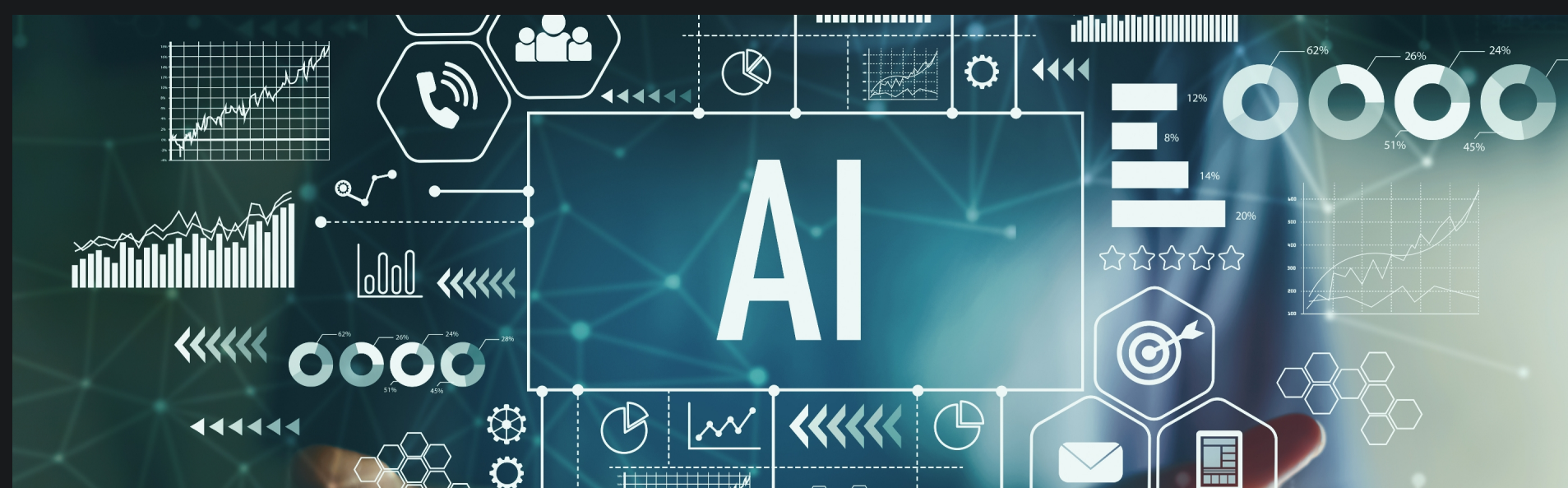
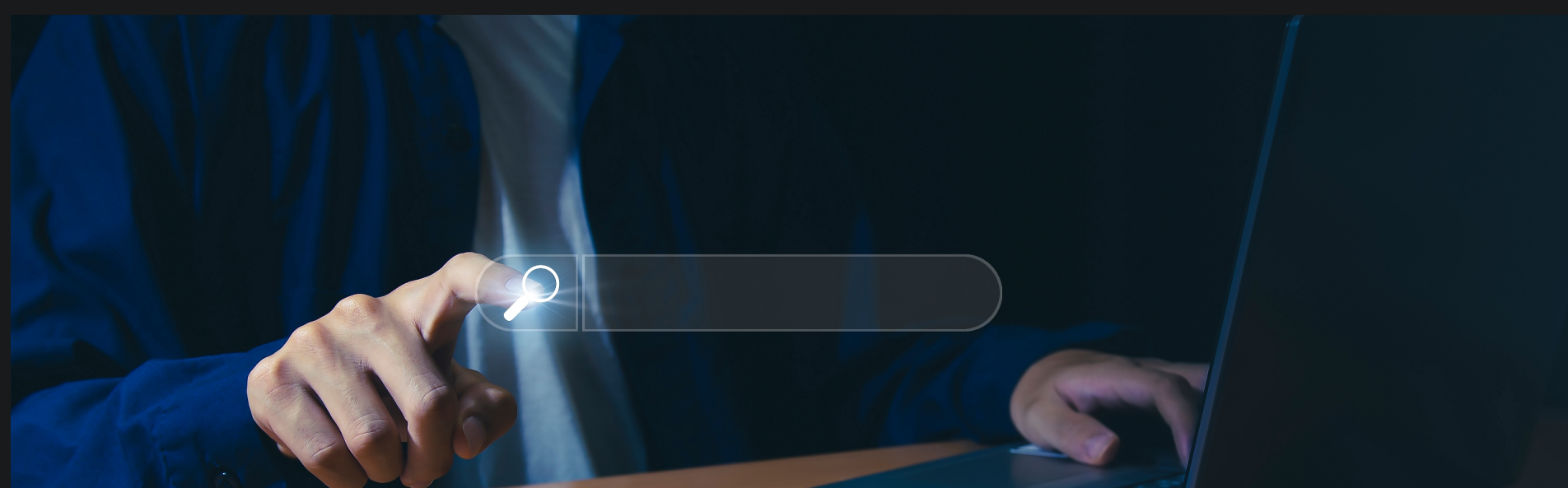


