

**DMS**

# Consumer Trends, Digital Advertising & The Decade Of The Home



# Consumer Trends, Digital Advertising & The Decade Of The Home

## About This eBook

As advertisers evaluate their performance and identify growth opportunities for the remainder of 2021, Digital Media Solutions® (DMS) is offering a collection of content to inspire innovation and provide insights on “the decade of the home.” The *Consumer Trends, Digital Advertising & Decade Of The Home* ebook presents curated **DMS Insights** articles about advertising and consumer behavior trends related to home life, home renovations, home insurance, home services and more.

The *Consumer Trends, Digital Advertising & Decade Of The Home* ebook was published to help digital advertisers better understand evolving consumer values and motivations and their effect on ecommerce and digital engagement in the areas of appliances, decor, design, home services, home loans and home insurance.

## About DMS

As a leading provider of technology-enabled digital performance advertising solutions, DMS connects consumers and advertisers within auto, home, health and life insurance plus a long list of top consumer verticals. The DMS first-party data asset, proprietary advertising technology and expansive media distribution help digital advertisers de-risk their advertising spend while scaling their customer bases. Learn more at [DigitalMediaSolutions.com](https://DigitalMediaSolutions.com).

### Target, Acquire And Engage Consumers At Scale With DMS

Encompassing major consumer verticals including insurance, consumer finance, home goods and home services, DMS offers full-service digital performance advertising solutions that help scale customer acquisition efforts and position brands to connect with prospective customers the moment they're ready to engage.

Leveraging intelligent cookie-less tracking to map touchpoints to conversions, DMS can reduce advertising spend risk and provide brands with real-time performance optimization. Our choreographed campaigns leverage multi-channel engagement to drive your brand awareness, nurture target audiences and boost conversions.

DMS helps brands customize audiences based on specific objectives, targeting segments by demographic, geographic and behavioral attributes. Powered by industry-leading digital distribution, we deliver brands and advertisers with high-intent leads at scale to yield sales, feed the dialer or fill your email CRM.

[Engage your audience at scale. Start by connecting with our team today.](#)

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# Section 1: Introducing The Decade Of The Home

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In 2020, homes quickly transitioned to encompass schools, offices, gyms, movie theaters, recreation centers and restaurants. Demand for products and services that enhanced, elevated and improved life at home surged. Shopping priorities dramatically shifted, with discretionary spending related to travel, entertainment and restaurants dropping off, replaced by purchases to enhance life at home.

Brands and retailers should anticipate that many aspects of the newly adopted habits and behaviors related to life at home are likely to become normalized. Understanding the evolving habits of consumers is key to the success of retailers and brands looking to connect with audiences during the pandemic and beyond.

The following articles describe the shifts in consumer priorities and how digital advertisers can pivot their strategies to align with consumer desires.

- [Consumers' Shopping Priorities Have Changed Once Again, Shifting Toward Home Goods, Electronics & More](#)
- [3 Ways Digital Marketers And Brands Can Prepare For 'The Decade Of The Home'](#)

# Consumers' Shopping Priorities Have Changed Once Again, Shifting Toward Home Goods, Electronics & More

Original Publish Date: November 13, 2020

The global [pandemic](#) continues to cause shifts in [consumer](#) behaviors, priorities and needs. While the “[panic buying](#)” frenzy experienced this spring may have subsided, brands and retailers must continue to prioritize analyzing [consumer first-party data](#), trends and behaviors to connect with audiences at scale, create customer loyalty and drive sales as COVID-19 persists.

## The Pandemic Began With A Demand For “Essential Items” & At-Home Products

At the start of COVID-19 and coinciding lockdowns, consumers exercised a level of “panic buying” that many brands and retailers had never seen before — shopping for items deemed “essential” for current living conditions. Rather than prioritizing [discretionary](#) categories like travel, entertainment and restaurants, consumers scoured the shelves for [toilet paper](#) and [CPC](#) items, invested in [at-home fitness](#) products and relied on [meal kits](#) for cooking. A deep appreciation for [hardware stores](#) for their home project offerings also came about at the start of the pandemic and has remained consistent during the past eight months. “Throughout the pandemic, we have seen a rise in ‘homebody’ goods with consumers staying at home,” said [Cindy Liu](#), [eMarketer](#) senior forecasting analyst at Insider Intelligence. “Categories like at-home fitness, computers and [gaming](#) systems, [home goods](#), and [DIY](#) home improvement are benefiting from this trend.”

