

**NEW CONSUMER RESEARCH FROM HNN (HOME NEWS NOW) REVEALS STRATEGIES
MANUFACTURERS & RETAILERS CAN USE TO SHOW MORE, TELL MORE AND SELL MORE. IT
IS A GREAT RESOURCE, READ IT!
PLUS OUR 2-CENTS WORTH**

Now that the furniture market is over, How do you plan to Show, Tell & Sell all the new products you plan to floor?

Unfortunately, Manufacturers spend tens if not hundreds of thousands of dollars preparing their showrooms to entice retailers to buy and floor their products, and do virtually **NOTHING** to support these retailers with the sales and marketing tools to help them show, tell and sell those products

HINT TO MANUFACTURERS ... HOPE IS NOT A STRATEGY. *Hoping* that your retailer will promote and sell your product as YOU (Your Brand) intended in my opinion is just lazy and foolhearted. Hey, guess what?

The role of your Marketing Director doesn't end at the Market, it never ends and it is ever evolving.

WHY wouldn't you support these products with:

- **In depth Product Content**, utilizing Keywords for SEO
- **Quality Stories** - Consumers demand quality research shows, below
- **Product Videos** extolling the features/benefits of your product(s). Read my article on Short Videos, [HERE](#)
- 3D Product Rendering to show a 360 degree view and close-ups of the product materials and more
- AND MORE (These are just a few)

If your Marketing Department struggle to know and implement what is required to attract, inspire, motivate and buy your products, we can help. That is what we do, and we do it everyday.

At Imagine Advertising & Publishing, we have, collectively, over 120 years of experience in the Home Furnishings's Category

Services



Click the image to learn more

On to [HNN's Market Research](#) and How Manufacturers & Retailers can use this information strategically.

We will address each opportunity starting from Top to Bottom of the **RED ARROWS**.



75% of consumers would rather shop in your store

Do you have the following when the consumer comes to your store:

- A flyer/ promotional printed item that highlights your specials, A flyer/ promotional printed item that highlights your specials, **HOT BUYS**, that you hand to customers entering the store? [\(Imagine Does This\)](#)
- On you website, do you offer \$\$\$ incentives to shop in-store?
- On your website, do you offer special discounts, or incentives, to pick up their online purchase at your store? (Great up-sell opportunity for them to explore more in your store).
- P.O.S. Highlighting the product features/benefits with a QR code so customers can view the information online and see any product feature/benefit videos?
- **(UP-SELL OPPORTUNITIES)** P.O.S that highlights Buy The Piece - Steal The Room. (Offering special discounts for end tables, lamps, or night stands, mirrors, etc?)

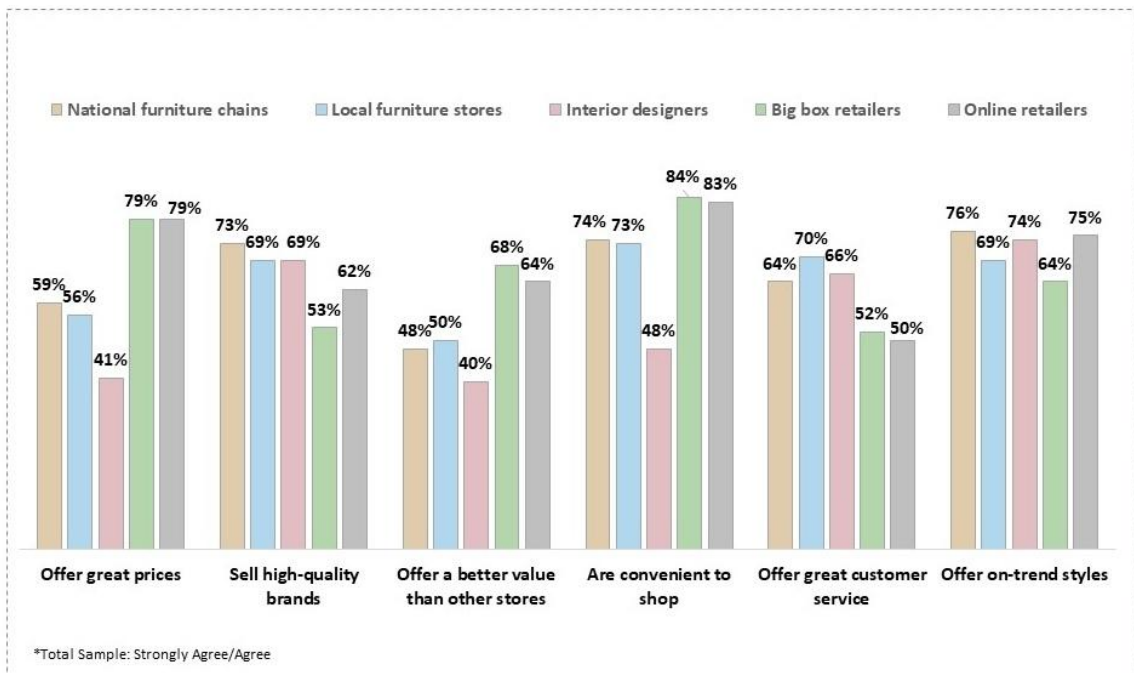
We have many, many more ideas. Contact us for a FREE RETAIL ANALYSIS. NO Sales Pitch, No Strings Attached info@imagineadv.com

4 out of 10 Shoppers Are Bargain Shoppers

- A flyer/ promotional printed item that highlights your specials, **HOT BUYS**, that you hand to customers entering the store?
- Does your website have a section for **HOT BUYS UNDER \$99.00 and/or \$199.00?**

Local/National Furniture Stores receive high rankings for:

Big box and online retailers rate highest on offering great prices. National furniture chains, local furniture stores and designers rise to the top for selling high-quality brands.



