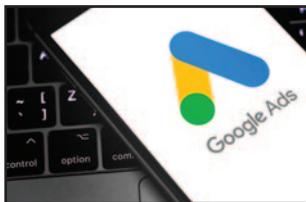




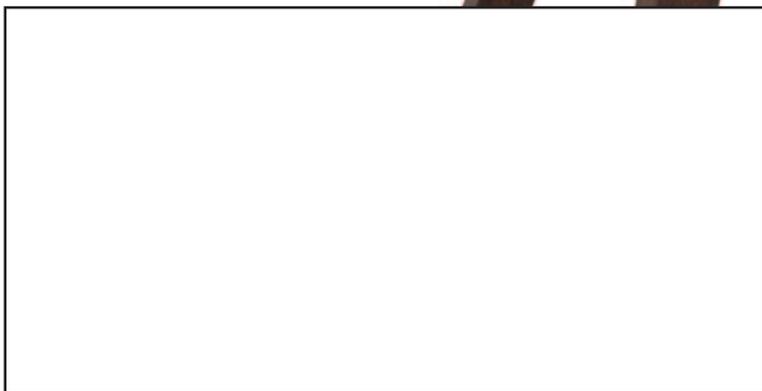
Expressions IN WOODCRAFT

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**Exciting New Entry
From Y&M Chair!**

Page 6:
**Using Google Ads
as an Effective
Marketing tool**



Page 30:
**A Conversation With the
Ohio Forestry Association**



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From The Publisher...

It's been said that weather forecasting is the only job where you can be wrong 50 percent of the time and not get fired. True enough! Making predictions about almost anything is a risky, imperfect process.

Case in point: Late last year former publisher Jerry Klingerman – who studies the housing market regularly – shared his thoughts about where the housing market was headed, and why. The basic message was, “Steady as she goes.”

Of course, that was before gas hit \$5 a gallon, diesel \$6 a gallon; before 9% annual inflation, spikes in food costs and rising mortgage interest rates.

It also was before there was any serious talk of any kind of a recession. Again, the best information at the time reflected that the USA's then-current housing market bore no resemblance to the market that precipitated the Great Recession of 2007-2009.

In a lot of material respects that still holds true: The key difference being that, back then, the housing supply was extremely over-built, oversaturated. Thankfully, there is every indication that builders learned their lesson, and have actually *underbuilt* in the current market. That's the primary reason existing home sale prices have skyrocketed to record levels

across the country.

So, given the aforementioned gas prices, inflation and, perhaps most importantly the rise in home mortgage interest rates, what does the future hold? *Good question.*

In some ways, we're in uncharted waters here. As we go to press, applications for new mortgages have plummeted to a 22-year low. According to *UPI* and other sources, “The U.S. demand for mortgages fell for a third straight week, hitting a 22-year low in what experts say is a clear signal that inflation and interest rates might now be sidelining many potential homebuyers.” Refinance applications also took a nose dive, falling 80 percent over the same period one year ago.

What does all this mean? Are we headed for recession, and a housing crash, etc.? It's impossible to say. What we can say is, there's never been a better time than *right now* to hone in on your target market, and laser-focus your marketing efforts to the best possible target audience. As new challenges present themselves, new/improved solutions must be put in place. Beginning on page six, Bob Berryhill of Infinite Digital Solutions shares his expertise on how to do exactly that.

Thanks for reading.

Ryan Kralik

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FEATURED



ON THE COVER:

The Wren collection from Y&M Chair is highlighted by chairs that forgo a traditional back in favor of a curvy X shape that flows from the legs all the way through the back.

—See page 23



Marketing tips: *Using Google Ads as an Effective Marketing Tool*

By **Bob Berryhill**

Have you ever considered using Google Ads to help increase traffic to your store? Have you tried using Google Ads in the past with little or no improvement to the traffic that is generated to your store?

Digital advertising has moved from being a niche strategy for new businesses to being an integral aspect of any marketing effort. While “mom and pop” stores and big multinationals alike are em-

ploying digital advertisements to drive customers to their websites via the largest search engine in the world, Google Ads are still in high demand. However, just because businesses are flocking to display digital advertisements and/or Google Ads, you do not have to follow them blindly. Digital marketing is about targeting the right audience at the right time and place with the right message. Using a marketing platform can help you accomplish this, but it may also be a huge waste of money if your campaign uses search terms that are unrelated or is

Continued on page 8

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Google ads

Continued from page 6

reaching the wrong audience.

Google Ads is a fantastic way to draw in more customers. This is the most fundamental reason to start an Adwords campaign. It is an efficient method to draw in more clients with internet searches if you advertise on Google. It's also a great way to boost the reach of your campaign, in which SEO (search engine optimization) and other digital marketing tools can play an important part. Setting up your advertisements with a Google partner, who researches key terms and sets up a Google search ad campaign or a remarketing campaign, is a viable alternative to going it alone. It doesn't matter who sets up your advertisements, as long as they know what they are doing and can monitor and alter the campaign to achieve the most efficient results.

Why Google Ads? First, it's the world's largest search engine (Google Rankings, 2021). People

who are exposed to display advertisements are 155% more likely to search for brand and segment-specific terms, and the average brand makes \$2 in revenue for every \$1 that they invest in Google search advertisements (Google Rankings, 2018). It doesn't always work (Google Rankings, 2020). In fact, for the most competitive "keywords," the top three ad spots account for 40% of all clicks on the page. Why is this the case? To find out more about the main benefits of Google Ads, read on.