A March [survey](#) from the American Association of Advertising Agencies polled adult internet users to identify which products consumers were planning to buy as a result of the pandemic. The results revealed the following areas as products of interest, representing consumer purchasing priorities:

- 84% of consumers were prioritizing food
- 72% of consumers were prioritizing household items
- 25% of consumers were prioritizing toys and/or arts and crafts
- 17% of consumers planned to purchase at-home renovation supplies

As the pandemic nears its eighth month, consumers' shopping priorities are once again shifting, with many product categories bouncing back after months of uncertainty.

## Where Do Consumers Shopping Priorities Lie Today?

With many lockdown restrictions evolving across the country and the need to “panic buy” dwindling, consumer spending has [picked](#) back up, opening the door for select categories to get back in the game. According to [eMarketer](#) reporter Rimma Kats, categories including “toys and hobby, furniture and home goods, and consumer electronics” have all seen an uptick in sales. As a result, [eMarketer](#) now predicts a [2-4%](#) increase in these categories, noting that this shift is “a significant change from our previous forecast in which declines were anticipated across the board.” So while many consumers are venturing back out into “normal” life, this increased interest in products like at-home entertainment and homegoods reflects that consumers are still investing money into creating an enjoyable at-home experience.



“One of the pandemic’s most surprising outcomes has been the resilience of the consumer economy,” [Liu](#) said. “We’ve seen certain categories bounce back much more quickly than previously anticipated.”

As consumers enter the height of the [holiday](#) season, brands are likely to see this shift in shopping priorities grow even further. For example, as digital promotional events began in October, many retailers reported an increase in similar categories. Home improvement stores, for example, gained a [19%](#) year over year (YOY) spike in sales, while “toys and games, electronics and sporting goods retailers also received a significant bump,” according to recent Deloitte [research](#).

## Ecommerce Continues To Be Hot For Nearly All Retail Categories

The appeal of seamless, convenient [ecommerce](#) offerings continues to grow among consumers across nearly every product category. Since April, online transactions have consistently grown by [88%](#) (on average) every month, according to financial-data firm Facteus. Similarly, an October Intouch Insight [survey](#) revealed that since the beginning of COVID-19, 54% of consumers said their time spent online shopping has risen. Today, consumers continue to prioritize companies which leverage their [ecommerce](#) platforms, with recent [research](#) from Pitney Bowes Inc. and Morning Consult revealing “45% of consumers do more than half of their current shopping online — nearly three times pre-pandemic.”

The importance of understanding consumers’ evolving habits is key to the success of retailers and brands looking to connect with audiences during the pandemic, busy holiday season and into 2021. By tracking and consistently analyzing consumer [first-party data](#), brands can effectively stay on top of the trends and changing behaviors of their audiences and create lookalike audiences. Remaining committed to evaluating consumer data empowers brands to better resonate with consumers. Additionally, by understanding the latest shopping patterns of consumers, brands and retailers have an increased opportunity to engage and convert new audiences, establish customer loyalty and drive sales well beyond the pandemic.



# 3 Ways Digital Marketers And Brands Can Prepare For 'The Decade Of The Home'

Original Publish Date: September 4, 2020

2020 is a year that will be discussed for a long, long time. The world has changed, and many industries have transformed how they do business, scale revenues and reach consumers. A recent global [report](#) from Accenture concluded that one of the latest implications of the recent societal and economic changes is the ushering in of the "decade of the home," which will drive "retailers and consumer goods companies to tailor their products and services to drive a more local experience." For digital marketers, the shift to consumer behaviors becoming more home-based requires aligning strategies and campaigns with where, how and why consumers are spending their money.

## Location-Based Marketing Strategies Can Reach Consumers Who Want To Shop Close To Home

56% of consumers are now shopping at stores closer to home, and 79% of them plan to continue doing so for the long term. Major brands that want to reach consumers who are staying in their neighborhoods can use [location-based targeting](#) to serve promotions and deals, grabbing consumers' attention at home with emails and SMS or using display ads while they are out. Social media can also be useful for engaging local shoppers, especially when first-party data helps target campaigns. "We know that data is a critical part of any marketing strategy," [said](#) Gary Drummond, Marketing Manager for Ace Hardware. "By arming our individual store owners with the ability to help and engage consumers at the local level, our stores can effectively connect to their community, answer reviews and provide a forum for helpful solutions in the home maintenance and repair landscape."

## Digital Commerce Solutions Will Continue To Be Important For Consumers

The growth of digital during COVID-19 is the commerce story of 2020. Consumer reliance on home delivery, seamless ecommerce purchases, contactless pick up and other digital services has grown exponentially during the pandemic. And, most consumers that increased their usage of "digitally-enabled services" plan to continue using those services. (See graph below.) It's likely that while consumers stick close to home and prioritize convenience, brands that refine their digital services and continue to evolve their ecommerce offerings will resonate with consumers.