Consumer Intelligence for the Home Furnishings Industry

Source: CIN Consumer Furniture Buying Survey, January 2024

Q: Thinking about the following types of furniture retailers, how much do you agree with the statements?



- **Selling High Quality Brands ([Local Furniture Stores Win Here](#))**

The reason I highlighted this was obvious. If the manufacturer of your items does not have a **“Quality Story”** to tell, per above, consumers may ignore that Product/Brand accordingly. Demand this from your supplier.

Also, today consumers are environmentally conscious. Your supplier should have that content, addressed, also.

EVERY MANUFACTURER MUST TELL THEIR STORY and supply their retailers with that information via P.O.S and Content in their product descriptions. This should also be done in short Videos, because that is what consumers today want! [Read my research about short videos HERE](#)

Demand this from your supplier.

So, how should the manufacturer TELL THEIR QUALITY STORY?

Here is how we recommend they, or you if the manufacturer hasn't done their job, tell your QUALITY STORY

To effectively tell your story as a high-quality furniture manufacturer, you should focus on highlighting your brand's core values, unique selling points, and commitment to craftsmanship. Here are some key strategies to consider:

Emphasize Your Craftsmanship and Quality Materials

Showcase the meticulous attention to detail and superior materials that go into creating your furniture pieces. Describe the skilled artisans, traditional techniques, and high-grade woods or fabrics used in the manufacturing process. This will reinforce the exceptional quality and durability of your products. (Again, P.O.S. materials are critical to telling this story, along with short videos, preferably from the manufacturer, showing these elements).

Share Your Brand's Origin and Heritage

People connect with compelling narratives, so share the story behind your company's founding and any generational traditions or expertise passed down. Highlight how your brand has stayed true to its roots while adapting to modern tastes and standards. (See our comment above).

Spotlight Your Design Philosophy

Explain the design principles and aesthetic vision that guide your furniture collections. Discuss how your pieces are thoughtfully crafted to be both beautiful and functional, blending form and function seamlessly. (On your website, do you have an area where you can highlight the brands you carry, that will display this content? YEP, again P.O.S. materials can help do this, too).

Use Visuals to Bring Your Story to Life

High-quality visuals are crucial for furniture marketing. Include professional photographs and videos that showcase your products from multiple angles, in different settings, and during the manufacturing process. This allows customers to envision the pieces in their own homes. (I don't want to be redundant here, BUT I do. It's a FACT....

- 84% of consumers agree that watching promotional videos has convinced them to purchase a product or service. ...
- On average, people retain 55% more information when it is paired with an image
- One study found that articles with images were twice as likely to be shared than those without.

WHY AREN'T MANUFACTURERS SUPPLYING THEIR RETAILERS WITH THESE CRITICAL SELLING ELEMENTS?

Leverage Customer Testimonials

Share positive reviews and personal stories from satisfied customers about how your furniture has enhanced their living spaces and daily lives. Social proof is a powerful marketing tool that builds trust and credibility. (Are you utilizing Social Media to Show, Tell & Sell your products? You should, and do it now. ***Social Media will be an \$11.2 TRILLION DOLLAR PLATFORM in 5 years!***)

Highlight Your Commitment to Sustainability

If your brand prioritizes eco-friendly practices, such as using responsibly sourced materials or minimizing waste, weave this into your storytelling. Many consumers value sustainability and will appreciate your environmental consciousness. By combining these elements into a cohesive narrative, you can effectively communicate your brand's unique value proposition and position yourself as a premier furniture manufacturer dedicated to quality and customer satisfaction.

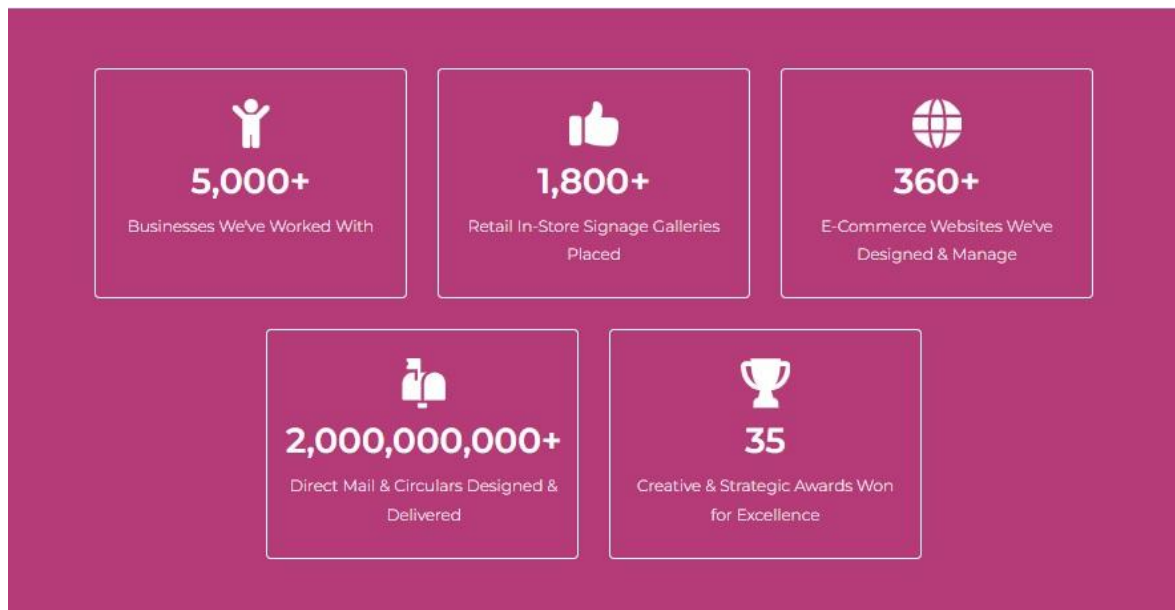
EVERY MANUFACTURER MUST TELL THEIR STORY and supply their retailers with that information via P.O.S. Content and product visuals in their product descriptions. This should also be done in short Videos because that is what consumers today want! Read my research about short videos HERE: <https://lnkd.in/ge4acrPc>