Organic SEO doesn't always cut it. You need that competitive boost to highlight your marketing efforts. Let's face it most people searching the internet don't go beyond the first 2 top lines looking for a store. You need more than just organic search to overcome this, assuming you want your store to be found. (Organic = unpaid)

What Are The Benefits Of Google Adwords?

Google is a search engine helping place inquiries to the right business that satisfies the major-

Continued on page 10

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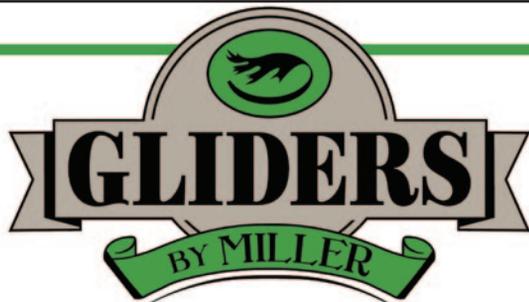
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Google ads

Continued from page 8

ity of its search criteria.

1. Outrank Competitors with SEO Rankings - It's as simple as this: If your target audience can't find your website, they're not going to buy from your business. That's why many businesses turn to Google ads.

Google knows that their advertising platform will allow businesses to pay to climb to the top of search engine results pages (SERPs) for selected keywords. This is a valuable tool for brand awareness and is a must for any store that drives customers from its websites, including e-commerce stores. Google Ads is built on a bid-style auction platform and the campaign bids on keywords related to the products they stock and use it as an ongoing source of leads and sales.

2. Google Ads Build a Larger Target Audience For Your Business

A key advantage of search engine advertising is that you can tap into a huge potential audience. When a brand first starts out, one of the biggest initial challenges is brand awareness. Years ago, building a business identity or brand was a long, slow process that took perseverance, time and a whole lot of money to grow your customer base. These days, anyone can build a business if they can wrap their head around Google Ads, Facebook ads and other digital media advertising, like Tik Tok or Instagram using "reels."

This is good news for any small to medium-sized businesses because it levels the playing field as you try to compete with larger companies. Whether you're an international brand or a local business, you have access to the same pool of potential cus-

tomers. Smaller businesses, which don't have the luxury of employing a full-time advertising specialist, can also search for Google partner brands and hire someone to research keywords and set up an advertising campaign on their behalf.

3. Google Ads Are Faster Than SEO

I've mentioned this, but it's more than deserving of a section of its own. This, in my opinion, is the biggest advantage of using and creating a Google Ads campaign to reach your audience. Launching Pay Per Click (PPC) ads is like turning on a fire-hose in that you'll start to see the results shortly after the campaign is active.

Having an SEO strategy is always a great idea, no matter how large your business is, but SEO takes time and not all businesses have that luxury.

Search Engine Optimization (SEO)

Search advertising like Google Ads bridges the gap between organic SEO and a social media campaign, bringing in im-

mediate traffic and helping you to reach your audience immediately instead of having to wait months or even years for your keywords to rank in the search engine results pages.

All businesses benefit from a combination of both search advertising, such as Google Ads and an SEO strategy. This combined approach is usually called "Search Engine Marketing" and it brings together the best of both worlds.

4. Google Ads campaigns can be scheduled to reach the right people at the right time

Advertising and marketing are all about reaching the right person in the right place with the right message at the right time. Different platforms have

Continued on page 28

"Advertising and marketing are all about reaching the right person in the right place with the right message at the right time."

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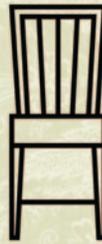


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BREAKING NEWS

DutchCrafters Amish Furniture Heritage Scholarships Awarded for 2022-23 School Year

DutchCrafters, the largest online retailer of Amish furniture at www.dutchcrafters.com, announced the awarding of the “DutchCrafters Amish Furniture Heritage Scholarship” for the 2022-23 academic school year. Winners are: Mehdi Kayi of Allston, MA.; Alejandro Saldana of Norwalk, CT.; and Kara Steinburg of West Linn, OR.

This year, the Sarasota-based multi-channel retailer received close to 100 applications for its annual Heritage Scholarship. The three-part application includes an essay asking applicants to explain how they will draw upon their cultural heritage to shape their vocational aspirations, offer creative value to their employer and serve their respective communities.

Kayi attends Boston College in hopes to become a physician, focusing on treating the vulnerable populations in his hometown. As a Moroccan American and young Muslim, Kayi attributes his strong values of humility, care and respect to his grandmothers as they’d say, “we must not go to bed knowing our neighbors didn’t eat that day.” Kayi’s grandmother “was the healer in her community, helping people with everything from broken bones to delivering babies.” Kayi explains that with underrepresented populations, “I have always been impact-driven — a virtue instilled in me by my parents who always stressed the importance of giving back to the community — and that’s what I find most fulfilling.”

