

CONTACT: Kim Cecere
On Point Communications, representing RWS
Kim@onpointbrand.com
480.284.3068
RWS MEGA Booth #: B29

‘RE:MARKET’ Debuts at MEGA’s National Spring Convention
*Second book published by Retailer Web Services serves as
indispensable ‘digital marketing field guide’ for independent retailers*

NEW ORLEANS, March 27, 2017—MEGA Group USA, a buying group partner of [Retailer Web Services \(RWS\)](#), kicked off its March national convention today with the latest guidebook on digital marketing written exclusively for independent retailers of durable goods: “RE:MARKET: New digital techniques independent retailers can use now to compete better, grow faster and work smarter.” A copy of “RE:MARKET” was provided to convention attendees at the New Orleans Morial Convention Center. It is the second book published by RWS and written by Jennie Gilbert and James Kane, Jr. (RWS COO and CEO, respectively) as a result of the company’s work as a leading provider of e-commerce, digital marketing, web design and automated software solutions.

RWS’ first book, “RE:THINK: 11 surprising things you should do now to win retail customers in the digital age,” divulged the results of the largest and most comprehensive end-consumer research study on how consumers shop online for furniture, mattresses and major appliances for the home. In “RE:MARKET,” the authors distill the long list of digital marketing opportunities into a handful of actionable tactics proven to work for independent retailers. The book features an afterword by Erik Qualman, author of the No. 1 international bestseller “Socialnomics.”

“‘RE:MARKET’ explains complete topics with refreshing simplicity and includes plenty of research to back up its sound advice on what retailers should do first, later and never,” said Judy Ann Villanueva, trade marketing specialist, BSH Home Appliances, manufacturer of Bosch, Thermador and Gaggenau brands. “This down-to-earth digital marketing field guide can help any retailer master the latest winning techniques.”

A speaker and panelist at the convention, Gilbert will host MEGA Marketing sessions that include “More Stars = More Customers – How to do better on review sites” and “A new digital pricing strategy for furniture retailers” on March 28.

15615 North 71st Street
Suite 205
Scottsdale, AZ 85254

p 800.417.2799

f 801.305.8353

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‘RE:MARKET’ Debuts at MEGA Spring Convention – Add One

More MEGA members participated in the beta testing of WebFronts Level 4—the latest version of RWS’s turnkey digital marketing software developed specifically for independent durable goods retailers—than retailers of any other buying group. As a result, MEGA members helped shape powerful features such as enhanced end-to-end security, prospect and customer profiling, and sophisticated marketing automation features.

About MEGA Group USA

MEGA Group USA, the leader in web marketing, is a 1,700 member (3,200 store front) national home furnishings buying group of independent appliance, furniture, mattress, electronics, and seasonal and outdoor retailers. MEGA Group provides effective, practical and cutting-edge resources dedicated to the success of each member retailer. Services include group vendor programs, custom advertising and marketing services, online resources, consulting, store merchandising, and technology aimed at driving floor traffic, sales and profits, and enhancing operating efficiencies. To learn more about MEGA, visit www.megagroupusa.com.

About Retailer Web Services

Founded in 2006, Retailer Web Services (RWS) is a Scottsdale, Ariz.-based provider of digital marketing automation, e-commerce, web design and intelligent software solutions built exclusively for independent retailers of durable home goods. Named twice to CIO Review’s *20 Most Promising E-Commerce Solution Providers* in 2017 and 2016, RWS is an authoritative source on how consumers shop for new furniture, appliances and mattresses. RWS serves more than 2,000 independent durable goods retailers across North America, championing their success and helping them to realize their dreams through the promise of technology. For more information, visit www.retailerwebservices.com.

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