Again, Marketing for Manufacturer Brands does NOT end at the Furniture Market. It goes much deeper than getting a placement, it is all about Sales Velocity at retail...PERIOD! If your marketing team struggles with this, Imagine Advertising has, collectively OVER 120 years of Home Furnishings Sales & Marketing experience to help you Show More, Tell More, and Sell More.

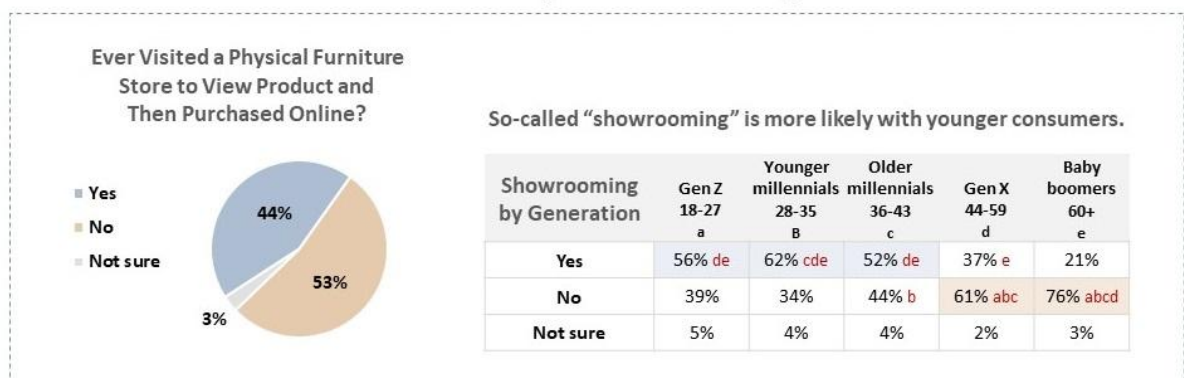
AND ... we can write your Content and Blogs. Contact us at info@imagineadv.com for more information

Again, Marketing for Manufacturer Brands does NOT end at the Furniture Market. It goes much deeper than getting a placement, it is all about Sales Velocity at retail...PERIOD!

If your marketing team struggles with this, Imagine Advertising has, collectively OVER 120 years of Home Furnishings Sales & Marketing experience to help you Show More, Tell More and Sell More.



Four out of 10 furniture shoppers say they've visited a brick-and-mortar furniture store to view product and then bought online.



44% of shoppers admit to Show-rooming: Visiting a store to view products and then purchasing online

Our thoughts here are two-fold.

- If you save money selling products online, so be it. **BUT** entice them to "pick it up" at your store with a coupon/discount incentive for 15%-20% of anything purchased in the store while they pick their product up. **Great Up-Sell opportunity.** (Again, have that HOT BUYS flyer when they come in to pick up their stuff to incentivize them for an Up-Sell).
 - If you sell accessories online, which is A MUST,** work out a deal with your supplier to direct ship to the consumer from their warehouse/factory and you'll make even more money
 - Highlight on your website Homepage accessories under the HOT BUYS under \$99.00

2. If selling online doesn't increase your margins, consider promoting on your website...BUY IN-STORE AND SAVE. (Then offer up-sell items for the piece/room they are buying on High-Margin items)

➔ On average, in-store furniture shoppers slightly lean toward shopping on their own rather than working with a sales associate. Older shoppers are more likely to want to work with an associate.



- Again, I put forth having an In-Store flyer outlining your specials
- You MUST have your store dressed with P.O.S. that describes features, benefits, construction, and unique elements of the product or group you're promoting. Table Tents and floor stands do this very well.
 - ***"According to a study by the Small Business Administration (SBA), effective signs can increase business by as much as 150%."***
 - ***Proper signage and point-of-sale (POS) materials can help increase sales and impulse buys dramatically. Using in-store visual triggers effectively may increase your sales by up to 29.5% since attention equals opportunity and unplanned purchases.***

As a former waiter at a high end restaurant, in my much younger years, I kept "eye contact" with my customers and watched their body language to determine if they needed help. There is NOTHING more annoying than an over zealous sales person or waiter.

Shoppers believe the sales on items are better on-line than in-store, PLUS they avoid certain hassles they don't like about shopping in-store....again annoying sales people.

Shoppers believe the sales are better online, shipping is convenient and it is easier to shop online. Annoying sales associates and better selection online round out the main reasons consumers shop in-store, but buy online.



Of course, customers usually can't pick up that sofa or bedroom set in the store for you to offer an incentive, BUT you can deliver their product(s) with:

- That promotional flyer I discussed
- A coupon/incentive that is only good for in-store purchase to help Up-Sell again

BUT the most important sales tip about all this research is:

Promote on your website and In-Store the following

LOW PRICE GUARANTEE (This statement will help eliminate "Price Shoppers - Show Rooming" and also give them the hometown, local store good vibes when they purchase).