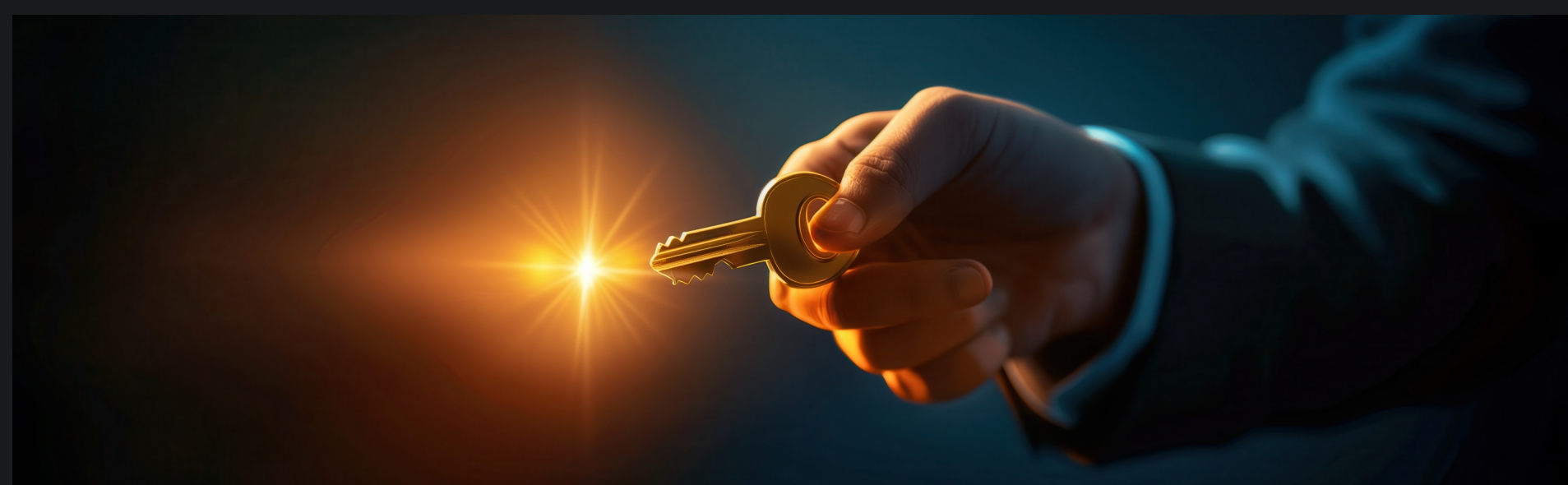
What's Working



How AI Impacts Google Search for Furniture Stores



Furniture Store Advertising in 2025



Retention Over Acquisition: The Key to RTO Store Advertising Success



7 Ways to Create a Furniture Store Brand Your Community Will Love



5 Furniture Store Digital Marketing Techniques to Elevate Your Business



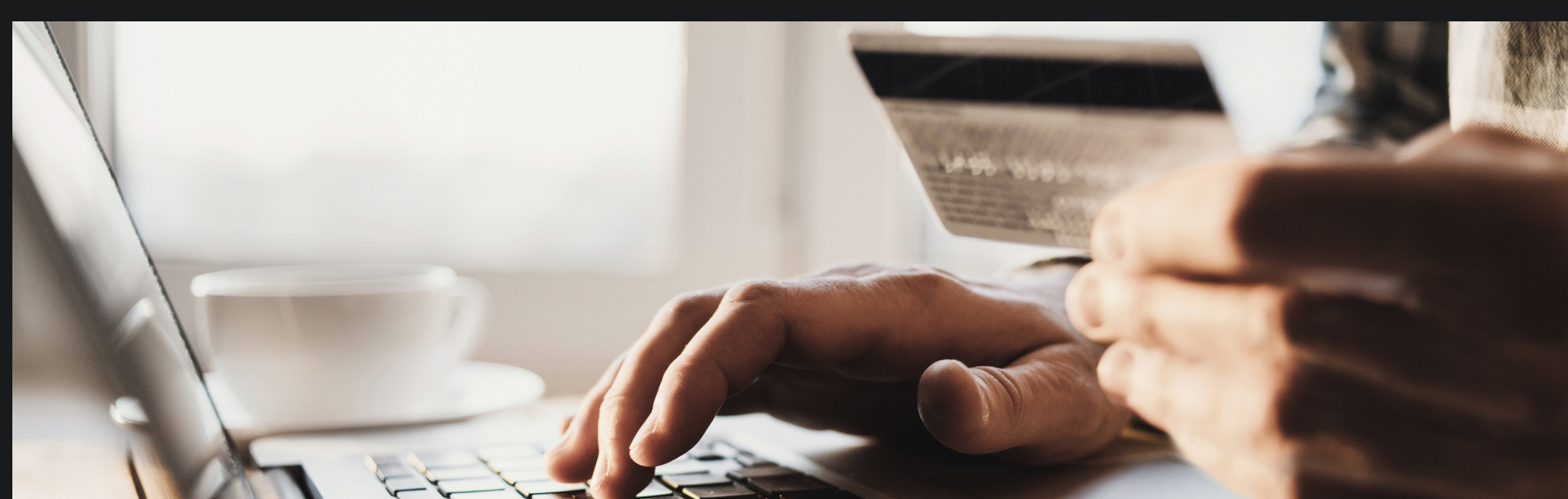
Boosting Foot Traffic to your Furniture Store: Effective Strategies



