

Stitching Together a Digital Transformation for Authorized Vac & Sew



KEY METRICS



+87%

Sessions



+440%

Total Revenue



+569%

Ad-Attributed Revenue

Connecting with customers online is challenging for any business, but specialized retailers in niche markets face unique hurdles. Legacy marketing tactics and underutilized advertising tools can further complicate efforts to engage modern consumers. Here's how Logical Position drove increased sales and in-store visits for Authorized Vac & Sew with a calculated approach to online marketing.

ABOUT AUTHORIZED VAC & SEW

Founded in 1975, [Authorized Vac & Sew](#) is a multigenerational, family-owned business serving sewing and vacuum enthusiasts across California. Owners Ralph and Veronica lead one of the state's largest retail sewing and vacuum stores, spanning 15,000 square feet—including a 3,000-square-foot event center.

With a deep commitment to quality, education, and customer service, Authorized Vac & Sew offers a wide selection of sewing machines, fabrics, vacuums, and expert repair services from factory-trained technicians. Their showroom serves as a creative hub, hosting sewing classes and special events that foster a welcoming community. Whether shopping in-store or online, customers enjoy competitive pricing, expert guidance, and a fun, informative experience.



We've had a great experience with the team at Logical Position and appreciate their guidance in taking our business online. It's helped us reach countless more customers and make sense of the historical data we already have.

— Tony Villagomez, General Manager, Authorized Vac & Sew

Challenges

As a well-established brick-and-mortar retailer of sewing machines and vacuums, Authorized Vac & Sew recognized a missed opportunity to boost e-commerce sales and online engagement. Traditionally focused on in-store marketing, the company relied on organic Facebook posts and live videos to promote products, with minimal investment in paid digital advertising. Without a clear e-commerce strategy, they struggled to scale their online presence and underestimated the impact digital marketing could have on amplifying in-store events and overall sales performance.



Threading The Strategy Needle

To bridge the gap between the showroom floor and the digital storefront, the team reevaluated how the company showed up online.

Social media shifted from organic posts to targeted, full-funnel campaigns, introducing cold audiences to the company through engaging videos and drawing them in with personalized product ads and dynamic remarketing.