## Home Goods And Services May See An Uptick In Sales While Consumers Are Home More

During the pandemic, many people turned to home improvements, with the Accenture study [finding](#) that 50% of consumers spent more time on home improvement projects, and 75% intend to continue. Home improvement and home services brands may find that the "decade of the home" is the right time to reach audiences investing in home repairs and [renovations](#).

It's difficult to know what's next when so many aspects of American life are at an inflection point. However, brands that can properly hone their data to understand consumer preferences and facilitate optimized digital marketing strategies are likely to find success and loyal customers. By building agile campaigns and ecommerce solutions that are ready to evolve as consumer needs change, brands will be ready for the future, whatever it may bring.





## Section 2: Decor, Design & Digital Strategies

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For many consumers, looking at the same aging walls, fixtures and design choices day after day inspired desire to refresh, renovate and upgrade their living spaces. Many consumers found inspiration online, where they could compare products, find deals and easily shop for everything from functional items like mattresses and cabinets to visual elements like wallpaper and paint. As consumers hunted for their next DIY or Pinterest-inspired projects and home updates, brands and retailers that invested in digital strategies were positioned to connect with shoppers when and where they were most ready to take action. Leveraging innovative tactics, including augmented reality and video content, visual ecommerce also became immensely popular for home-focused websites.

The following articles provide examples of innovative digital advertising strategies implemented by renovation, design and furniture brands.

- [As Online Shopping Continues To Dominate, Brands Deploy Creative Visual Commerce](#)
- [Renovation And Design Brands Can Reach Consumers With Influencer Partnerships And Social Media Campaigns](#)
- [5 Strategic And Unique Furniture Campaigns](#)
- [Wallpaper & Paint Brands Reach Consumers With Digital Strategies](#)
- [DTC Mattress Brands Optimize Marketing Strategies With Eco-Friendly Options And Charitable Partnerships](#)
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# As Online Shopping Continues To Dominate, Brands Deploy Creative Visual Commerce

Original Publish Date: August 27, 2020

Throughout COVID-19, visual commerce has become increasingly popular as brands realize how beneficial it is for ecommerce. The visual marketing tactic can include everything from video content to augmented reality. Consumers are more and more willing to forgo brick-and-mortar experiences if they can have meaningful engagement through visual commerce, with *Retail Customer Experience* [noting](#), “The digital phenomenon means more shoppers are giving up the opportunity to see a product in person before they buy it. That fundamental benefit of in-store shopping is one that retailers and brands must focus on replicating [with visual commerce] in order to provide a seamless online experience.” This shift in shopping behaviors from consumers has led to increased use of visual commerce by brands.

Many brands, including furniture companies and fashion retailers like Ikea, Joybird and Francesca’s, are implementing creative, effective visual assets that inspire shoppers and, ideally, entice them to buy.

## Furniture Brands Are An Ideal Fit For Visual Commerce

In 2020, furniture and homeware ecommerce revenues in the U.S. are predicted to surpass [\\$45 billion](#). The use of visual commerce with furniture is one of the [reasons](#) that younger generations are comfortable buying big ticket items like couches online.

The IKEA website implements a number of different visual commerce tools, including content marketing, a desktop planning tool and an app. Home furnishings are a natural fit for visual commerce — people want to see their possible furniture purchases styled and understand how they will fit in their homes. IKEA’s website offers shoppable stories like “ready for school” and has a room planning tool that lets shoppers place different items from throughout the store in a measured space, similar to a blueprint. The IKEA Place app shows consumers how certain IKEA furniture pieces look in their homes, virtually, using their phone cameras.

Joybird, a primarily direct-to-consumer (DTC) furniture retailer, offers consumers the opportunity to see different fabric types and colors on their products, and also has a “customer hall of fame” a gallery of photos from customers showing the many ways they have styled their Joybird furniture. User generated content ([UGC](#)) can be a very effective visual commerce tool, bringing authenticity and trust to a brand.

## Visual Commerce For Fashionistas Includes AR And Lookbooks

A key driver of visual commerce is the ability to present products in such an alluring way that consumers are enticed to buy without seeing the items in-person. Francesca’s, a clothing retailer, goes beyond just the basic grid of photos that many retailers default to, and instead creates lookbooks inspired by places, moods, seasons and more. Zmags, a content hub, [explains](#), “Digital lookbooks rely heavily on imagery to engage shoppers, and are often the first thing shoppers see on a page. To keep shoppers clicking through to the purchase, they must be attention-grabbing and visually exciting.” By foregoing the traditional way of presenting images, Francesca’s lookbooks offer consumers a more dynamic and visually pleasing experience that is also shoppable.