Furniture Industry Advertising Attribution



Third-Party Cookies and the Furniture Industry



Google Performance Max (PMax) Campaigns for Furniture stores



Social Media for Furniture Businesses



Furniture Store Marketing Tips



YouTube vs OTT



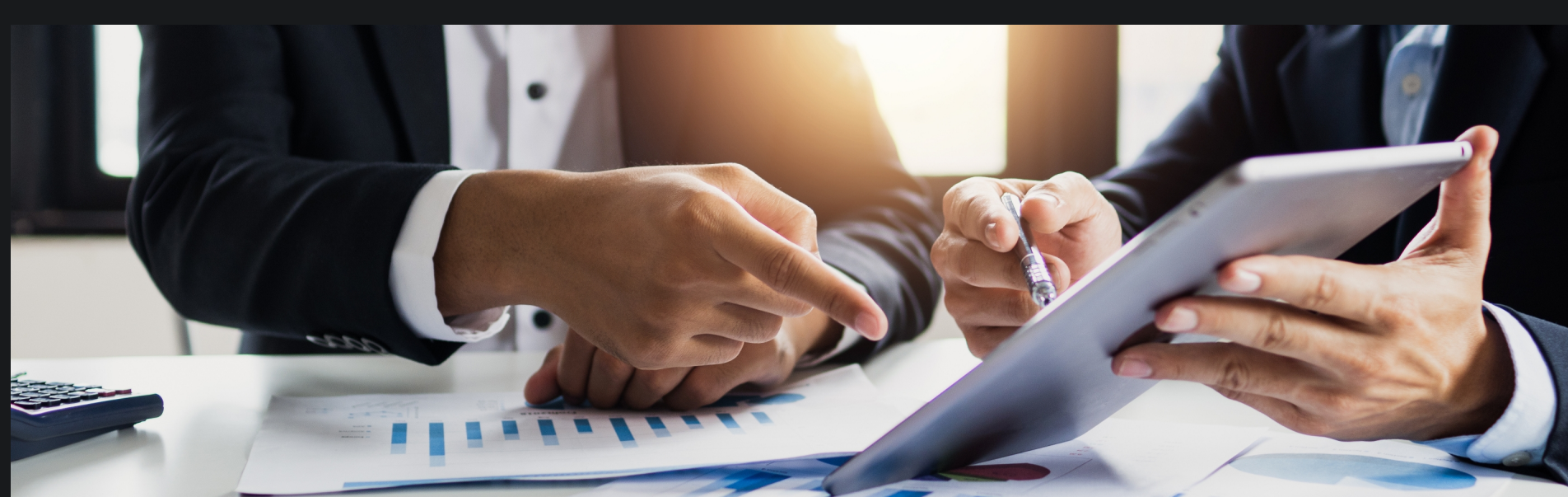
Save Money & Grow Revenue



Furniture Store Advertising During a Recession



Do TV GPRs Matter?



OTT Prices



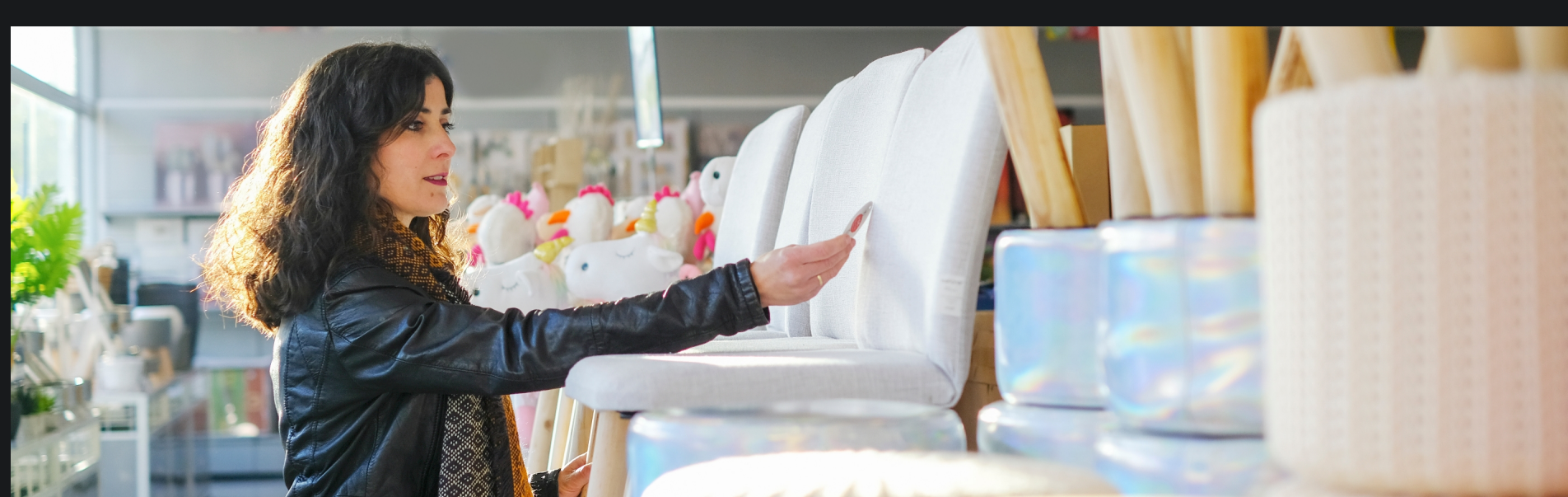
People are not watching TV



How does Tango save clients thousands of dollars on their Google Ads advertising?