Saldana intends to study at Quinnipiac University as a psychology major. Saldana expresses his pride in his Peruvian heritage when describing his

culture as, “very hard-working people, we persevere even in difficult situations.” He reflects on his role during Boy Scouts in being the only Hispanic boy in his troop. When it came to selling popcorn to raise money for the troop’s campouts, Saldana was the only member of his troop who could speak Spanish. “I felt closer to the ones who couldn’t communicate in English. I’ve noticed that the Spanish-speaking people had a smile on their faces like a sense of relief knowing that somebody was going to help them in their own language.” Saldana hopes to be a great asset to his future employer, and find a career in which he can treat Hispanic individuals with mental and emotional issues, supplying the comfort of speaking about and understanding their concerns.

Steinburg, whose great-grandfather is the sole survivor of the Holocaust out of 18 family members, plans to pursue a bachelor’s degree at The University of Oregon majoring in psychology and double minoring in legal studies and Spanish.

Steinburg’s study interests stem from learning a deeper understanding of her family’s history.

“It was during the spring of my freshman year, while reading Elie Wiesel’s book, *Night*, that I found my eyes continuously skimming over the words ‘Nuremberg Trials.’ As I researched the trials of Nazi Party officials and high-ranking military officers, an interest in law was sparked.”

Her perspective from her family’s history will supply a unique resource in serving her future employers and community. “While my great-grandfather’s voice was never heard in a court of law, his story has inspired me to study our legal system so that one day I can assure justice he never received.”

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Breaking news

Continued from page 13

“We’re honored to invest in young people as they draw from their histories and cultures to build their futures,” said Jim Miller, founder and CEO of DutchCrafters and its parent company JMX Brands. He has differentiated his business by looking within his Amish and Mennonite heritage, offering high-level customer service and heirloom-quality Amish furniture.

Kayi, Saldana and Steinburg each will be awarded \$500 to help with college expenses.

Established in 2011, the DutchCrafters Heritage Scholarship is awarded to deserving, accomplished students attending colleges across the country, studying an impressive array of disciplines. The scholarship continues to underline DutchCrafters’ belief that cultural heritage can positively shape vocational experiences, offer creative value to employers and stress the importance of community service.

Mullet named Hardwood Furniture Guild/Ohio Hardwood Furniture Market Executive Director

Millersburg, OH — The Hardwood Furniture Guild (HFG) recently announced the appointment of Kendrick Mullet as the organization’s first executive director of the Hardwood Furniture Guild and the Ohio Hardwood Furniture Market.

Mullet is no stranger to the industry — or the area. A lifelong resident of Holmes County, he had early exposure to the woodworking industry in his grandfather’s well-known cabinet shop. In 2003, he made his own foray into the furniture world when he partnered with his father and brother in a retail furniture operation. The next year he opened a wholesale furniture manufacturing business and, eventually, added a state-of-the-art finish shop to the mix.

Prior to this position being created, the HFG/OHFM had no personnel dedicated exclusively to the operations of the organization. In making this announcement, the HFG commented,

“Kendrick’s experience in the retail, wholesale and finishing industries, as well as in organizational leadership, will be a valuable asset to our efforts to continue to grow and serve our hardwood furniture community.”

Furniture Production Lead times improving

Millersburg, OH — Two years ago no one could have predicted what would happen to the furniture industry in the face of the Covid lockdowns. Consumers flocked to stores in record numbers to buy high-quality Amish- and American-made furniture, and the resulting explosion in sales created unprecedented lead times at manufacturers. Where once retailers and consumers could expect lead times generally ranging from 10 to 14 weeks, that timeframe ballooned to as high as 32 weeks; more, in some cases.

Expressions In Woodcraft spoke with several manufacturers recently, and, along with information shared by manufacturers with the Hardwood Furniture Guild, we can confirm that many builders are experiencing greatly reduced lead times; some as low as eight weeks. Approx. 50 percent of respondents who provided information to the HFG reported lead times at or under 20 weeks, with the majority being 24 weeks or less.

One manufacturer commented to us that his orders had slowed down a good bit, but he was OK with that because “It gives us a chance to catch up” on the backlog of orders that had accumulated.

If you’re a retailer and would like to keep abreast of manufacturing lead times, you can visit the HFG website and then contact the organization to request access:

ohiohardwoodfurnituremarket.com/buyer-portal/

Note to our manufacturing friends: If you’ve not previously provided your lead times to the HFG but would like to, you can fax that information to: 330-674-3976.

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Star Line Design carves a niche in the accessories market

Like many businessmen David Bontrager has followed more than one path in his working life. For example, he spent approx. 11 years in a welding shop that made semi-trailers. While there, his employers recognized that he had an eye for detail, so they put him in a position where he worked on a number of precision items.

From there, he tried his hand at farming, but the rigors of that became too much when health issues necessitated multiple surgeries over the course of a few years. He knew he could no longer farm, so he began looking for something that was physically less demanding.

One day, while looking through the pages of a magazine, he came across an advertisement for a CNC cutting machine. Bontrager liked the idea of making metal cutouts and designs, "So we put one in" the shop, and Star Line Designs was born. He commented that at that time, "We were on our own. We didn't have anybody to help us," or to give feedback on designs.

So, Bontrager began taking his CNC-based metal creations to local events in nearby towns such as Shippshewana, IN to see if anyone liked his work. It was around that time that "Somebody said we might fit in the furniture world," as a business that offers decorative accessories — something that most retailers will tell you can be very popular.