AR experiences are becoming increasingly common among fashion retailers, allowing shoppers to match shoes to a dress virtually or visualize a complete look in 3D. Even before COVID-19, fashion brands have relied on social media platforms to help execute their visual commerce activations. Dior worked with [Instagram](#) during Fashion Week in 2019, deploying an AR filter with Dior sunglasses and headbands that users could try on. Although perhaps not as seamless as visual commerce built into existing websites, a Dior spokesperson [noted](#) “The filter can also be tried by someone who sees a friend using it on Instagram Stories, which means Instagram AR filters are basically designed to go viral. They represent a huge growth opportunity.”

Beyond just pictures, visual commerce offers beautiful, shoppable, integrative online experiences, and visual commerce is going to keep evolving, particularly as consumers continue to rely on ecommerce and brands hope for strong return on visual investment ([ROVI](#)).



# Renovation And Design Brands Can Reach Consumers With Influencer Partnerships And Social Media Campaigns

Original Publish Date: March 2, 2020

Some people are [home renovation people](#), and others are proud not to be. Either way, it's likely that, at some point in the course of owning a home, renovations, repairs or rehab projects will be necessary. Fortunately, there are now digital solutions that can make the process for homeowners easier — from the initial concept to the last throw pillow.

Brands entering the digital age of home renovations and accessing consumers comfortable with tech-enabled solutions are doing so with strong social media engagement, frictionless transactions, machine learning and by working with well-known influencers.

## Block Renovation Is A Tech-Enabled DTC Home Renovation Solution

Founded by former executives from Rent the Runway and [Casper](#), Block Renovation set out to offer tech-enabled solutions for all the moving parts necessary when renovating bathrooms and kitchens. [Block](#) co-founder Koda Wang [said](#), “It’s a \$400 billion dollar market for home renovations, yet most people are turning to two guys with a van they found on Angie’s List or to a neighbor who gave them the number of a guy they know. People deserve a modern way of going about a home renovation.”

Creating what Curbed [called](#) a “one-stop renovation shop,” Block works directly with consumers online. Consumers pick design packages and send photos of their spaces, then Block puts together an estimate that includes materials, installation and labor. Block even secures the building permits. By removing most of the friction from what can be an onerous and time-consuming process, Block appeals to younger consumers who trust innovators and want [seamless transactions](#). Like many direct-to-consumer (DTC) industry disruptors, Block Renovation advertises primarily on social media, targeting those consumers already immersed in the design world of [Instagram](#) and who prefer tech solutions.

## Remodelmate And Sweeten Use Machine Learning To Match Homeowners With Contractors

Often the trickiest part of renovations is finding reliable contractors. Remodelmate and [Sweeten](#) both use online platforms and machine learning to match customers’ renovation projects with the right general contractors (GC). Each company offers regular monitoring, but [Remodelmate](#) goes a step further with a homeowner dashboard that tracks the progress of the renovation and offers “milestones” for different stages of the renovation. Once a milestone is reached, homeowners make payments through the dashboard, allowing all aspects of project management to stay in one place.

In addition to its payment dashboard, in 2019 Remodelmate entered into a [strategic partnership](#) with SoFi, a financial technology company, that allows Remodelmate consumers to apply for renovation loans through the SoFi platform. “Remodeling a home, no matter how big or small the project, has never been



this easy,” [said](#) Chad Hall, Remodelmate Founder and CEO. Adding, “One click to book a renovation, and another to finance it. Our installers’ rates are typically 30 percent below the national average, making us one of the most affordable options for new homeowners who can only afford fixer-uppers. With SoFi, we’re making home renovations and homeownership even more accessible.” With the SoFi partnership, Remodelmate can appeal to those younger consumers who increasingly prefer turn-key financial solutions that are as frictionless as possible.

## Havenly Is An Online Interior Design Service And Designer BFF

*Vogue* described services like [Havenly](#) this way: “Imagine if you could hire someone to scour your [Pinterest](#) boards and translate your pins into a perfectly decorated room in your home.” By coordinating with the interior designers, or “design BFFs” at Havenly, users can make their Pinterest dreams a reality. Designers at Havenly talk their customers through the process of discovering their design styles, making budgets and selecting products. The entire process is done online.

