



**CMG** Local  
Solutions

**Get More Flooring Leads  
With a Cross-Platform  
Marketing Campaign**

# Get More Flooring Leads With a Cross-Platform Marketing Campaign

Think about a home and all the different rooms inside.

Each one has a specific purpose and feel, so each also deserves its own checklist of particulars. Bedrooms are sanctuaries of comfort and benefit from lush carpets, for instance. Kitchens need more durable floors, such as linoleum. Bathrooms should be clean, making tile the preferred option. All of this is to say that you need diversification in flooring throughout a home.

The same approach works best for marketing — one standard message on one static channel doesn't provide optimum results. To get more qualified flooring leads, you should seriously consider a cross-platform marketing campaign.

## What Is Cross-Platform Marketing?

Simply put, a cross-platform campaign is one that employs several channels. [The ideal mix](#) varies from company to company, but those platforms often include TV, paid search, radio, social media, direct mail, and many more. Because of this multipronged approach, a clear road map to victory is a necessity. You can't wing it when there are so many moving parts that need to work in concert to be successful.

A partnership with an expert content creation agency often helps flooring companies — which are understandably busy taking care of business and have precious little time to plan out detailed, long-term strategies on their own — draft compelling messages that resonate across channels and increase conversions.

Some [72% of consumers](#) expect an integrated marketing approach. To understand why a cross-platform approach is [so much more effective](#) than focusing on just one channel, look no further than the customer journey for a flooring company: A potential customer visits a friend and notices that friend's spectacular new kitchen floor. They immediately start dreaming about their own new floors, taking a picture with their phone and asking who installed it so they can research the business. They visit the flooring company's website, poke around on its social media pages, and read a few customer reviews before booking a consultation.

If that flooring company hadn't seen the value in posting stunning photos on its social media sites or didn't make an effort to update its website with informative, engaging blog content, the buyer might have lost interest and found a more compelling company in their search.

## Prioritizing Each Platform

Don't give prospective customers (and future brand ambassadors) any reason to look elsewhere. Give them the content they want and go the necessary lengths to meet them where they are. An integrated strategy that incorporates several channels is the only legitimate way to stay above the fray and pull in more qualified commercial and residential leads than the other flooring professionals in your area.



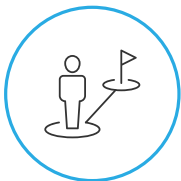


There are many things you can do to ensure your multifaceted marketing mix is successful. Focus on these three approaches as you build your campaign:



### 1. Develop buyer personas.

What does your ideal customer look like? Homeowners, check. Affluent, check. Middle-aged, check. Ultimately, crafting a buyer persona is a bit like creating a character. By utilizing the vast troves of data and research available, you can glean what types of content prospective flooring buyers like to consume and which channels they prefer. From there, you can start drafting a series of messages that speak to those customers. You can take it a step further and develop exclusionary personas as well — people you don't want or need to target based on specific characteristics (such as college students who almost never need to consider a flooring purchase).



### 2. Understand your buyer's journey.

Now that you know who you're targeting, it's time to delve into the actual journey the customer travels, from awareness all the way through the decision to buy. This understanding is critical for effective content creation, not to mention product development and all forms of customer service. The messaging you present to a fresh lead in the awareness stage should be different than the content you provide a warm lead deep in the consideration phase of their journey. The goal is to have the right answers and information at every stage to ease any friction points along the way and ensure the customer picks your company for their flooring needs.



### 3. Reach them at each point with messaging on the right platform.

When prospective customers realize they have a need and enter the awareness stage of the buyer's journey, research is their first course of action. You'll want to utilize social media and display ads based on search history for this phase. As they move down the sales funnel into consideration, social media is still in play, but email marketing is a smart way to address the customer's specific pain points and provide valuable content. The journey doesn't end with the decision to buy; nurturing a customer beyond the purchase leads to brand affinity and retention, not to mention valuable word-of-mouth advertising. Stay in the customer's orbit with paid search ads that further promote your company and its services.

## The Perfect Partnership

CMG Local Solutions is an industry-leading digital marketing firm that understands all the nuances of using a multipronged strategy. We can craft a unique cross-platform campaign that separates your flooring business from competitors and draws interested buyers to your brand. Even better, we use a revenue-optimized approach so we can seamlessly move your money to the channels that are providing the most return on investment. This kind of planning can be exhausting when you carry it out on your own. But you'll reap long-term rewards with a partner like CMG Local Solutions, which can help you make the best use of all platforms.

[Contact us](#) today to learn more about how we can amplify your digital marketing efforts and redefine what a successful marketing campaign looks like.