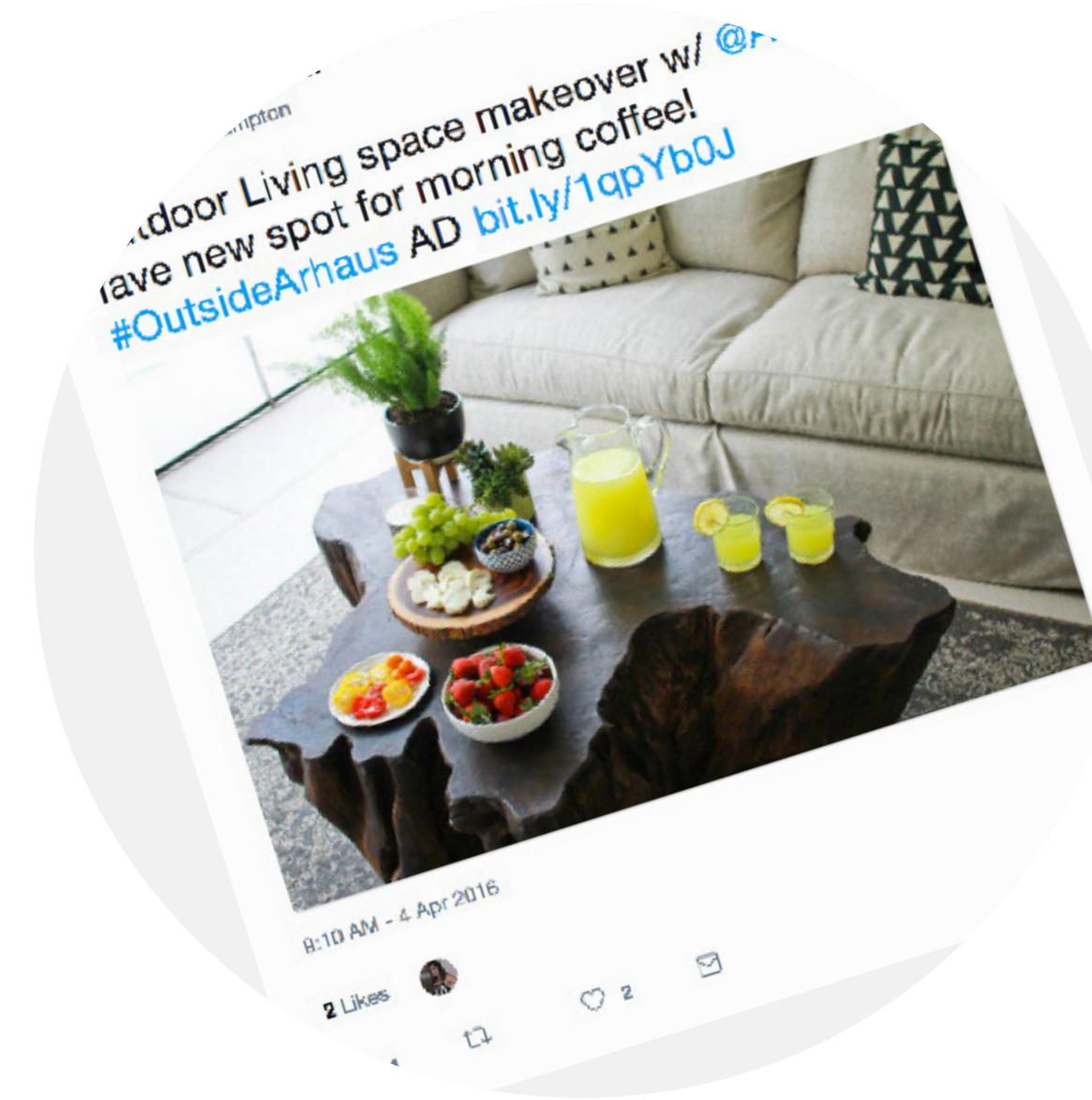


ARHAUS FURNITURE'S EYE-CATCHING OUTREACH

ARHAUS
FURNITURE



The Challenge: Showcase products, increase brand awareness, and drive consumer traffic to the Arhaus Furniture website.

The Sway Solution: As part of a larger marketing campaign, Sway recognized the value in bringing in a high-tier influencer to showcase Arhaus in a personal space. Kelle Hampton, bestselling author from the award-winning blog Enjoying the Small Things, was engaged to publish a two-post blog series with before and after photos. Hampton used Arhaus furniture to redesign an outdoor living space for summer and an indoor living space for fall, and shared her gorgeous, authentic makeover results along with personal stories and high-quality images.



The Results:

- ✓ 48K+ pageviews
- ✓ 7K+ likes on Instagram
- ✓ 16.93% unique click through rate (5.5K clicks to client website)