Havenly has partnerships with hundreds of brands, some of which offer discounts to Havenly customers. Tiered services allow shoppers to choose from a mini design consult or a complete makeover. It’s an Instagram world, but getting an Instagram-worthy space isn’t always easy. Tech-enabled solutions like Havenly take the guesswork out of getting a great space and appeal to consumers who are likely spending time poring over designer feeds on social media already. Havenly has also enlisted the help of interior designer Bobby Berk from *Queer Eye* as Havenly’s first brand ambassador. Havenly and Berk, who has more than 2.5 million followers on Instagram, launched a new advertising campaign called “[Design & Chill](#)” that explains the service Havenly provides in a series of funny commercial spots.

Digital solutions and innovations are new frontiers when it comes to renovations and design, but younger consumers may be the ideal target market. For brands that want to capitalize on this new digital renovation and design trend, effective marketing strategies like social media advertising, partnerships with other innovators and trusted influencer marketing can be the best multi-platform approach to reach [Millennials](#) and [Gen Z](#).



# 5 Strategic And Unique Furniture Marketing Campaigns

Original Publish Date: January 15, 2020

To capture the attention of consumers, furniture companies have gone bold to stand out from the crowd and build trust with potential customers. Here are five creative marketing campaigns that keep audiences engaged.

## IKEA Allows Individuals To Place Furniture In Their Own Spaces Through AR

Never make the mistake of poor design choices again. IKEA's "Place" app uses [augmented reality](#) (AR) to show how potential furniture purchases look in people's homes. To make more informed decisions about their potential purchases, shoppers can place and move furniture pieces around their rooms by scanning the spaces with their phone cameras. Aside from all the fun users can have virtually placing coffee tables in their kitchens, the IKEA Place app may also help save time and cut out heated arguments over whether or not a certain couch would match the color scheme of a room.

## Wayfair Uses Instagram As A Purchase Page

Wayfair's [Instagram](#) photos are not just photos. Wayfair capitalizes on Instagram's "shopping" feature to tag the products in their photos with product names and price labels. When Instagram users scroll through Wayfair's feed, they can find staged, in-home settings that include furniture for sale. If the user is interested in a piece of furniture in a photo, they can tap on the product pop-up box, click "Show Now" and be directed to Wayfair's checkout page. With just a few clicks, the user is navigated from one site to the next, all through a [frictionless](#) process.

## Bob's Discount Furniture Clarifies The Meaning Of "Discount Furniture"

Bob's Discount Furniture's humorous campaign aims to convey the message that they do not sell discount furniture, but rather, they offer Bob's discount on quality furniture. In the commercial, a two-foot animated "Little Bob" character explains to a young man that the sofa he is sitting on is not discount furniture, as the man was thinking. Instead, "Little Bob" sets the man straight by explaining how everything he sells is quality furniture, and that he is the one who generously gives out the discount. On [Twitter](#), Bob's Discount Furniture shares pictures of "Little Bob" sitting on different furniture pieces and encourages customers to share their personal style using the hashtag #mybobs for a chance to be featured on Bob's Discount Furniture's page.

## Raymour & Flanigan Rewards Their Mattress Shoppers With Free Pizza

Raymour & Flanigan's 2018 campaign took a playful jab at [boxed bed sellers](#) with a new promotion offering shoppers a year of free [Papa John's](#) pizza with the purchase of a mattress. The tagline for Raymour & Flanigan's campaign, "Mattresses shouldn't come in a box – pizzas do," implies that high-quality mattresses are not sold to customers in boxes. The commercial shows a young couple in the process of receiving a mattress delivery. The woman wonders why anyone would buy a mattress without trying it first. The man, who coincidentally is eating a Papa John's pizza, responds, "That's crazy. Mattresses shouldn't come in a box, pizzas come in a box." The promotion was offered from May to June 2018 for mattress or mattress set purchases over \$500. After the purchase was made, participating customers received a redemption code that allowed them to receive a free Papa John's cheese pizza. The promotion was featured on [pizzamattress.com](#) where participating customers were also able to learn about Raymour & Flanigan's advantages to the store-buying experience.

## West Elm Celebrates The Feeling Of Buying New Furniture For The First Time

West Elm's "Get House Proud" ad is all about celebrating the pride younger customers feel when they buy new items for their homes as they cross over into adult life. In the commercial, the narrator leads viewers through a series of slow-motion scenes of West Elm customers in their homes with their new furniture pieces. "People suddenly think they should take their shoes off when they walk in to your house," the narrator states as a host appears shocked by her guest's kind gesture. In another scene, a woman enjoys dinner with friends with her bedroom door open, proud to show off her new dresser. Customers can use the hashtag [#mywestelm](#) on Instagram and Twitter to proudly share pictures of their homes featuring their West Elm furniture and décor.