Bontrager liked the idea and signed up for his first display space at an Northern Indiana Woodworkers Association (NIWA) show. "From there, he says, "It just took off."

Bontrager has the ability to produce an almost unlimited catalog of stock computer designs, and can modify most of those with few issues. But it's the custom work where he truly has found his niche. He will custom-design just about anything that a customer can get onto a picture, sketch, etc. He said he even did a design from a business card one time where the image (of a horse) "couldn't

Continued on page 18



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Star Line carves niche

Continued from page 16

have been more than 5/8 of an inch.” But it worked!

Bontrager said his designs tend to be something that appeals more to folks who have a country background or that type of decorating taste; items that would “go into a mountain cabin or a man cave.” He commented that perhaps some of the things his customers order “wouldn’t go over in Chicago or Columbus, OH,” but his customers seem to truly enjoy Star Line’s products.

Star Line Designs has the capability to do a nearly limitless number of designs and, again, tends to do a lot of custom work, including larger pieces. Bontrager recalled how one piece they did was a large image of a horse — six feet tall — that the customer mounted 80 feet in the air! He said “People can see it from miles away,” and now, that same customer is putting up another Ag building and placed an order for a similar, but not the same, six-foot horse.

Like many Plain businesses, Bontrager has had help over the years from his family, particularly five of his six sons. He recounted how they had worked with him over the years, but now have mostly gone on to do other things. His oldest son had worked with him but actually started a clock business that was spun off from his work at Star Line Design.

As one reads this, the question of shipping might come to mind. Thankfully, that’s not really an issue, as Bontrager said many of their products can fit into standard UPS packaging. But, if the size goes beyond that, “for the most part I try to get items on a furniture truck. I just feel more comfortable that way.” He realizes that shipping costs can be a concern, so “I would try to encourage you to buy more items to spread the shipping costs.” Overall, it does not appear to be a problem, as Bontrager has customers all over the USA. “We deal all over the USA,” he said, and has even done some work for Canadian customers.

Bontrager welcomes new store inquiries and emphasized again that Star Line Design has extensive custom design capabilities.

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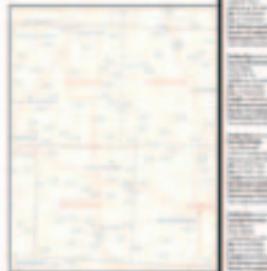
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^^^ The Columbia Sofa #0839 in Soulmate Charcoal is the best seller in **Outdoor Retreat's** deep seating lineup. With its stylish light gray and black color combination and competitive pricing it's easy to understand why! This piece also is lighter than their other collections, but offers the very same quality — a great combination all around. — **See ad on page 33**

Imagine unwinding from a long day and spending quiet, peaceful evenings in the #AR35 Auntie's Rocker from **Buckeye Rocker**. This beautiful item is one of the first chairs they made and, with its unique combination of style and comfort, it's easy to see why it's still a top seller. Shown here



in Oak with Bel Aire stain and L330 Carmel Leather, all you need to do is set this on your showroom floor and watch what happens! — **See ad on page 27**



<<<With a 1500-watt, 5200 BTU fireplace inset, the Fireplace TV Stand from **Buss Road Woodcraft** is the perfect option for enjoying your favorite programs while staying cozy. Available in two sizes, and a variety of wood and stain choices. — **See ad on page 33**



The Park Avenue Bedroom from **Meadow Wood Furniture** is an eye-catching combination of the distressed look and other stylish design cues, including clean, square lines, inset drawers and oversized pulls on the case goods and a modern/contemporary headboard/footboard combo that features tufted insets. — **See ad on page 17**





<<<The #146, 7-Bottle Barrel Hutch from **Rustic Barrel Design** is the perfect complement to your Man Cave, rec room or anywhere you want to combine style with a rustic look. Shown with optional lighting kit. — *See ad on page 41*



^^^ The Aspen Chandelier from **Star Line Design** is a hot seller — and hard to keep in stock! With its rustic log accents complementing the CNC-routed metal sculpture, it's the perfect complement to your cabin, mountain retreat or man cave. Many custom designs also available! — *See ad on page 16*

>>>The Walnut Occasional with Root Base group from **Quad M Rustics** takes rustic and repurposed wood to the extreme. The tops feature rustic live edge Walnut — a look that's hard to beat anywhere, but when paired with the Pine root bases and a clear finish to preserve the natural beauty, it's truly exceptional. Each piece is unique, different and exciting! — *See ad on page 12*



>>> **Pioneer Woodworking** presents a beautiful new option for dining, with the Post Mission Chair, paired here with a square-leg table. The chairs are constructed of Walnut in the legs and back, with Wormy Maple in the seat and slats. The table features a Wormy Maple top with Walnut base/legs. Stunning! — *See ad on page 45*



<<<**Hidden Hollow Wood and Upholstery** offers a full line of wood and upholstered furniture in a number of designs, including its latest offering, the Jasper Arm Chair. Gently curved arms provide an inviting look to this classically-inspired design that is easily at home in living, dining or office applications. — *See ad on page 46*



^^^The #1800 sofa from **Quality Fabrications** has been a consistent best seller for many years – it’s easy to see why, as this piece features classic Mission styling, comfortable seating surfaces and, when selected in the shown QSWO, it’s simply beautiful. New! Now available as quick ship in the customer’s choice of any in stock QF fabric! – **See ad on page 47**



