



## Case Study: Press Release Gains National Coverage for Local Business

**Background:** Jeff Plummer, manager of Lowenstein's Antique Marketplace in Negaunee, MI, was used to curious customers. Ever since the antique mall opened in May, 2009, the store had attracted both locals and tourists eager to admire the historic former department store as well as scout for bargains. But when he struck up a conversation with one man in November, 2009 he was shocked to discover that he was chatting with Eric Bradley, the editor of *Antique Trader*, one of the nation's premier journals for the antique industry.

When asked how Lowenstein's caught his attention, Bradley cited a [press release](#) he had received months before announcing the store's opening. The release had been written and distributed by Green Ink Copywriting in April of 2009.

**Challenge:** The antique mall faced several important challenges, the largest of which was that the business was a brand new startup and needed to build a clientele virtually from scratch. While many of the dealers could tap into their existing customer bases, the owners of the mall knew it would be crucial to attract substantial additional traffic as quickly as possible in order to prevent dealers from leaving the mall and to attract additional tenants.

The building's location presented another challenge. Negaunee is a small town located in Michigan's Upper Peninsula, one of the most sparsely populated regions east of the Mississippi. It is off the beaten track, located about eleven miles from the city of Marquette, which is the major population center of the county. To make matters worse, the building sits in the downtown district, which had been steadily losing influence and traffic for the past three decades as commercial interest shifted to the more heavily traveled part of town along the highway.

A final challenge was one of budget. The building's main commercial area had sat vacant for three years previous to Lowenstein's Antique Marketplace's opening. This had been a severe financial drain on the owners, rendering them unable and unwilling to spend a great deal on conventional advertising.

Adding to the mix was the presence of two other antique stores on the same downtown block. It was unclear at the time of Lowenstein's Antique Marketplace's opening whether these would prove to be cut-throat competitors or symbiotic neighbors.

**Solution:** Anne Michelsen of Green Ink Copywriting recommended a simple, well-written press release to be distributed to local media, in conjunction with the individual marketing efforts of tenant dealers towards their existing clientele.

Knowing that local interest would increase the likelihood of media picking up on the story, Michelsen crafted a press release that played up the historical role of the building and its former inhabitants, and suggested that by housing an antique store the building would be returning to its roots. She also explained how the historic nature of the building could add another dimension to the antique buff's shopping experience.

Michelsen distributed the press release to local media, including TV, radio and newspaper. Because of the genuine historical nature of the building, she also decided to go for national exposure by distributing it to all the major national antiques magazines.

**Result:** As a result of the release, Lowenstein's has enjoyed unprecedented publicity for the area. In March of 2010 *Antique Trader* ran a photo-packed [feature article](#) on the antique mall, in which Lowenstein's was characterized as "changing how collectors and dealers view antiques." The coverage has been a real boon to Lowenstein's dealers. It has allowed them to supplement local sales with an increase of wholesale sales to outside dealers coming from as far away as Chicago and Minneapolis.

Green Ink Copywriting's press release also resulted in local media attention for Lowenstein's. This publicity included an article in the region's largest newspaper, *The Mining Journal*, and [TV coverage](#) on the local news station, TV6. The publicity has spurred an increase in floor traffic, drawing in curious new customers from within and beyond the county and contributing to a profitable first year of business for the majority of the dealers.

Even in its first year, Lowenstein's performed beyond expectations. "It's doing great," said Plummer one year after the press release was distributed. "It's been surprising. March is usually slow, but we're having a terrific month. I expect the summer will be really strong."

In fact, the store's performance has been good not just for Lowenstein's owners and dealers, but for neighboring businesses and the city of Negaunee as a whole. As Bradley's article states, Lowenstein's is "revitalizing (Negaunee's) aging downtown" with a store that is "approachable and offers different price points for young shoppers and experienced collectors."

And the other antique stores on the block? They're thriving, too!



In addition to press releases, Green Ink Copywriting helps local and sustainably-minded businesses thrive by providing lead generating web content and other sales and publicity essentials. For more information please visit [www.GreenInkCopywriting.com](http://www.GreenInkCopywriting.com) or email [anne@greeninkcopywriting.com](mailto:anne@greeninkcopywriting.com).

