



LSF Interactive Client Eofficedirect.com Achieves 50 Percent Growth

SEO Strategy Boosts Sales for Online Retailer Despite Industry Slump

SAN FRANCISCO, CA (April 6, 2011) – LSF Interactive, <http://www.lsfinteractive.com>, a technology-focused global online marketing and media buying company, announced today that monthly sales for client eofficedirect.com, a leading online retailer of office furniture and supplies, have grown by 50 percent compared to 2010, far exceeding growth in the industry.

“After an in-depth analysis of eofficedirect.com and the online furniture space, we were able to significantly improve the site for both organic search and Google Shopping results, which resulted in more targeted traffic, better conversions, and increased sales,” said Ricardo Figueiredo, Director, U.S. Operations, LSF Interactive. “It’s been a pleasure helping this client exceed expectations in a tight market.”

Steve Hovey, President and Founder of eofficedirect.com, and Charles Wolfinger, Site Director of eofficedirect.com, selected LSF Interactive to conduct a complete site analysis of eofficedirect.com early last year. “Things really started to click by June of 2010,” said Hovey. “Since that time sales growth at eofficedirect.com has far exceeded the growth in the industry. In fact, over the past couple months we have experienced 50 percent growth compared to the prior year’s monthly sales.”

Companies like eofficedirect.com choose LSF Interactive because they’re offered a full spectrum of online marketing services in one place. Eofficedirect.com has also hired LSF Interactive to manage its paid search (PPC) campaign and is seeing impressive improvement in orders, conversions, and cost of acquisition. At LSF’s recommendation, the company is implementing social media, using Twitter, Facebook, and adding a blog to its homepage.

About LSF Network

LSF Interactive is a technology-focused online marketing and media buying company that leads brands to dominate their industries and generate more revenue per campaign. LSF Interactive uses new

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generation customer-centered, integrated and results-driven digital marketing solutions and services managed by an experienced team of experts and supported by a state-of-the-art reporting platform. Headquartered in San Francisco, California, the 110-people strong LSF Interactive is a division of the LSF Network Group that has offices on two continents and manages more than 360 accounts worldwide including ClubMed, Warnaco (Speedo, Calvin Klein Underwear, Calvin Klein Jeans), Waterford Wedgewood, Royal Doulton, Lancome, Lenox, Dansk, Career Education Corporation, LSI, NetGear, LastMinuteTravel.com, Le Figaro and many more. For more information, please visit www.lsfinteractive.com and www.lsfnetwork.com.

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