Maximizing Effective Use of the Internet
Online Marketing & Sales for Wood Products
e-Marketing Since 1998
Lessons Learned from e-Marketing

1. e-Marketing Reality Check

2. Maintaining a Customer Orientation On- as well as Off-line

3. Online Wood Products Marketing Examples
E-Commerce as a Percent of Total U.S. Retail Sales (2000-2008)

Source: U.S. Census Bureau, 2008
**Retail E-Commerce Growth Rates, U.S.**

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Y/Y Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1 2007</td>
<td>17%</td>
</tr>
<tr>
<td>Q2 2007</td>
<td>23%</td>
</tr>
<tr>
<td>Q3 2007</td>
<td>23%</td>
</tr>
<tr>
<td>Q4 2007</td>
<td>19%</td>
</tr>
<tr>
<td>Q1 2008</td>
<td>11%</td>
</tr>
<tr>
<td>Q2 2008</td>
<td>13%</td>
</tr>
<tr>
<td>Q3 2008</td>
<td>6%</td>
</tr>
<tr>
<td>Q4 2008</td>
<td>-3%</td>
</tr>
</tbody>
</table>

Growth Rates Excludes Auctions, Autos, Large Corporate Purchases and Travel

Source: [http://www.comscore.com](http://www.comscore.com)
2009 Holiday Wrap-Up Report

• **eCommerce** was the big winner this year, with **seasonal sales up 15.5%** during the period November 1 - December 24.

• Since Black Friday, eCommerce sales were **up 18%**.

• This sector has shown year-over-year improvement every week since the beginning of the season, with **double-digit growth** in all but one of those weeks.

Source: *MasterCard Advisors Spending Plus Report*
U.S. Retail E-Commerce Declines 3% in Q4 2008, Up 6% for the Year

<table>
<thead>
<tr>
<th>Retail Category</th>
<th>Y/Y % Chg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video Games, Consoles, etc.</td>
<td>29%</td>
</tr>
<tr>
<td>Home, Garden &amp; Furniture</td>
<td>25%</td>
</tr>
<tr>
<td>Sport &amp; Fitness</td>
<td>25%</td>
</tr>
<tr>
<td>Consumer Electronics</td>
<td>9%</td>
</tr>
<tr>
<td>Apparel &amp; Accessories</td>
<td>4%</td>
</tr>
<tr>
<td>Computer Hardware</td>
<td>-5%</td>
</tr>
<tr>
<td>Toys &amp; Hobbies</td>
<td>-7%</td>
</tr>
<tr>
<td>Books &amp; Magazines</td>
<td>-8%</td>
</tr>
<tr>
<td>Computer Software</td>
<td>-18%</td>
</tr>
<tr>
<td>Music, Movies &amp; Video</td>
<td>-23%</td>
</tr>
</tbody>
</table>

AdirondackCraft.com
Annual Sales Summary

• Number of shoppers: 125,800
• Average # of shoppers per day: 340
• Number of online sales: 550
• Number of items sold: 1,200
• Average # of items per order: 4
• Average dollar amount per order: $76
• Largest online order received: $3,330
AdirondackCraft.com $ Sales by Category

- furniture (6) - 57%
- decorative, wood (11)
- specialty forest products (4)
- candles (2)
- decorative non-wood (4)
- foods (4) (jams, syrup, toys, etc.)
- misc. non-wood (12) (jewelry, books, clothing, soap, etc.)

Total sales: 57%
Online Marketing to Generate Sales

- Customer Orientation
- Product Value Proposition
- Product Differentiation Advantage
- Website Findability & Usability
- Customer Service
Products will come and go; assets will be purchased and consumed, but the customer is the only enduring asset a business has.

Roger J. Best – Market Based Management, 2005
Conveying Quality Online – Including both Product Quality and Service Quality

**Killers**
- Reliability
- Conformance
- Assurance

**Drivers**
- Performance
- Durability
- Responsiveness

**Enhancers**
- Features
- Serviceability

**Esthetics**
- Appearance
- Reputation

**Extended Service**
- Customer Empathy

Roger J. Best – Market Based Management, 2005
Lessons Learned from e-Marketing

1. e-Marketing Reality Check
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Quality & Craftsmanship

Martin & MacArthur fine furniture quality is the story of attention to detail and constant improvement. We pride ourselves in being the only fine furniture maker in Hawaii, with five decades of experience crafting beautiful furniture for Hawaii’s finest homes and best resorts.

