

AMPH Advertising Agency Inc.

HAS HELPED **BLIMS FINE FURNITURE** GET THE BRAND TO BE SEEN CONTINUOUSLY BY THE CONSUMERS THROUGH GOOGLE ADS.



BLIMS *fine furniture*

BLIMS Fine Furniture is the Philippines's pioneering one-stop furniture shop concept in the Philippines since 1977 that sells everything you need to turn your house into a home. It has always been at the forefront in bringing a convenient shopping experience to customers. BLIMS Fine Furniture was also the first to bring the concept of Ready-To-Use (RTU) and Ready-To-Delivery (RTD) furniture in the market as the standard of convenience to Filipino consumers. Throughout the decades, BLIMS has continued providing great furniture as they shop the world for the best quality and comfortable products and offer it at unexpectedly reasonable prices to Filipino consumers.

CHALLENGE

Like all the companies we are also struggling to cope with the new normal for the past 2 years. For now, this is still our biggest challenge and still doing our best to overcome this challenge. To add to this, the shift to online allowed a lot of new furniture sellers to compete directly with us. Since there was very low foot traffic in the physical stores, our usual advantage of physical store dominance was not as useful.





It is one of the tools that helped us cope with the crisis brought by the pandemic these past few years. It helped us increase more traffic to our website, which also allowed us to increase our online sales in our site or bring much needed traffic/customer inquiries to our stores Digital Marketing helped get our brand to be seen continuously by the consumers since all our offline advertising were halted during the pandemic.

“We are satisfied with the services offered by AMPH. They provide continuous recommendations, complete reports on how our ads are doing and are responsive on how to meet our objectives. They are very easy to communicate with and on call anytime you need.”

Sam Greg Lim

Vice President – Marketing



As the only agency to be accredited with both the Preferred Reseller for Yahoo Search Marketing and Google AdWords Premier SME Partner (PSP), AMPH Advertising Agency Inc. offers a comprehensive range of online services comprising customised website design and conceptualisation, hosting services as well as targeted ad campaigns on leading online platforms such as Yahoo, Google, MSN (Bing), and Facebook.

AMPH Advertising Agency Inc. remains one of the top online marketing agencies in Southeast Asia. Coupled with a dedicated team comprising seasoned marketers who possess great knowledge and understanding of online marketing for the various industries their clients may be in, AMPH Advertising Agency Inc. is confident to be a catalyst of unprecedented growth for your business.