8 Proven Marketing "Hooks" You Need to Add to Your Next Piece of Content



Advertising to Reach 2022's Local Furniture Shoppers in a Fractured Media Market

Services



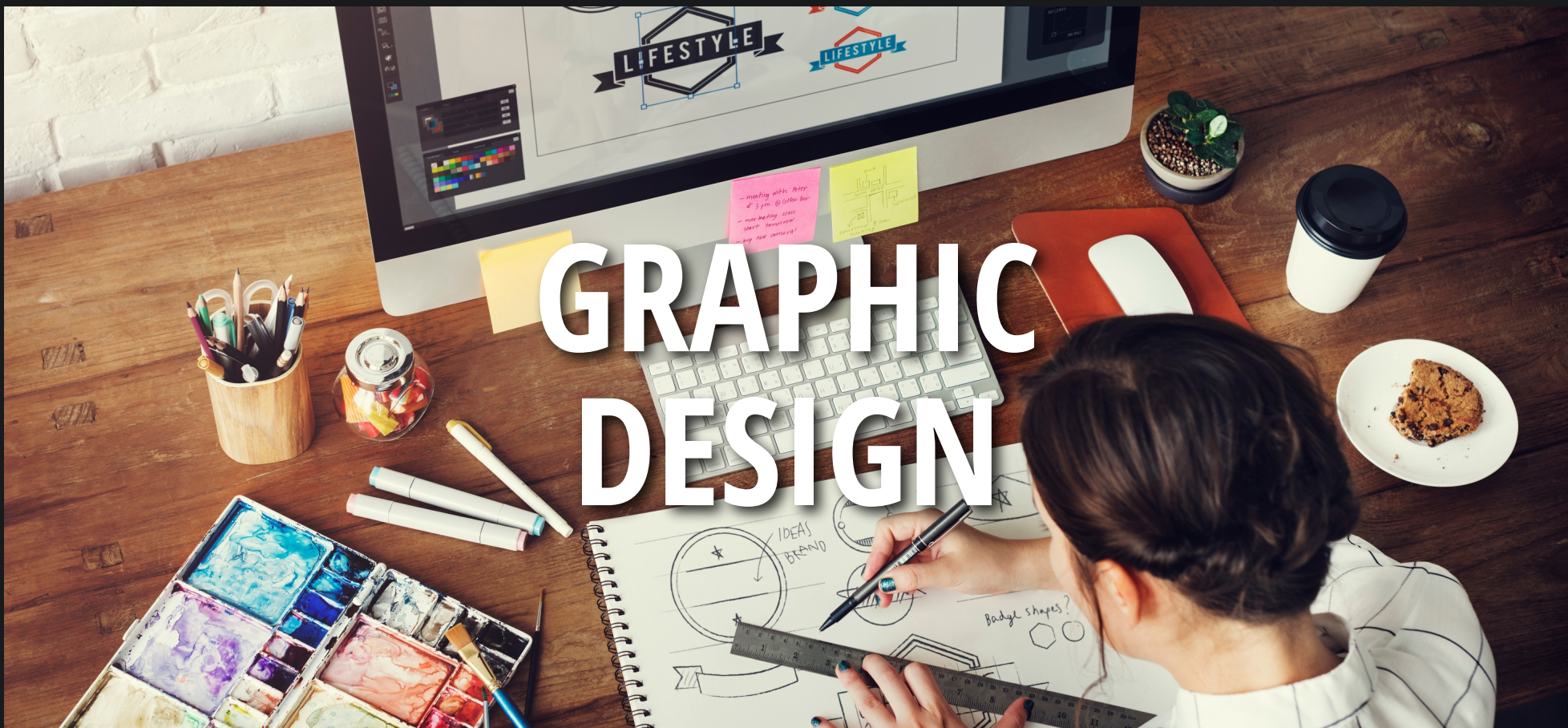
- [Video & Audio Production](#)
- [Video Streaming](#)



