some customers want to buy made in Manitoba products.

We run our business with integrity and honesty towards our customers, suppliers and employees.

Should you Tik Tok it?

CKCA: Have you increased your social media presence and if so why?

Harvey: Yes, we had been slowly doing more than just having a website and maybe paying for Google ad words etc. Then when the first lockdown hit shortly after we had just displayed at The Winnipeg Renovation Show which is

(was) our biggest single source for new leads, we started putting way more effort into online presence and content. For example, my online marketing person made a short Tik Tok video in 5 minutes one day before leaving for the weekend. It

blew up to have almost a half million views and 51,000 likes and then we looked at our website hits and it blew up as well!

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Allocating resources pays off

CKCA: What types of resources (staffing) does it take to manage your social media channels?

Harvey: In the past we have hired companies/individuals to set up our website or social media content and for the most part that wasn't working. Unless you have a large budget to throw at a marketing company, you won't get the traction you are looking for (in my experiences). When the lockdown first started just over a year ago, I changed up the role of my one employee that was doing sales/online marketing to be online marketing only, just as I laid off 2 sales staff. She rebuilt our website so that we could change and control content without needing a coding degree, scheduled posts into the future that would automatically post at set times, she got relevant content from our employees to post, and lots of other things that would help us get out there. She currently is helping with sales part time as we are very busy and our online leads are up 300% since a year ago!

What's the priority?

CKCA: How would you prioritize your website compared to your content on social media? For example, are they equally as important, or is one more important than the other and if so why?

Harvey: It may be better to ask my online marketing person to answer that, but I think it's important to keep it all fresh and current – otherwise it will get stale and you won't get the benefit of all the other work you are doing – it's all tied together in some ways online.



So we asked the online marketing person!

Taylor Boehlig, Marketing and Sales for Rosehill was happy to give us her perspective.

Taylor: Both our website and social media are of high value to us and our customers, however, I do place more value on constantly keeping our social media updated. I try to update a few things on our website at least once a month and I always make sure to post updated photos as we take them. A large number of our potential customers reach out to us through the contact page on our website and we consistently have high website traffic so it is important to keep it fresh.

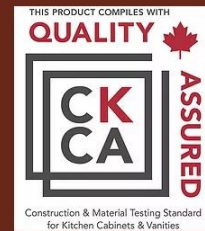
With social media, if we haven't posted in a month, customers won't care to follow us since we aren't providing quality content regularly. I schedule all of our social media posts up to 3 months in advance which allows me to ensure we have an appropriate number of days between posts! I always aim for 2-4 posts per week with varying content to keep our followers engaged but not overwhelmed with how often we post.

Social media gives us the opportunity to reach a ton of people who otherwise may not have heard of us and I think our Facebook, Instagram and TikTok are great gateways to get people directed to our website.

Increased Literacy

CKCA: in the circles you work in, what percentage of people (in general) do you think have better online social media literacy compared to before Covid hit?

Taylor: As far as social media presence in my circles (the cabinet industry), I do think that a lot of companies have started to utilize social media to combat or take advantage of the effects covid has had on sales, whether



PROUD CERTIFIED MEMBER OF THE CKCA

Rosehill Woodcrafters is the only cabinetry company certified by the CKCA in Manitoba and one of eleven in Canada.

that is a negative or positive effect. Pre-covid, I don't remember seeing much on social media for cabinetry companies that stood out. I have seen companies stepping their game up since Covid hit and that includes Rosehill! We have always been active on social media but we have taken a lot more of a targeted approach to social media in the last year.

Trade shows are usually our big boost for sales but without that exposure we have pivoted to find other ways to provide our potential customers with the valuable information they go to trade shows for. Social media is a valuable tool and with the uncertainties of covid and when things will return to "normal", I think that a lot of companies will be starting to take advantage of it!

Travel through Rosehill's website, it's fresh, navigable and the connections to social media are clear. We were very pleased to see Rosehill also display their certification credential earned through CKCA which further demonstrates their commitment to quality assurance. We wish Rosehill Woodcrafters continued success.

What CKCA tools are you using on your website?

CKCA Member Logo

Link to CKCA list of reasons to buy Canadian built cabinets

CKCA Quality Assured Certification

Visit our website for more information at www.ckca.ca