This **LOW PRICE GUARANTEE** saved Best Buy 15 years ago having to compete against Amazon and all the online electronic retailers.

We guarantee our low prices on every item sold for the "Exact same item/SKU" sold and "Delivered" within 50-XX miles of this storefront for 30 days from purchase, or we'll refund the difference.

(Have your legal review this before you post the LOW PRICE GUARANTEE. The reason is simple. Many on-line retailers sell low, but once you get the delivery added in, that price isn't so low anymore


Below are some additional research you MUST be aware of


Local furniture stores rate highly on convenience and offering great customer service.


Online retailers also rate highly on being convenient to shop, as well as offering great prices.

Strongly Agree/Agree	National furniture/mattress chains A	Local or regional furniture/mattress stores B	Interior designers c	Big box retailers d	Online retailers e
Offer great prices	59%	56%	41%	79%	79%
Sell high-quality brands	73%	69%	69%	53%	62%
Offer a better value than other stores	48%	50%	40%	68%	64%
Are convenient to shop	74%	73%	48%	84%	83%
Offer great customer service	64%	70%	66%	52%	50%
Offer on-trend styles	76%	69%	74%	64%	75%

Millennials give national and local furniture stores the highest scores on offering great prices. Gen X is the most likely to agree that online retailers offer a better value.

Offer Great Prices 	Strongly Agree/Agree	Gen Z 18-27	Younger millennials 28-35	Older millennials 36-43	Gen X 44-59	Baby boomers 60+
	National furniture/mattress chains	51%	61%	63%	59%	57%
Local/regional furniture/mattress stores	53%	60%	65%	52%	44%	
Interior designers	37%	48%	48%	38%	20%	
Big box retailers	73%	81%	82%	82%	74%	
Online retailers	77%	82%	76%	82%	72%	

Offer a Better Value Than Other Stores 	Strongly Agree/Agree	Gen Z 18-27	Younger millennials 28-35	Older millennials 36-43	Gen X 44-59	Baby boomers 60+
	National furniture/mattress chains	46%	51%	52%	45%	39%
Local/regional furniture/mattress stores	50%	54%	57%	48%	36%	
Interior designers	41%	43%	46%	39%	23%	
Big box retailers	67%	68%	72%	68%	61%	
Online retailers	59%	66%	64%	68%	54%	

 = top generation per retailer

Consumer Insights
ow

Consumer Intelligence
for the Home
Furnishings Industry

Source: CIN Consumer Furniture
Buying Survey, January 2024

Q: Thinking about the following types
of furniture retailers, how much do you
agree with the statements?

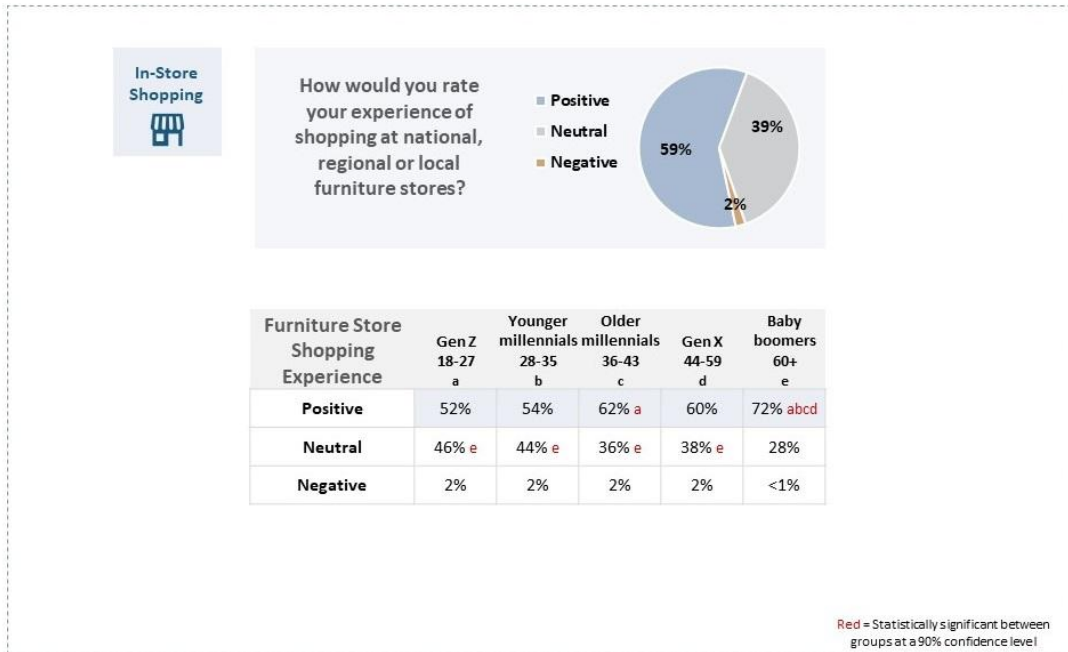
 synchrony

Again, that LOW PRICE crops up for On-Line Retailers.

I emphasize again, THE LOW PRICE GUARANTEE on your website and In-Store for your local customers.

I also recommend you have an About Us section that highlights your people, *why to buy local and keep the money local and your involvement in the community etc.*

Six out of 10 furniture shoppers rate the in-store experience as positive.
Baby boomers report the most positive experiences at 72%.



Source: CIN Consumer Furniture Buying Survey, January 2024

Q: Overall, how would you rate your experience of shopping at national, regional or local furniture stores?