The Finest Wood

Fine furniture starts with the highest quality wood. Over five decades, Martin & MacArthur has built strong relationships with the loggers and plantation owners on the Big Island of Hawaii, the only place on earth where Koa wood is grown and harvested. Martin & MacArthur is able to acquire the highest quality Koa wood available, with brilliant grain patterns and a fluttering curl that is luminescent when transformed into Martin & MacArthur furniture. We make regular trips to harvestable forests in Big Island of Hawaii to inspect and pick Koa wood that meets our high standards.

We use local shippers, like Young Brothers, to transport our precious cargo of green Koa wood to our furniture workshop in Honolulu, where all our furniture is made.

Controlled Drying

Martin & MacArthur has an unmatched ability to control that process of transforming Koa wood into world class furniture. A key factor in this process is the kiln drying of the wood. We own and operate two kilns at our furniture workshop in Honolulu. Each kiln is approximately XXX cubic feet. Controlling the drying process allows us to achieve the optimum condition for wood stability, color
Martin & MacArthur - Comming up next is our ALL KOA Furniture Sale, with 0% financing available. Sale starts with early preview May 19th. Visit our website for the listing.

www.martinandmacarthur.com

Martin & MacArthur - Good Morning to our fans, wishing everyone a safe & gracious weekend.

Saturday at 11:18am · Comment · Like

Martin & MacArthur - Counting down 7 more days......are you on our email list? visit http://www.martinandmacarthur.com and sign up today! Wishing all of our Ohana a good night!

Friday at 12:10am · Comment · Like

Martin & MacArthur - Our online store is available now for our Ohana in the world. Of course many are one of a kind, so please call a store if there is anything we could assist you. Have a great evening everyone!

May 11 at 10:28am · Comment · Like

Martin & MacArthur ~ Gracious Hawaiian Living ~
Made in Hawaii. No kaʻoi

Today, Martin & MacArthur employs over 70 professionals with highly specialized skills in the art of crafting fine furniture and home accessories. Locally born, part-Hawaiian, Michael Tam, is now the majority owner of Martin & MacArthur.

Michael spent much of his career gaining invaluable experience as the senior executive leading all branding and marketing for blue chip retailers such as Nordstrom Inc., Starbucks North America, McDonald’s International, and Borders Bookstores.

All Martin & MacArthur furniture is still made here at our Honolulu, Hawaii workshop, unlike all other furniture retailers that import from China and Indonesia. We invest in local industry, including harvesters on Hawaii Island and inter-island shipping companies such as Young Brothers. We have recently purchased state-of-the-art equipment to make the cutting and sanding processes highly efficient. We use best-in-class, computer assisted design (CAD) programs and technology to design every piece of furniture, adhering to the detailed specifications of each customer.

Also notable is the fact that Martin & MacArthur uses Koa wood that has been selectively harvested from plantations on Hawaii Island. In other words, our cutters harvest trees that have fallen over, or trees growing too close to another, or trees that are already dead. This selective harvesting leaves the Koa forests in tact and vital, allowing for healthier growth for future generations.

At Your Service

Martin & MacArthur also has a vibrant Retail Division with new locations planned in four Hawaiian Islands. We work with over 200 local craftsmen and artists to feature their works in our stores. We have the largest selection of Koa jewelry boxes and hand-turned Koa umeke for sale in the
Corporate Information
Martin & MacArthur
1815 Kahai Street
Honolulu, Hawaii 96819
Phone: 808-845-6688
Fax: 808-845-6680
Email: info@martinandmacarthur.com

Downloadable Content

Free Furniture Catalog
click here for pdf download
For inquiries, please
call our toll free number:
1 (800) 845-0099.
On Oahu,
call 845-6688.

Free Furniture Brochure
click here for pdf download
For inquiries, please
call our toll free number:
1 (800) 845-0099.
On Oahu,
call 845-6688.