- [Social Media Advertising](#)
- [Organic Content Services](#)



- [Broadcast Media Management](#)
- [Print Circulars](#)
- [Direct Mail](#)



- [Creative Services](#)
- [Point of Purchase Signage \(POP\)](#)



- [Research & Analysis Services](#)



- [Instore TV & Radio Network](#)



- [Google Ads](#)
 - [Email Marketing](#)
- [SEO](#)
 - [Website Solutions](#)
- [Audiences - Encrypted Records](#)
 - [GeoFencing & GeoFraming](#)

Tango Defined

Since 2009, Tango has evolved from digital signage innovators to a full-service ad agency built for the home furnishings industry. Our team of former retailers and ad-industry veterans brings hands-on experience and real insight into what drives results.

From video production to digital marketing, we offer strategic solutions tailored to each client’s unique goals—not one-size-fits-all formulas. In 2024, we were honored as the #1 Ad Agency and #1 Data & Marketing Agency by Furniture Today readers, a reflection of the partnerships we’ve built and the trust we’ve earned.

Let's Build Something Great Together



Team Tango

Terry spent many years in TV advertising sales for Comcast, CBS and a strange, little independent TV station broadcasting paid-for long form content. He has produced thousands of videos and TV commercials as a partner in a video production company. Terry also served as the director of sales for a TV broadcasting technology company. These experiences culminated in the founding of Tango, where he focuses on bringing technology, media, manufacturers, and