^^^The West Newton Buffet from **Townline Furniture** takes its cues from the always-popular Mid-Century Modern style. The main unit features simple, uncomplicated lines and is highlighted by four doors that sit back into the unit just a bit. The base carries the classic look as well, and provides a good contrast to the simplicity of the cabinet. – **See ad on page 29**



The Oakley bedroom suite from **Barkman Furniture** is all about the popular modern farmhouse trend, highlighted by the fence-inspired headboard, sun-aged translucent finish on rustic white oak, and contrasting black hardware. – **See ad on page 31**



<<<The Sierra Chair from **Wengerd Wood Products** showcases a clean, modern look combined in a comfortable package. The back slats create a unique pattern with their design, and they are curved to provide extra comfort — just as the scooped seat is, too. The back legs carry the curves through, while the front legs are almost a simple Shaker style. — *See ad on page 40*

<<<New for 2022 from **Fisher's Furniture** is the Pittsfield Table. It combines two distinct, very popular looks: Reclaimed Oak Barnwood wood and an industrial-style arched metal base. The result is an almost minimalist look, and a stunning combination of the two styles. — *See ad on page 11*

<<<Clean Shaker-inspired lines combined with a two-tone finish make the #848 Shaker Style Vanity from **Little Mountain Woodworking** an excellent choice for a dressing/makeup table. The matching bench features a comfortable upholstered seat. Shown in Maple with OCS Country White and Asbury stain. — *See ad on page 29*



^^^If sewing is your thing, **Timberside Woodworking** has just the accessory you need — a beautiful sewing cabinet that not only stores your machine, but also features tons of storage space! Available in sizes for both big and regular-sized machines, with lots of styles and finishes to choose from. — *See ad on page 37*



New from **Y&M Chair!** The Wren collection is highlighted by chairs that forego a traditional back in favor of a curvy X shape that flows from the legs all the way through the back. A padded seat offers excellent comfort for leisurely meals with family and friends. This is a fresh, clean design with hints of Mid-Century Modern that your customers are sure to love! Combine it with the matching table for a truly unique look. — *See ad on page 41*



^^^Looking for a classic-style leg table paired with an exciting chair design? Look no further than the Raleigh Shaker set from **Finishing Designs**. Shown here in Rustic Cherry with OCS—102 Fruitwood stain, this popular set is also available for QuikShip. — *See ad on page 38*



<<< **Troy Lane Woodcraft** presents its interpretation of a classic farmhouse look with the Superior Bed and Nightstand. The high headboard and nightstand both feature an "X" pattern that is accented here with ruffsawn Brown Maple in OCS 117 Asbury stain. Antique-style hardware and other distressing give this set a warm, inviting look that has strong appeal. — *See ad on page 43*



<<< For those situations that call for a smaller footprint, but still demand style, consider the Lexy Dining Table from **Interior hardwoods**. Shown here in an attractive two-tone combination with rustic wood. This heavy well-built dining table is designed to last a life time. Minor customization and different edge profiles also available. — *See ad on page 37*



<<<What happens when you take the clean uncomplicated lines of the Mid-Century look and then add live edge in the headboard and footboard? The Castle Bed from **Meadow Rock Furniture!** The metal accents, combined with Rustic, Natural Walnut complete this stunning piece, which is sure to create a good presentation in your showroom —



makes an impression on your customers! — *See ad on page 3*



Looking for an occasional/end table that does it all? Check out the "All-About" from **Superior Woodcraft**! It not only sits on a 350-degree swivel base w/stop, but also includes three drawers, a slide-out tray and optional electric connections and USB ports! (Also shown: tilt-out trash bin configuration) Numerous options available; it's easy to see why this is a very good seller! — **See ad on page 38**

>>>Reminiscent of days gone by...**Horseshoe Bend Chair** presents the Grandfather Rocker. With its larger size and traditional style it's the perfect complement to your living room, nursery or any- where you want a classic look and lots of comfort. — **See ad on page 46**



The Double X chair from **Hillside Chair** features an attractive "X" pattern in the back, and a number of gentle curves throughout the design. It's a popular seller that's available with either fabric or wood seat. — **See ad on page 12**



New for 2022 from **77 Woodcraft** is the Chelsea Collection! A total of five pieces are available, all featuring full-width, deep drawers for plenty of storage. Shown here in beautiful Ruffsawn Brown Maple, this set is sure to get a lot of attention on your showroom floor. — **See ad on page 7**



<<< With a base that takes its design style from the tulip pedestal tables, the **Holland Double Pedestal** table from **Hermie's Table Shop** is an excellent choice to combine traditional styling with a bit of flair. With this design you can easily combine it with almost any style chair. — **See ad on page 19**



>>> The **Silverton Dining Collection** from **Emerson Woodcraft** is crafted entirely of reclaimed barnwood. The solid-top plank-style table is highlighted by large, sturdy legs and the chairs have large, curved slats and a comfortable scooped seat. — **See ad on page 40**





The large “X” in the back of the Brook side and arm chair from **Hickory Lane Woodworking** serves two purposes: Not only is it a stylish addition, but also, with its double bend, it provides more comfort. The back legs curve from top to bottom while angling in just a bit — this is a tastefully designed model that combines both style and comfort. — *See ad on page 17*