60% of Furniture Shoppers rate the In-Store experience as positive. To me, this is a VERY LOW NUMBER

You need to fix this, if that is how your store is rated.

I mentioned much of this before, but it is worth repeating:

- Of course, training is a must, especially on the products you sell. AGAIN, your manufacturer must give you all the tools necessary to educate, inspire and motivate consumers to buy their product. If they don't, and they leave it to you, find companies that will
- Use eye-catching signage, window displays, lighting, and branding, and by keeping your storefront clean and inviting.
 - **A FedEx survey found that almost eight in 10 (76%) American consumers enter a store they have never visited based on its signs, and nearly seven in 10 (68%) have actually purchased a product or service because a sign caught their eye.**

Yes we do all types of indoor and outdoor signage and we do it all IN-HOUSE

3 COMPANIES. 1 SOLUTION.

TRADITIONAL MEDIA • ONLINE SELLING SOLUTIONS • INTERIOR AND EXTERIOR SIGNAGE

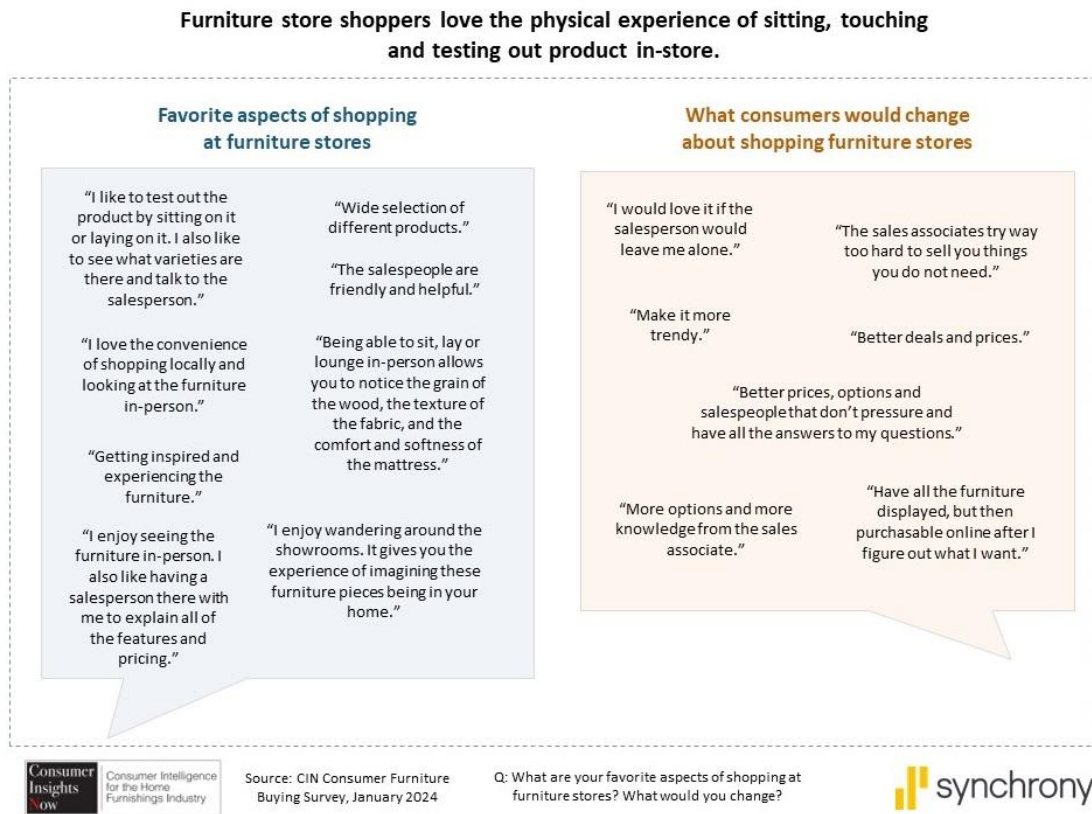
YOUR BRAND is extremely important, both internally and externally. Do NOT let your store's retail brand become 50% off everything and No, No, No payments...until you are dead. (You know what we mean here) 😂

We recently posted a BRAND EXERCISE to help companies define and communicate your brand. It might be a good idea to review what we wrote. The Store Brand you defined 5 years ago, may not be what consumers and your employees perceive as true today.

You can access the article [HERE](#).

You can also email us for the complete **Brand Defining Exercise** at: info@imagineadv.com

This exercise is very in-depth and defining for you, the owners, your employees and all your stakeholders that include suppliers and of course your consumers. If you need help with it, or want us to help you implement this, email us at the email above