Terry Fetterman
Mastermind of Tango



Joe Walter
Online Ads Whisperer



Rebecca Dauber
Creative Rockstar Boss



Shirley Griffiths
Vice President of Account Management & Sales



Avery Nelson
Lead Connector



Pam Sawyer
Senior Account Manager



Heather Gust
Sales and Account Manager



Travers Mutton
Digital Marketing Dude



Hanna Walbrun
Director of Website Services



Shannon Strzelecki
Design Dynamo



Brittany Spotts
Digital Sorceress



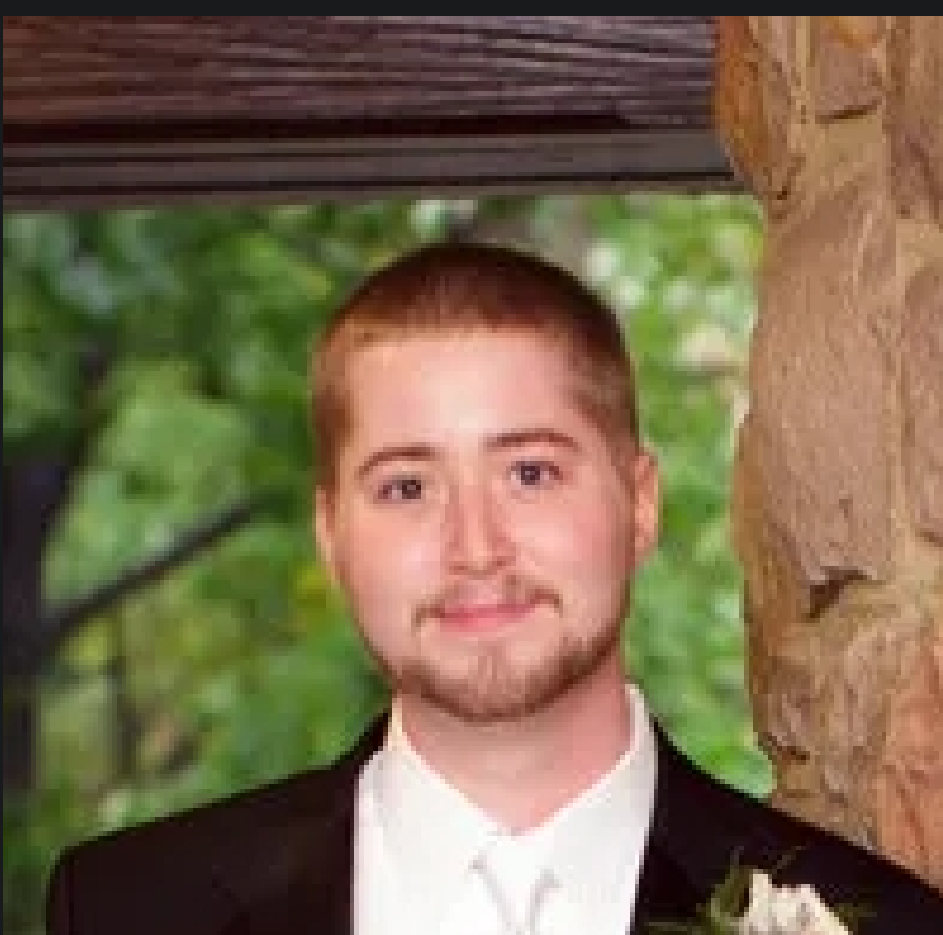
Renae Lorentz
Graphic Designer



Gigi Cronin
Research Wizard



Johnny Sarensen
Technology Lead



Ben Cartwright
Bean Counter



Robert Mohollen
Chief Money Fella



BJ Medlar
Senior Account Manager



Claire Fetterman
Account Manager

Contact Us

Let's Connect!



(610) 228-4230

connect@tangomm.com



610-228-4235

Terry Fetterman

813-477-2343

Joe Walter

443-924-4048

Avery Nelson

509-998-3282

Shirley Griffiths

Tell us a bit about your needs, and we'll follow up by the next business day.

Contact Form

Careers



Job Openings

Senior Account Manager

Our Mission

Tango helps family-owned businesses grow through developing and managing customized advertising programs, leveraging data, while providing engaging creative services. We deliver measurable results through responsive programs that address client opportunities and challenges.

Our Vision