The Adena chair from **Country Comfort** is available in both side and arm chair models, and features a curved lumbar support to fit the back, and single wide slat with a double bend. The scooped seat adds to the comfort level. It’s a striking design that is sure to get a lot of attention on your sales floor! — *See ad on page 35*



Three nicely curved slats in the back and a scooped seat are two features that make the Raleigh side chair from **Farmstead Acres Wood** a top seller. It’s a smaller scale chair, but extremely comfortable, and very stylish. It’s also easy to pair with almost any table selection. — *See ad on page 3*



Featuring eye-catching dual wide slats that curve gently, the Stowan Chair from **Shady Lawn Oak** is the perfect combination of style and function, and pair well with almost any table. — *See ad on page 2*



What could be more relaxing than spending the evening in the #194 Sleighback model by **Gliders By Miller**? One of their smaller chairs, it features upholstered arms and all-foam cushions, which give it a firmer back. Its available in Oak, Br Maple, Hickory, Cherry, and QSWO. — *See ad on page 9*

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Google ads

Continued from page 10

different strengths. For example, YouTube advertising can allow you to tap into the awesome power of video, while your remarketing list can help you to reach people who have previously shown purchasing intent.

5. Google Adwords Are 100% Measurable and Scalable

Perhaps and most importantly, one of the biggest benefits of running a Google Ads campaign is that, like most aspects of digital marketing, it's fully measurable. This is especially true if you combine it with Google Analytics and other measurement tools.

This is important to understand because while driving traffic to your business website is the desired outcome, it doesn't achieve anything unless people take action. You can achieve a high click-through rate and a low bounce rate (people leaving without taking action), but your advertising campaign will run at a loss unless you also achieve a high conversion rate. Measuring your click-through rate and conversion rate means that once you're satisfied with your PPC advertising performance, you can scale the ads up to drive even more traffic and to further boost conversions, or if your budget

is starting to run low, you can scale them down again. Generally speaking, you should be able to arrive at a formula that tells you when it's time to sale.

What that means is, when you can be assured that for every dollar you spend, you will receive at least a dollar in return — ideally more; much more — then you can incrementally increase your ad spend. Once you reach that level you can dive even deeper, to fine tune your message, your audience and your results.

A very common tactic is to do what's called a "split test." That's where you run the exact same campaign, to the exact same audience, with subtle changes. Your ad professional can work with you more to understand this, but here's the bottom line: Once you begin to see positive results is NOT the time to sit back and rest. It's time to test, fine-tune and scale.

ALL of this requires that you track virtually everything about your campaign. There's a lot of jargon in the online advertising world, and it can be confusing if that's not your world — and, honestly, this really is not for amateurs. Yes, you can gain lots of new customers and add to your market share with Internet and Social Media ad campaigns. But you can also lose a lot of money if you don't have the

Continued on page 44



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Editor's note: When I first started working with furniture manufacturers in Ohio's Amish Country 18 years ago, I was surprised — amazed, really — at the scope of the industry. The interesting thing about is, people who live near this area, say, within 20-30 miles, have absolutely no idea the level of commerce that's happening in these hills. Sure, most locals are aware of the retail furniture stores that sell Amish- and American-built furniture — and attract millions of tourists every year, but when it comes to the production side, most people don't have a clue

In some ways, that's understandable. I mean, where else would you expect to find a converted chicken house that contains thousands of square feet of furniture manufacturing and warehouse space? (Actually, I can think of more than one of those!) As you drive through the landscape in what is arguably the most scenic region in the state, and one of the prettiest places in the USA, small one- to five-person furniture manufacturing shops dot the landscape. The telltale dust silos have largely replaced the silos that once branded this area as strictly a farming community. While it's true that small farms (generally under 200 acres) still play an important role in this region, farming was long ago surpassed by the woodworking industry as this region's number one economic driver.

While most of the furniture manufacturers here

are definitely small businesses, the level of business being done, overall, is anything but small.

It was with those thoughts in mind that Expressions In Woodcraft reached out to the Ohio Forestry Association. We wanted to get their thoughts about the impact of the hardwood furniture industry on the local economy, and generally find out more about how the OFA supports the industry behind all that furniture.

What follows is our conversation with OFA Executive Director Jenna Reese



EXP: If you met someone who didn't know about OFA, how would you describe it, and its purpose?

Reese: The Ohio Forestry Association is a member-based trade association representing all aspects of Ohio's forest products industry that is committed to properly managed forests and improving business conditions for members.

EXP: Who would you describe as your average member? And/or What types of wood products businesses typically join the OFA?

Reese: OFA has a diverse membership spanning the entire industry from forest to furniture or other final product. Our average member would not be

Continued on page 32



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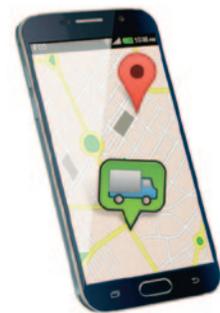


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Ohio Forestry Association

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defined by their profession but rather their passion for the whole industry, leading to the success of every member. We have many hardwood furniture manufacturers as members but also pallet producers, cooperages, railroad ties, hardwood flooring, and animal bedding companies.

EXP: In working with your members, what is the organization's goal?