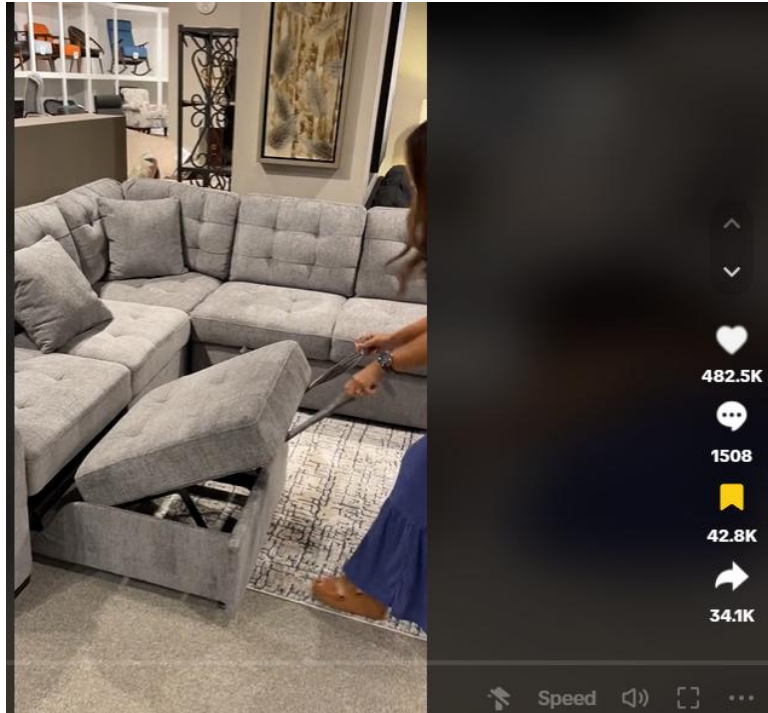
Again, are you educating the consumers as to WHY that sofa/chair **"Sits so well"**? Is it the construction, the fabric, is it easy to clean, what is the warranty, etc.

P.O.S stands, table toppers and other means of communicating these answers are critical for the closing of the sale. Maybe add a QR Code that takes them to your product page, or even better, a short product video

Look at this short 15 second product video:

<https://www.tiktok.com/@americanfurnituredublin/video/7136757564150287662>

- **482,000 LIKES**
- **1,508 Conversations**
- **42,800 Bookmarks**
- **34,100 shares**



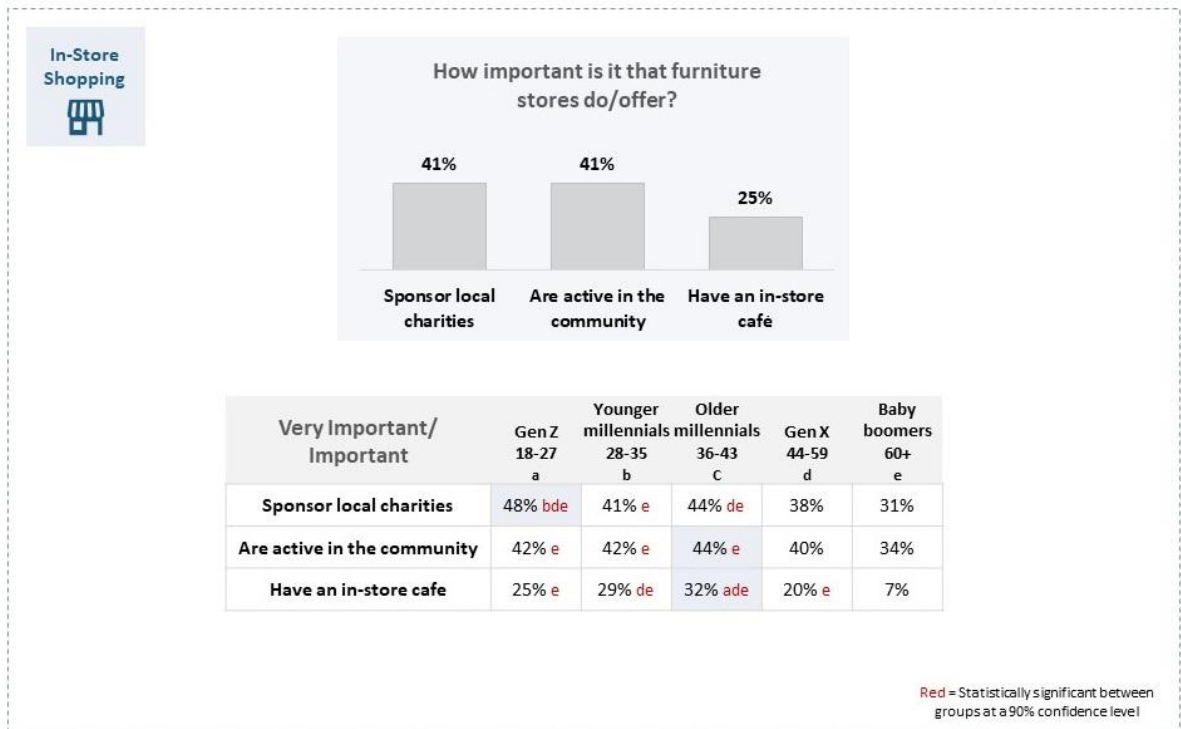
If you doubt short product videos don't work, think again. The above video show it not only works, the results are indisputable!

(See my research on short Videos, HERE) If you as the marketer of a furniture manufacturer aren't supplying resources like this, you aren't doing YOUR JOB!

- As a retailer, have one of your sales people do a product demo and have another sales person video record it. Keep it short, 15-30 seconds MAX.

If you have one of our 350+ E-Commerce websites, send it to us and we'll upload it to your Website and Social Media Platforms with our Digital Marketing Packages

Overall, four out of 10 shoppers think it's important that local furniture stores are active in the community and sponsor local charities.



Consumer Intelligence for the Home Furnishings Industry

Source: CIN Consumer Furniture Buying Survey, January 2024

Q: How important is it that furniture stores do/offer the following?



40% of your shopper think it is important that LOCAL furniture stores are active in the community and sponsor local charities.

I previously mentioned that having a detailed ABOUT US page that highlights your history, etc., but also how you support the community. I suggest you highlight this support with logos of the LOCAL charities you support, with a hot-link back to your About Us page.

Additionally, maybe you should re-think how you market the typical Selling Holidays. Here are a couple ideas.

Instead of just a discount, give the consumer a choice, take the savings or donate those savings to:

- From Thanksgiving through the holidays, consider supporting Wreaths Across America;

Remember the fallen. Honor those who serve. Teach the next generation the value of freedom. It's the mission of Wreaths Across America. You can join us by sponsoring a wreath, volunteering or partnering with us on National Wreaths Across America Day and every day.

- On Veteran's Day, Donate to a **LOCAL cause that supports veterans**. Have your staff participate in clean-up efforts at military cemeteries or memorials and post on your website/Social Platform.
 - Support veteran-owned companies. Work with local Veteran owned companies to help and promote a Veterans cause (Cross Promotion)
 - Utilize your store with P.O.S. showing your support to local Veteran Causes

- Run a Memorial Day sale campaign where a percentage of the proceeds go to their families or a veterans group.
- It's important to acknowledge the holiday, try a "show of support" communication. Whether it's a website banner, email or a sandwich board message, writing a message for Memorial Day is a thoughtful way to connect with your audience. Do your research and aim for something that is straightforward and respectful—and that at a glance embodies that Memorial Day feeling. ([Imagine has the in-house creative to support you with any of these ideas](#))
- If Memorial Day speaks to you personally or you feel a promotion isn't a direction you would like to go in, donating to a related charity could be a perfect fit to showcase your values. Whether it's an option for customers to opt-in with an additional fee toward donating or if you are matching a percentage at their check-outs that weekend, find a charity that speaks to you and your brand and highlight it across your communities
- Decorate with Flags and associated P.O.S. that shows your support tho those that Gave All
- Consider "Factoids" placed around the store memorializing locals that lost their life supporting our freedom(NOTE: These can be printed and saved to use every Memorial Day).

Contests: Ask your customers to upload photos of their pets, outfit, kids, or something else relevant to Memorial Day/Veterans Day and other significant Holidays on social media and sign them with a certain hashtag.

Here is the last research item from the HNN (Home News Now) research that we believe is important.

When shopping online for furniture, 28% always opt-in for emails and 20% always opt-in for text messages for discount codes.

Online Shopping

Opt-In for Text Messages to Receive a Discount		Total	Gen Z 18-27 a	Younger millennials 28-35 b	Older millennials 36-43 c	Gen X 44-59 d	Baby boomers 60+ e
Always	20%	22% e	24% e	19% e	22% e	9%	
Sometimes	57%	53%	57%	60%	52%	68% abd	
Never	23%	25%	19%	21%	26% b	23%	

Opt-In for Emails to Receive a Discount		Total	Gen Z 18-27 a	Younger millennials 28-35 b	Older millennials 36-43 c	Gen X 44-59 d	Baby boomers 60+ e
Always	28%	25%	31% e	27%	29% e	20%	
Sometimes	60%	58%	57%	63%	57%	70% abd	
Never	12%	17% c	12%	10%	14%	10%	

Use 3D Room Visualizers		Total	Gen Z 18-27 a	Younger millennials 28-35 b	Older millennials 36-43 c	Gen X 44-59 d	Baby boomers 60+ e
Always	12%	18% be	10% e	12% e	13% e	5%	
Sometimes	50%	51% e	54% e	55% e	48% e	33%	
Never	38%	31%	36%	33%	39%	62% abcd	

Red = Statistically significant between groups at a 90% confidence level

Text messages and email marketing are tried and true, BUT not if you abuse these communication platforms with too many messages, or irrelevant messages. NOTE, they prefer to be sent these messages for discounts and sales.

Don't forget, that if they have a "Product Saved" in their favorites, consider a great incentive for that product 5-7 days after they've saved it while it is still fresh in their mind.

Also consider the "**NOISE**" factor with all of these digital marketing opportunities. Everyone, every day are inundated with digital messaging, **so be sure you look at your TOTAL MARKETING MIX.**

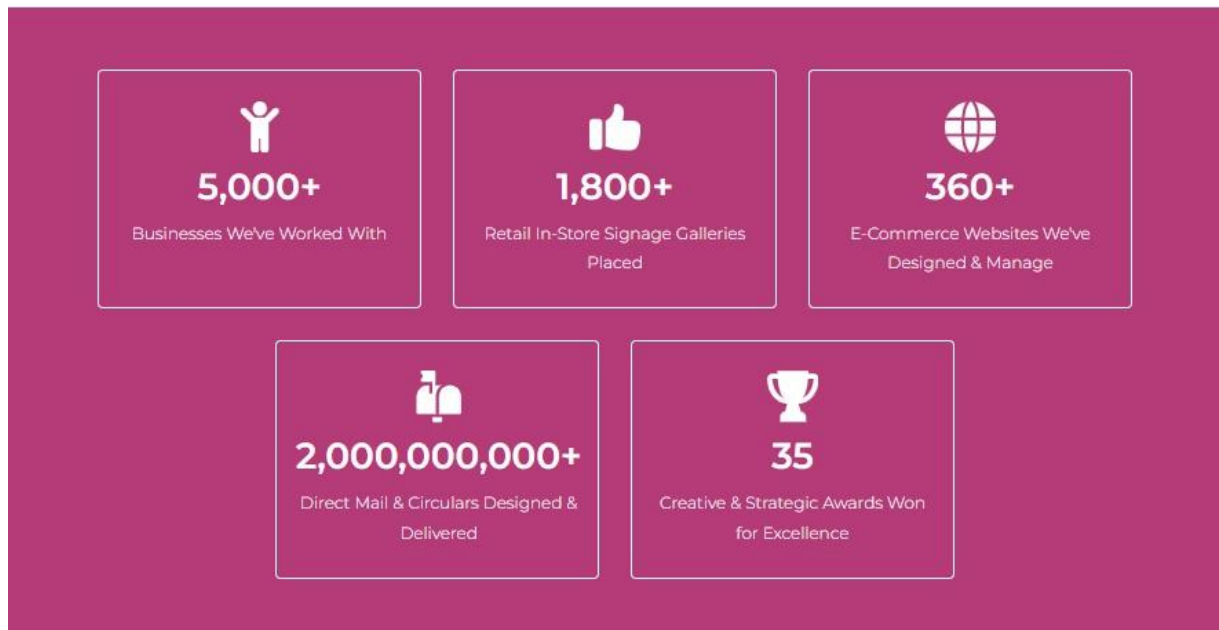
REACH - FREQUENCY - CONSISTENCY

Sure, email/Text marketing is cheap. But do you know **email's average response rate is 0.6%.**

If you look statistically, digital does **not** deliver nearly as well as in the mailbox. Print marketing, including direct mail, offers an impressive return on investment (ROI), with an average of \$13 return for every \$1 spent on direct mail marketing.

We Know This Because

We Have Designed And Delivered Over 2,000,000,000 Printed Items Through The Mail.



Combine print with your digital marketing capabilities

Direct mail, marriage mail or a singular mail item can work synergistically with your digital marketing efforts, enhancing overall performance, increasing customer engagement, and improving ROI. By combining both strategies strategically, businesses can achieve better results in their marketing campaigns.

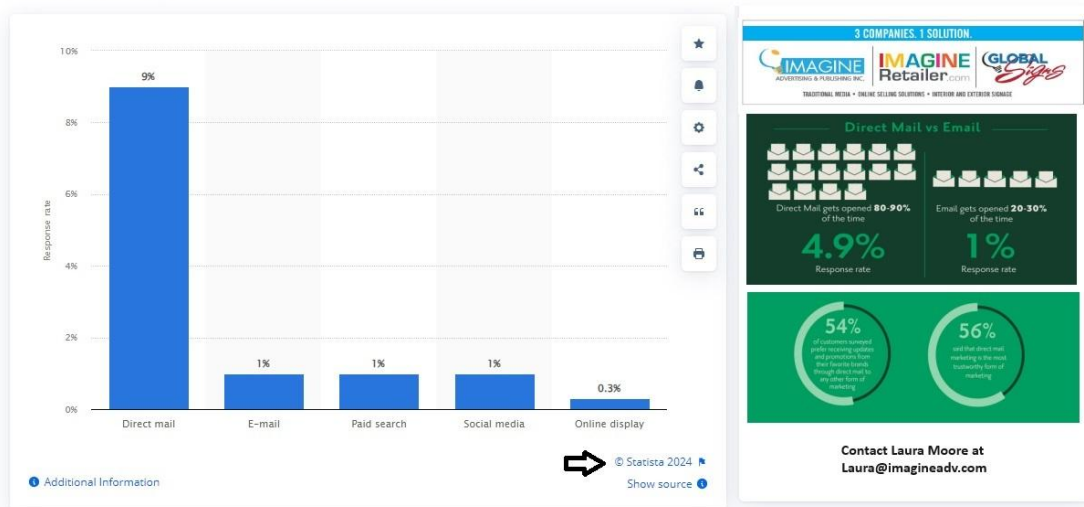
At Imagine, we offer your retail store a **FREE MARKET DEMOGRAPHIC PROFILE**, geared towards your customers and those **“most likely to buy”** in your market area.

Contact us for your free store/market profile at: info@imagineadv.com

Our conclusion is that incorporating print and direct mail into a **“TOTAL”** marketing strategy offers unique advantages such as tangibility, personalization, targeted marketing, high ROI, and the ability to complement your digital efforts. These benefits make print an essential component of a well-rounded marketing plan that also includes digital marketing

Advertising & Marketing

Response rate to selected digital marketing channels in the United States



We hope you find this information useful to help you Show, Tell and Sell MORE.

If you would like to discuss this information, or have us do a **FREE BUSINESS ANALYSIS** of your Manufacturing or Retail Business, email us at: info@imagineadv.com

IT's **FREE** with **NO SALES PITCH**, or **STRINGS ATTACHED**. Just a very in-depth review;

WE'LL REVIEW AND DISCUSS;

Website & Web Presence • Social & Digital Marketing Platforms • Brand Management • Retail Strategy • Your Marketing, Advertising & Promotion Strategies & Tactics • Marketing Communications

Or any other discussion item you want to address.

ABOUT IMAGINE ADVERTISING & PUBLISHING

3 COMPANIES. 1 SOLUTION.



IMAGINE
Retailer.com



TRADITIONAL MEDIA • ONLINE SELLING SOLUTIONS • INTERIOR AND EXTERIOR SIGNAGE

www.imagineadv.com

www.imagineretailer.com

www.globalsignsusa.com

If you're a brand that dares to be different, craves attention, and wants to leave its mark on the world, then we're your people. Let's make some magic (and maybe a little mayhem) together.

Catering to over 5,000 retailers and businesses nationwide! Our arsenal boasts skilled graphic virtuosos, strategic masterminds, and adept account stewards.

From inception to realization, we breathe life into your ideas, crafting visual marketing masterpieces that exude excellence. Let us not only materialize your vision but orchestrate an Omni-Channel approach that propels your retail empire or brand to unparalleled heights of success!

Let us show you how to outsmart your competition without outspending them.

info@imagineadv.com