Free Gift Brochure
click here for pdf download
For inquiries, please
call our toll free number:
1 (800) 845-0099.
On Oahu,
call 845-6688.

Additional Help
If you require additional assistance or are looking for more information please use our Contact Form.
Aaron draws upon his artistic background to create furniture with sculptural elements.
Artisans | Judith Ames

Living Room Furniture

Reflection Rocker
$2900

Description:
An elegant rocker that can be custom ordered in different woods. Shown here in cherry and walnut.

Dimensions:
W 24” x L 44” x H 47”

Order and Shipping Information:
For more information on this item call, visit our showroom, or inquire using the form below.

(206) 625-0542
Showroom
Purchasing and Shipping Info

Your Name:

Your Phone or Email:

Comments or Questions:

Inquire about this item
Cherry (Prunus Serotina) trees are found throughout the US and Canada. The wood varies from a yellowish pink when first cut to a deep rich reddish brown, often getting darker and more rich as it ages. Its smooth texture and working properties make it a favorite wood among furniture makers.

**NWFW does not sell wood;** only items made from wood. Please see our links page for wood retailers. If you would like detailed information on specific woods used in any of our items, please contact us.

Northwest Fine Woodworking encourages the use of woods from sustainable yield resources.

For more information on wood types, we recommend the World Woods in Color by William Lincoln and other books on our recommended reading page.
Wood Turning

*NEW* John Shrader

Article: From Tree to Bowl

Archive of Spotlights on wood turners:

Jerry Kermode
Sterphen Hatcher

Read the blog article about Dale Larson.

Boxes

View our 2009 Box and Container Show winners

Read about box maker Bill Bolstad.

Read the blog about finding the perfect Jewelry box.
Selecting the Perfect Jewelry Box

When facing so many choices for wood jewelry boxes out there, selecting the “perfect” box can be a daunting task, especially if you are purchasing the box as a gift for a loved one.

At Northwest Fine Woodworking, we often see shoppers standing in front of our box display with

Northwest Fine Woodworking is a cooperative gallery located in Pioneer Square in Seattle since 1980. We represent the leading American furniture designers and artisans who hand craft contemporary fine wood furniture, custom furniture and studio furniture. Visit us at http://www.nwfinewoodworking.com

BLOG ARCHIVE

▼ 2008 (13)
▼ November (3)
   Fabulous Wood Items For the Kitchen and Table
Furniture-Frequently Asked Questions

- What are your hours and where are you located?
- How do I buy furniture from NWFW?
- Will I get to work directly with the woodworker?
- How do I choose what woodworker is right for me?
- What are the costs for custom furniture?
- What is the design deposit?
- What if the woodworker creates a custom design but I don't like it?
- What is the cost of shipping?
- Can you ship my furniture overseas?
- Can I have a woodworker re-create an antique I saw?
- Can I have a woodworker create furniture from my design?
- What is the difference between cherry and mahogany?
- Can I have a piece of furniture made out of any wood I want?
- Can I get my dining chairs with leather seats instead of upholstery?
- My house is mostly maple, will cherry or walnut furniture fit in?
- Is the furniture guaranteed?
- Can you repair my antique dresser?
- I have a scratch on a dining table that I purchased from you, what do I do?
- How do I take care of my new furniture?
- I have a tree that I cut down, do you want the wood?
- I am looking for wenge wood, do you have wood boards for sale?
- I'm a woodworker, how do I show my work at your gallery?
- How do I become a member?
- Do you have any books you recommend?
- Do you have any web sites you recommend?

Please contact us if you have a question that is not answered here.
Welcome to Web 2.0.1

• To the point – Products / Service / Announcements
• Provides Customer Value Before the Sale
• Integrated online marketing using Free social networking services (Blogs, Facebook, Twitter, YouTube, Google Map, Flicker, etc.)
• Involves linking to other sources of information – if you’ve done a good job with your e-Marketing, they’ll be back
• Excellent images are key

Value-Added Wood Products Marketing Guide – 2010
New online publication by the USDA/Forest Service
http://na.fs.fed.us/pubs/detail.cfm?id=5220
Tim Holmes, Holmes & Associates, Saranac Lake NY
AdirondackResearch.com   ADKresearch@gmail.com
518-302-1891