Reese: The Ohio Forestry Association supports the management of Ohio's forest resources and improvement of business conditions for the benefits of its members in their endeavors to engage in forestry-related industries and enterprises.

EXP: Do you work with individual woodlot/land

owners to implement good forestry practices?

Reese: We work with loggers in conjunction with the Ohio Department of Natural Resources to train them in silviculture practices. We also assist with connecting landowners to foresters who can guide them through implementation of best practices and offering workshops to directly to landowners.

EXP: What are some of the ways forestry impacts Ohio's economy?

Reese: According to a 2019 report by The Ohio State University, the forest products industry contributes \$28.8 billion to Ohio's economy. It is one of the state's largest agricultural commodities.

Continued on page 36



A typical furniture manufacturing shop in this region normally has one to five employees, including the owner. That's a small business by any standard, but all of the 300+ shops — and the hundreds of businesses that complement them, such as finishing shops, logistics and component suppliers — contribute to an annual economic impact estimated at \$3.6 billion. (Source: The Ohio State University)

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Ohio Forestry Association

Continued from page 32

EXP: Do you have any estimates on either the total economic impact, or specifically the economic impact of the furniture industry?

Reese: That same report found wood furniture manufacturing contributes \$3.5 billion in total economic activity to the state. *Ohio is #1 in hardwood furniture production in the country.* (emphasis added)

EXP: How has the explosion of furniture production in Ohio impacted your organization? Have you added programs/services as a result?

Reese: In full transparency, we are still adjusting to the boom as an organization. OFA's board of directors includes representation from the hardwood furniture sector and is committed to growing services that specifically serve the unique needs of furniture producers. Most people have no idea of the economic impact of furniture production, so OFA is regularly promoting hardwood furniture manufacturing across the state, with our national partners, and harnessing international interest to benefit the region.

EXP: From invasive species (such as the emerald ash borer) to the continuing supply chain issues to economic uncertainty/inflation, what are the top issues facing the industry, and what do you see in the next 12-24 months?

Reese: The issue that keeps us all awake at night is, the next generation is not going into forestry, logging, or wood manufacturing like we need to fill

open jobs. Workforce development is the future of OFA, and we are looking for ways to capture the next generation to help members struggling to find qualified workers. In addition, our industry's story has been told by activists who are putting out a false narrative and harming public perception by citing bad actors. OFA is working to reclaim that narrative to highlight the professional men and women dedicated to managing one of Ohio's greatest natural resources, the sustainable and cost-effective solutions we present to climate challenges, and improvements we are making through safety and professional training.

"The issue that keeps us all awake at night is the next generation is not going into forestry, logging, or wood manufacturing like we need to fill open jobs."

EXP: Our target audience is small- to medium-sized retail furniture store owners/managers. OFA has a lot of information about sustainability. What response would you give if you were a store owner and a customer asked about sustainable forestry practices in general, or in Ohio?

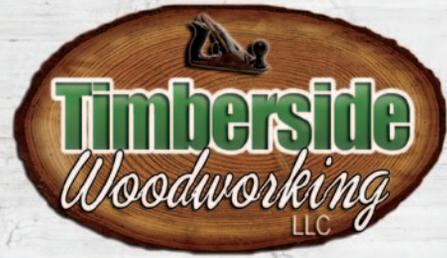
Reese: Hardwood comes from a natural resource that is native to Ohio and renewable. It is sustainable because more trees are planted than harvested, ensuring our forests continue to make up 30% of the state's land base. It also stores carbon throughout its life and naturally improves the air you breathe in your home. There is no better product for the health, safety, and comfort of your family.

EXP: Our publication also reaches 300+ furniture manufacturers in Ohio. Would it be beneficial for them to consider joining OFA? If so, why?

Continued on page 39

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Ohio Forestry Association

Continued from page 36

Reese: OFA can help furniture manufacturers' bottom line by connecting them with their supply chain through networking opportunities, advocating for them with elected officials and regulators, and telling their story. We also help create marketing opportunities for their products through OFA's involvement with the Real American Hardwood Coalition and expanding export opportunities.

EXP: Is there anything else you think our readers should know about OFA and how it serves the forestry industry?

Reese: OFA's annual trade show, The Paul Bunyan Show, is coming up on October 7-9 at the Guernsey County Fairgrounds in Lore City, Ohio. The mission of the Paul Bunyan Show is to provide access to current knowledge and technology, which enhances the quality of life and market

competitiveness of individuals, families, industries and communities. I would like to invite Ohio's furniture manufacturers to attend, and if you're interested in purchasing tickets or becoming an exhibitor you can contact us at info@ohioforest.org.

EXP: Any final thoughts?

Reese: OFA is proud to represent landowners, loggers, foresters, sawmills, wholesalers, secondary manufacturers, pulp and paper, and equipment dealers. We all need each other for the industry to succeed, and OFA is proud of the diversity and strength of its membership. This is a dedicated group of professionals who are passionate about their craft and resource management, involved in their individual communities, and forward-thinking in terms of the future of the industry. For more information, please visit www.ohioforest.org.



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Pioneer Woodworking, LLC	9210 SR 241	Fredericksburg	OH	44627	NA	330-698-3200	45
Quad M Rustics	4929 TR 396	Millersburg	OH	44654	330-893-3729	330-893-0729	12
Quality Fabrications	7108 TR 569	Fredericksburg	OH	44627	330-695-2478	330-473-1359	47
Rustic Barrel	3552 CR 160	Millersburg	OH	44654	330-763-1829	330-698-3200	41
Salt Creek Bedding	13155 Salt Creek rd.	Fredericksburg	OH	44627	NA	330-359-2116	15
Schlabach Finishing	8261 Winklepleck Rd	Dundee	OH	44624	330-852-1125	330-852-1126	15
Shady Lawn Oak	6274 CR 77	Millersburg	OH	44654	330-600-4636	NA	2
Siesta Outdoors	5262 Leihley Hill Rd	Sugarcreek	OH	44681	330-852-9310	330-852-0823	15
Sonshine Baskets	11020 W 400 S	Millersburg	IN	46543	574-642-0599	574-642-0552	19
Star Line Design	61215 E County Line Rd	Shipshewana	IN	46565	574-825-7994	574-825-1422	16
Sterling Transfer	6091 CR 207	Millersburg	OH	44654	330-674-0954	330-674-0949	7
Superior Woodcrafts	12022 CR 20	Middlebury	IN	46540	574-825-4692	574-825-4594	38
Timberside Woodworking	2853 CR 200	Dundee	OH	44624	330-359-0966	330-403-4479	37
Townline Furniture	4425 S 00EW	LaGrange	IN	46761	260-499-4875	260-499-4876	29
Triple F Furniture	49744 TR 215	Fresno	OH	43824	740-575-2772	740-291-2211	35
Troy Lane Woodcraft	8237 Nonpariel Rd	Fredericksburg	OH	44627	330-601-6603	330-698-3200	43
VW Woodcraft	5071 TR 353	Millersburg	OH	44654	330-674-0073	330-674-1730	19
Wengerd Wood Products	8618 CR 201	Fredericksburg	OH	44627	330-439-3565	330-695-2189	40
Y&M Chair	13776 Arnold Rd	Dalton	OH	44618	330-641-1740	330-698-3200	41
Zimmerman Wood Design	224 Snyder Rd	Ephrata	PA	17522	717-342-1238	NA	11

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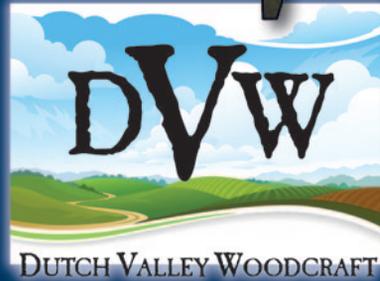
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Google ads

Continued from page 28

expertise to do it well. Learning the ins and outs of all this in order to be able to do it yourself could easily become a full-time job, and that's not what your business is about. Probably the best thing to do is study it to become familiar with the basic concepts and terminology so you can discuss it confidently, as well as ask good questions in order to ensure you're working with the right marketing professionals.

Next Steps

Now that you know why running Google ads is a good idea for your business, the next step is for you to learn the basics of running an ad campaign. Google Ads is approachable to businesses of all shapes and sizes, but its accessibility and ease of use is both a blessing and a curse. That's because you can launch an ad campaign in just a couple of minutes, and your business will start to benefit

shortly after the Google algorithms understand and integrate your campaign into their search. At the same time, though, if you're not careful then your ad spend can spiral out of control. Worse, if you don't get your ads just right, your brand risks reaching people outside of your target audience and you will wind up wasting your money and time.

If you're interested in increasing sales to your store or business by running an advertising campaign, whether that's through display ads or Facebook ads, it is a good idea to find a qualified partner to help. Give me a call to discuss your goals of increasing customers to your business and let's put into place an effective marketing campaign and strategy that will give you measurable results.

*Bob Berryhill is VP of Sales at Infinite Digital Solutions/Infinite Furniture. You can reach him at: 137 W. Jackson Street, Millersburg, Ohio 44654
bob@infinitedigitalsolutions.com
www.infinitedigitalsolutions.com*

The image shows a screenshot of the Expressions... In Woodcraft website. The background is a dark wood grain. At the top left, there is a logo with a tree and the text "The Industry Publication for Amish & American-Made Furniture" above "Expressions... IN WOODCRAFT". To the right, the text "CATALOGS", "PRICE LISTS", and "PRODUCT IMAGES" is displayed in large, light blue letters. Below this is a white navigation bar with the site logo and menu items: HOME, STORIES, ADVERTISE, DEALER PORTAL, ULTIMATE GUIDE, CONTACT, ABOUT. The main content area is titled "DEALER PORTAL" and contains the text "ACCESS PRODUCT & PRICING INFORMATION FROM OUR MANUFACTURERS" and "ACCOUNT REGISTRATION REQUIRED TO ACCESS FILES". Below this text is a grid of manufacturer logos including Timberside Woodcraft, GLIDERS, Emerson Woodcraft, outdoor wheat LLC, VW Woodcraft, WENGERD WOOD PRODUCTS, TRIPLE F FURNITURE, BUSS WOODCRAFT, EMERSON WOODCRAFT, LITTLE MOUNTAIN WOODWORKING, Pioneer, FISHER'S, and DEER VALLEY. At the bottom, the website URL "ExpressionsInWoodcraft.com" is displayed in large, light blue letters.

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