As the furniture market continues to [grow](#), it is important for furniture companies to differentiate themselves from their competitors. By developing engaging content to connect with [decorating enthusiasts](#), furniture companies have more opportunities to create awareness and interest in their brand.

# Wallpaper & Paint Brands Reach Consumers With Digital Strategies

Original Publish Date: February 4, 2021

With people spending less on travel and entertainment, time and money has been funneled into home improvements. According to a [recent study](#), “the average household spending on home services rose to \$13,138 [in 2020], an increase over last year’s survey results, where homeowners spent \$9,081 on average in 2019.”

The top three [renovation](#) projects in 2020 were bathroom remodels, interior painting, and installing new flooring. Interior upgrades have led painting and wallpaper brands to see upticks in sales, especially as wallpaper has seen a resurgence in popularity in recent years. Jennifer Ebert of [Homes & Gardens](#) noted last month, “Wallpaper is a key trend for 2021, and the insatiable appetite from consumers doesn’t look like [it’s] abating any time soon.” Capitalizing on home improvement trends, digital strategies and ecommerce solutions are being deployed by paint and wallpaper brands, reaching consumers eager to spruce up their homes.

## Popular Gifting Brand Rifle Paper Co. Launches Wallpaper Line, Upping The Quality Of Home Improvements Everywhere

Last June, the design world was excited by the announcement that [Rifle Paper Co.](#), known for its gorgeous prints, was releasing a wallpaper line after realizing that “wallpaper” was among the most searched keywords on the company’s website. (Consumer search data is an indispensable tool for brands and retailers looking to introduce or enhance products and add additional revenue streams.) “We worked together to create a collection that offers designs for customers who love our bold florals, but we’ve also brought our signature aesthetic to new takes on classic designs that will work in a wide variety of homes,” [said](#) Anna Bond, Rifle Paper Co. founder and chief creative officer. The high-quality paper is made in [partnership](#) with York Wallcoverings, “the oldest and largest wallpaper producer” in the U.S., and it’s sold online through the Rifle Paper Co. website and through retail partners like Anthropologie.

Rifle Paper Co. offers a 10% discount to shoppers who sign up for promotional emails, and the brand has a robust social media presence. And, while Rifle Paper Co. may focus more on its gifting options, the addition of wallpaper meets a consumer desire, which could lead to higher cart values moving forward.



## Farrow & Ball Sees Growth Via Ecommerce And Uses AI To Help Consumers Match Home Improvement Visions

“At the start of the pandemic, trade was very erratic, because people didn’t understand what was going on – we had some big orders cancelled. Since then it has been phenomenally busy: we’re at record highs for revenue performance. Our UK business is growing by in excess of 40% in the year to date,” [said](#) Anthony Davey, chief executive at high end paint brand [Farrow & Ball](#). Davey added that ecommerce has been essential to the brand’s recent business boom. “We’d normally do 1 tonne of internet parcels a day, at its peak [this year] it went to 13 tonnes a day.”

[Farrow & Ball](#) has seen tremendous popularity growth in the U.S. also – even becoming the punchline of a [skit on SNL](#). The brand’s high-end reputation appeals to consumers looking for something that stands apart from the brands popular at big box stores. Prioritizing innovation over traditional industry practices, Farrow & Ball has shied away from sampling, which Davey doesn’t feel offers enough of a visual experience. Instead, Farrow & Ball hopes that artificial intelligence (AI), via partnerships with “[visualization startups](#),” can offer more satisfying experiences for shoppers. AI and [visual commerce](#), as part of ecommerce solutions, have grown increasingly popular during the pandemic, as brands look for ways to connect with consumers shopping online who can’t see things in person.

## Peel & Stick Wallpaper Brands Appeal To DIYers With Video Content & Online Discounts

In the early days of the pandemic, an article in [Vox](#) looked at the [rise of DIYers](#) stuck at home and looking for a way to add a little love to their four walls. At that time, peel-and-stick wallpaper was trending, with [Google](#) searches for the product at an all time high and removable wallpaper brand Chasing Paper noting significantly increased web traffic and online revenue.

The DIY [trend continues in 2021](#), with a recent spike in January, likely attributed to the cold weather and ongoing stay-at-home orders. Many people turn to [YouTube](#) when they are looking for help with DIY projects, and peel-and-stick wallpaper brand [Wallpops](#) has created a channel to help people put up their peel-and-stick paper and craft with the product in different ways. Wallpops also offers a variety of promotions that can boost engagement and sales, including free shipping and discounts.