We accept that the world continues to change. We celebrate living in full color, exploring, learning, collaborating, and growing with change. We help our clients continually engage more meaningfully with those they seek to help and serve. Tango’s nation-wide growth builds through working closely together and helping one new client at a time.

Our Values

Tango is deep in a growth phase. We work long hours, check emails at night, early in the morning, on weekends. We start work each day with a can-do, forward-thinking attitude. We respect each other’s unique qualities and are united by a singular vision. We support each other, work hard together, and do what we can to ensure clients’ needs are met. We seek new ways to help clients grow. Clients are key to our collective success. Working at Tango begins with a strong attitude, personal commitment to growth, client focus, and support for one another.

Equal Employment Opportunity Policy

TangoMM provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

Tango Testimonial



#1 Advertising Agency
for Furniture Stores!

Services

- Online Advertising
- Video Marketing
- Social Media
- Graphic Design
- Traditional Media
- Instore TV & Radio
- Research & Management

More From Tango

- Tango Defined
- Contact Us
- What's Working
- Careers
- Certifications
- Update Your Contact Info
- Privacy Policy
- Accessibility

Lets Connect

We are here for all your advertising needs!

[Contact Us](#)

Update Your Contact Info

First Name:

Last Name:

Company Name:

Job Title:

Email:

Mobile Phones:

Office Phone:

Billing Street Number & Name:

Billing City:

Billing State:

Billing Zip:

Website URL:

Note: