



LIDDIARD HOME FURNISHINGS

The Path to Purchase is Paved with a Good Website



Liddiard Home Furnishings

LOCATION:
Tooele, Utah

FOUNDED:
1955

OWNER:
Frank Liddiard, second generation

WEBSITE:
liddiardhf.com

Since 1955, the second-generation family-owned business that is Liddiard Home Furnishings has been many things. Brothers Ray and George Liddiard opened the store in the '50s as a TV repair business then eventually started selling TVs.

Over time, the TV store evolved into a record store, then the record store into an appliance store. It wasn't long before the appliance store started selling furniture, then mattresses and flooring.

Fast forward to 1998 when Ray's son Frank took over the store after his dad passed away. "I came to the business to help my dad during his illness, and I'm scratching my head as to why I'm still running it today," said Frank, who worked retail to put himself through college and after graduation, worked as a tax accountant.

"Running it" is an understatement. Since taking over the store in Tooele, Utah, in the late 90s, Frank grew the business, requiring the need for a larger space. He built a 70,000 square-foot facility for Liddiard Home Furnishings in 2006—then came the Great Recession of 2008.

Liddiard's is more than a recession survivor. The physical store that opened more than six decades ago is thriving in today's evolving retail environment. Here, Frank shares insights on keeping up with the consumer's path to purchase, even in the most complexing of times.



(L to R) Liddiard's Customer Advocate Shelly Anderson with a customer and General Sales Manager JR Loertscher

“To RWS’ credit, they do a great job with content, and their landing pages are phenomenal.”

FRANK LIDDIARD

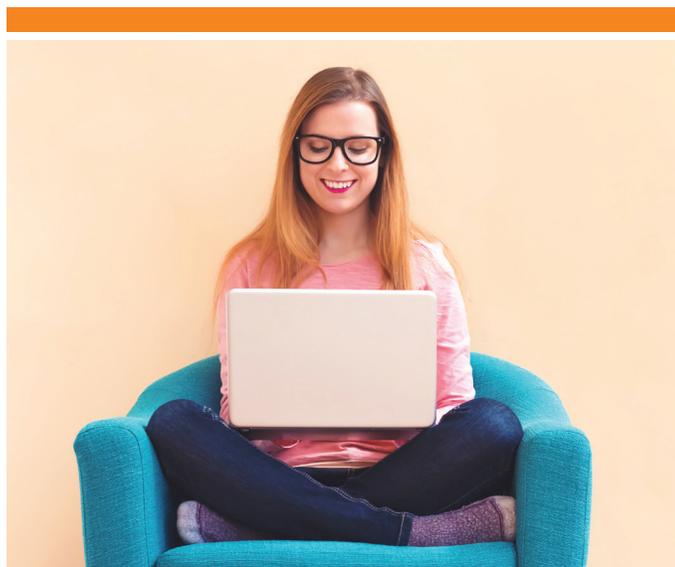
Q: With Liddiard’s location in rural Utah, give us a sense of your market share.

Frank Liddiard (FL): Tooele is about 30 miles west of Salt Lake City. A mountain range separates our population of about 60,000 with Salt Lake’s (the largest city in Utah) of 2 million. While we maintain market share by using traditional marketing—we still do direct mail to 19,500 households in our market—we use digital to increase market share, reaching millions more potential customers every day by being competitive online.

Q: How do you stay competitive in an online retail world?

FL: By being progressive and continually improving the customer’s path to purchase. The first step is having a good website with competitive online pricing. Everything else is a moot point until that happens. I knew this back in 2008 when I started working with RWS (Retailer Web Services) on our first WebFronts® site. I started pricing based on my online competitors, particularly appliances, three years ago and haven’t looked back since.

Independent retailers are still trying to figure out how to reach the consumer in these constantly changing, complex times. Amazon and big boxes are so much more advanced, it can be overwhelming and depressing, but if I can be competitive online, I’ve got a leg up. I can be a facilitator, pursuing customers digitally and bringing them into the store.



Q: What RWS software can’t you live without?

FL: Beyond WebFronts Level 4, RetailDeck® makes it seamless to import pricelists in all the multiple categories. Our Google Shopping ads are powered by AdRocket™ Boost.

FL: What opportunities exist for independent retailers?

A: I’ve gone from “scared to death,” to “excited for the opportunity.” Eventually Millennials are going to want a personal experience, so if independents can hold on long enough...Doing the right things now like having a great website with competitive pricing and using technology to improve the in-store experience.

It’s a struggle every day. When you think about your in-store vs. website traffic—it’s staggering. There’s so much emphasis on the floor. All retailers need to give the website 90 percent attention since it’s what people see first before walking into your store.

Q: What advice would you give other independent retailers to maximize their online presence?

FL: Online chat. It’s a great way to increase conversions, which is the main goal of the website. When we get messages through online chat or calls to the store through the website, it’s like someone raising their hand in the store.

I was raised in this business and love talking with customers. I received a call on a Sunday from a mom in Florida who was on the website. She needed furniture for her son who was moving to Salt Lake City. After talking with her, she came in the store the following week and made a significant purchase. I knew at that moment how important it was to get my act together online.



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