Brands able to quickly adapt to new consumer behaviors are more likely to benefit from fast-moving trends. Especially for home decor and home improvement brands, leveraging ecommerce in new ways should contribute to growth while people are focused on their homes. Additionally, brands that can help people find joy and satisfaction will build loyalty.

# DTC Mattress Brands Optimize Marketing Strategies With Eco-Friendly Options And Charitable Partnerships

Original Publish Date: July 29, 2020

Last year, [45%](#) of mattresses sold were purchased online, and 12% of all mattress sales were with direct-to-consumer (DTC) [brands](#). The competition among DTC mattress brands has increased as more and more DTC mattress companies open. A crowded market, particularly for a big ticket item that often can't be tried out before purchase, requires that brands differentiate themselves from other similar products. Whether it's offering the best promotion or making the most Earth-friendly product, a brand's digital marketing strategy needs to help them edge ahead of the competition.

## Promotions Keep Many Mattresses Affordable For Consumers

Mattresses are notoriously expensive, and one of the appealing aspects of DTC mattresses is that they offer comfort without exorbitant price tags. However, with more than [175 "bed in a box" solutions](#) on the market, promotions can still be very effective ways for mattress brands to get noticed. For instance, [Casper](#), a leader in the DTC mattress universe, recently introduced its new Nova Hybrid Mattress, which debuted with a 15% off promotion. In another example, [Nectar](#) mattresses, as part of their list building strategy, is offering a limited-time-only (LTO) discount which can be activated after a user submits an email address.

## Many Mattress Companies Form Strategic Partnerships With Charities

Corporate social responsibility ([CSR](#)) has become an increasingly important part of many brands' marketing strategies. CSR appeals to younger shoppers, who tend to prefer outspoken brands, and the right partnership can offer increased brand recognition and loyalty. Casper has made more than 70,000 donations of sleep products to charities including International Rescue Committee and Sense of Home, while Avocado Green Mattresses and [Bear](#) mattress give 1% of all sales to charities in line with their brand missions, including the environment and supporting young athletes. And, following a strategy similar to [buy one gift one](#), Leesa mattress donates [one mattress of every 10](#) sold to a child or family in need, working with charities that provide safe places to sleep for struggling families.

## Organic Mattress Brands Offer Eco-Friendly Options For Consumers

The average mattress may not be made out of eco-friendly materials or be recyclable, and many DTC mattress brands have responded by creating eco-friendly products that are still comfortable and durable. There are multiple brands competing in the environmentally friendly mattress market within a market, but each offers something a little different to set it apart.

[Live and Sleep](#), which is a gel memory foam mattress brand, provides a gel foam pillow with each mattress order and offers a trial period of 30-100 days depending on the style of mattress. The three Live and Sleep

mattress styles are all sold at varying price points and provide different features and comfort quality. The Live and Sleep founders tested more than 100 foam mattresses before creating one that was non-toxic, green and comfortable.

[My Green Mattress](#) was created when founder Tim Masters was in search of something that didn't exacerbate his daughter's allergies. My Green Mattress deploys their family-friendly campaigns across social media and in their content marketing, including a blog on their website, aimed at keeping families informed about how to stay healthy and rested. My Green Mattress also sells mattresses in kid and crib sizes.

[Avocado Mattress](#) is a 100% organic certified latex, cotton and wool mattress, making it one of the few DTC mattresses that isn't foam. Avocado Mattress is a vertically integrated business structure. The company raises their own sheep and rubber trees and owns the L.A.-based factory where the mattresses are made. This sustainable and ethical "farm-to-mattress" method is a defining feature of the Avocado Mattress brand and is reflected across their marketing strategies, including their #livegreen campaign which includes a video called "Bedtime Story" shared across social platforms, promoting the importance of caring for the planet.

Brands that are able to effectively target certain buyers, including families, eco-warriors or shoppers looking for deals may be more likely to engage niche audiences, generate leads and boost customer acquisition. Optimized marketing strategies, including charitable partnerships, can also create connections with consumers that encourage loyalty, positive reviews and word-of-mouth support.



# Kitchen Cabinet Brands Differentiate With Social Media Campaigns And Promotions

Original Publish Date: March 2, 2021

Throughout 2020, home renovations saw an uptick in popularity. [Houzz](#), a popular website and community about home renovations and design, noticed “kitchen and bath remodeling projects picked up [40%](#) in June [2020].” When remodeling kitchens, cabinets are often the most costly item. ([Appliances](#) and countertops are the next most costly items.) With renovations popular right now, cabinet brands need to differentiate their offerings and make shopping and purchasing as seamless as possible.