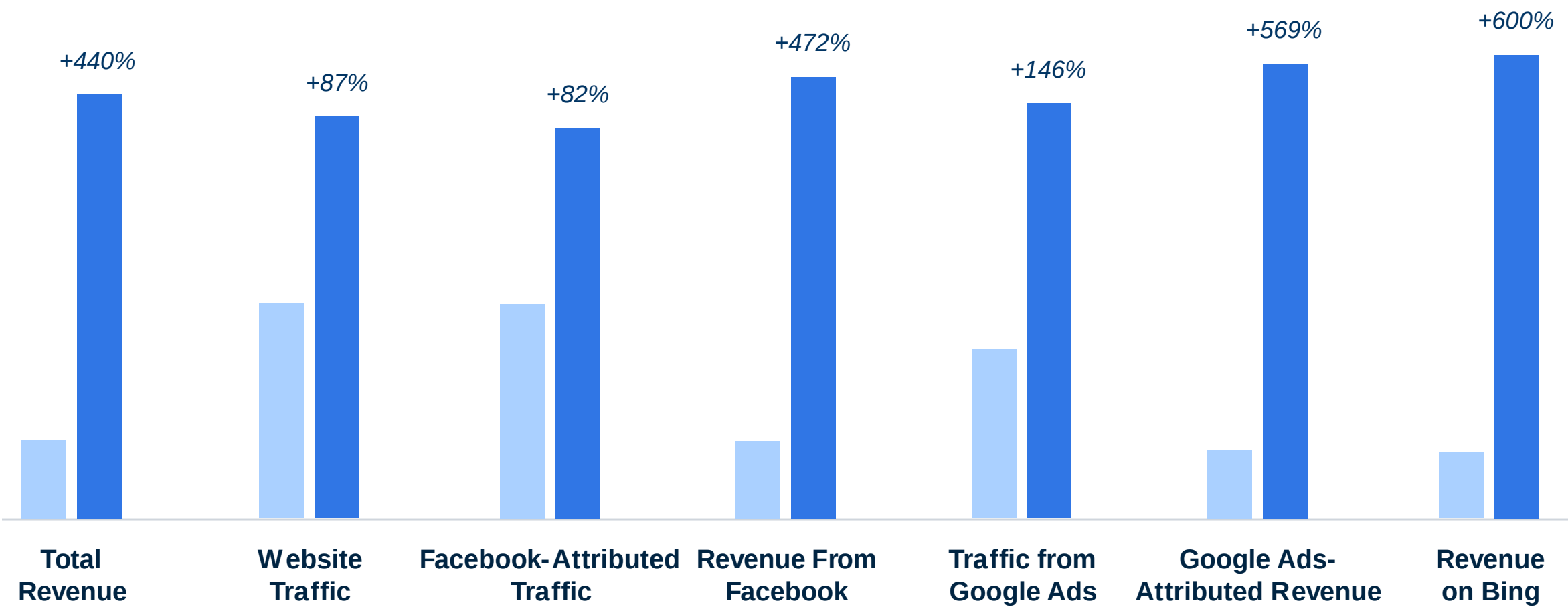
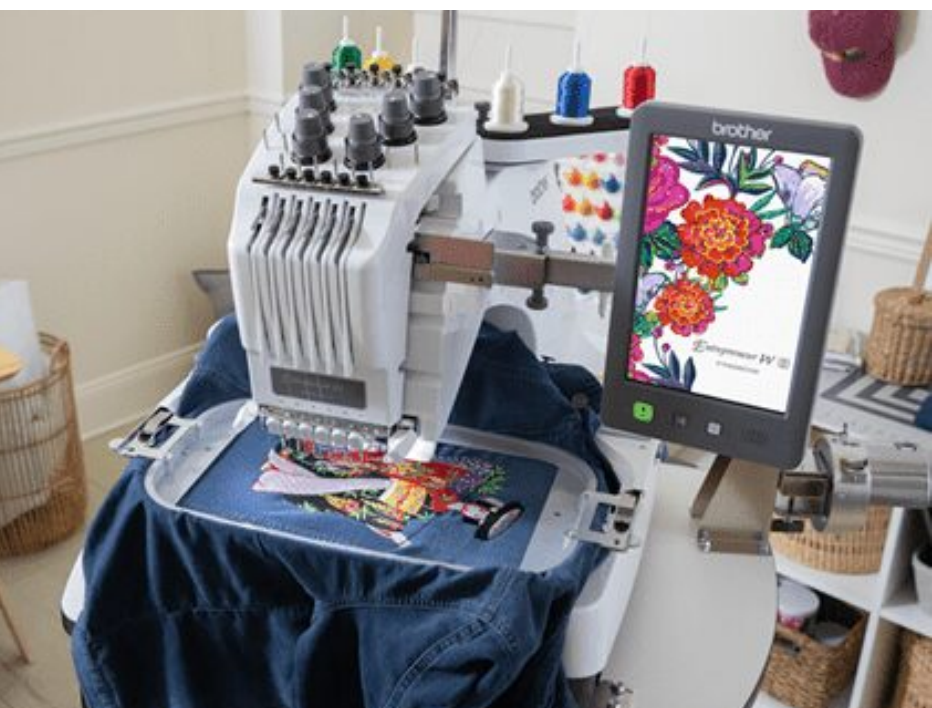
Meanwhile, Google advertising played a key role in capturing high-intent traffic. Performance Max campaigns drove strong returns, while branded search, class promotions, and Dynamic Search Ads expanded reach. Remarketing campaigns kept the company top of mind, encouraging users to consider attending a product demo or making a purchase.

Incorporating in-store events and classes at the campaign level provided value to viewers and expanded the online audience. Transforming these key events from standalone promotions into strategic drivers of awareness and engagement.

With campaigns tailored to every step of the customer journey—including dedicated efforts for high-ticket items—Authorized Vac & Sew began turning digital traffic into real, measurable revenue.

Results

- ✔ **Significant Revenue Increase:** Overall revenue increased by 440% year-over-year
- ✔ **Increased Website Traffic:** Overall website sessions increased by 87% year-over-year
- ✔ **Social Media Growth:** Facebook traffic increased by 82% and revenue by 472% year-over-year.
- ✔ **Google Ads Performance:** Google Ads traffic increased by 146% and revenue by 569% year-over-year.
- ✔ **Bing Growth:** Bing traffic increased significantly (over 1000%), with revenue up by around 600%



IMPACT

Online orders became a significant portion of the company's revenue, and the owners gained confidence in the digital marketplace, unlocking new opportunities for business growth. Video tutorials have dramatically improved new product launches, and foot traffic in-store has increased thanks to event promotions on social media.

Tips For Achieving Similar Results



Provide value to your customers to drive engagement



Leverage brand equity to build an online audience



Test new online engagement strategies, stay flexible, and iterate



Create platform synergy—use social to generate demand and search to capture it

Is your business ready to thread the marketing needle and sew up your own success? Contact our team of experts today for a seamless digital marketing experience.

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