## An Unpredictable 2021 Should Push Cabinet Brands To Set Themselves Apart From Competitors

During Q3 of 2020, professional remodeling services saw a [2%](#) year-over-year increase in business, and a study December 2020 predicted “the number of big-ticket projects [in Q4 2020] (with a value of \$1,000 or more) nationally will increase by more than 8% over 2019.” Additionally, [83%](#) of new homeowners in 2020 jumped into home improvements, compared to 70% in 2018, with kitchens being the leading remodeling priority. Some insiders anticipate the market will slow in 2021, making it essential that remodeling and associated brands create satisfying browsing, selection and buying processes for consumers. Content marketing, social media campaigns, VR/AR and direct-to-consumer ([DTC](#)) selling options are digital tactics many cabinet brands and manufacturers are deploying to stay ahead in this bustling, yet uncertain, market.

## The RTA Store Offers Exclusive Online Sales With Content Marketing Highlighting The Brand’s Expertise

The RTA Store, a cabinet and kitchen design store, leans into the preferences of digital shoppers with exclusive online sales and promotions, seamless communication with consultants and online design tools. As ecommerce has become increasingly popular throughout the last year, consumers are becoming more tech savvy and expect shopping experiences won’t be clumsy or hit a lot of bumps. The RTA Store also shares its expertise with content marketing, including a lifestyle blog that covers topics ranging from charcuterie to budget remodeling. [Home service brands](#), like cabinet manufacturers and installers, need to prioritize keywords and phrases that optimize their SEO performance to reach consumers when they’re looking. Robust content marketing, FAQs and video content may all be effective for this purpose.

## Semihandmade Disrupts The Kitchen Cabinet Industry While Shifting Focus To Lifestyle & DTC

Semihandmade founder John McDonald stumbled onto the idea of merging IKEA’s prefab cabinets with custom cabinet fronts in 2011, and now his business Semihandmade is bringing in revenue of more than \$16 million a year, with a [367% growth rate](#) from 2015 to 2019, the result of more than 20,000 completed projects. Despite what McDonald describes as an “[odd](#)” relationship with IKEA, Semihandmade has become very successful by merging custom with affordable, a winning gamble as [homeownership soars](#)



among [Millennials](#). Semihandmade is all over [Instagram](#), leveraging influencers in the design world and serving as inspiration for trends like natural wood cabinetry and bold color. “I was always great at connecting and building relationships,” said MacDonald. “In terms of social media, it’s the same sort of thing.”

In 2019, Semihandmade increasingly outsourced its manufacturing to focus more on becoming a lifestyle brand. Semistories, the Semihandmade content hub that features customer stories and successes with the Semihandmade cabinetry, shows consumers what the brand can do. And, this month, Semihandmade plans to launch [BOXI](#), a DTC cabinet ordering platform that cuts out IKEA as the middleman and uses AI solutions to help shoppers select from the brand’s eight popular style options. “There’s 15 paint companies, 175 [mattress](#) companies; there’s tiles and [eyeglasses](#) and sofas and shoes and chairs — but the question is: Can you do DTC for kitchens?” [said](#) McDonald. “The answer is: I don’t know, but we’re definitely going to try.”

Eliminating pain points has always been a priority for McDonald, and BOXI is the latest iteration of that brand mission. Digital solutions like ecommerce platforms, even for something as big and costly as cabinets, can be game changing for brands trying to raise margins while gaining attention in crowded markets, especially with audiences that prefer online transactions.

## ‘Cabinets To Go’ Leverages Customer Acquisition Campaigns To Connect With Consumers

Many cabinet companies have evolved to include digital lead generation strategies, including lead forms and click-to-call inbound paths. Cabinets To Go, a cabinet brand with both retail stores and a robust ecommerce website, offers a variety of ways for consumers to connect with consultants to learn more about product options, pricing, services and installation. With revenue greater than [\\$90 million](#), Cabinets To Go is a one-stop shop for kitchen design and guides shoppers to a variety of different touchpoints during the browsing process, including free design consultations, free quotes and live chat. Consumers increasingly expect frictionless, direct access to customer service that facilitates easy purchasing. The “free design” button on the Cabinets To Go website takes shoppers to a detailed lead form that includes an opt in for receiving offers and savings, creating a future opportunity for Cabinets To Go via email outreach even if the immediate sales opportunity doesn’t pan out.

Kitchen cabinet brands must be available for consumers when they are ready to start looking, offering easy accessibility to customer service and seamless transactions. With multichannel marketing and websites designed to provide information and convert sales, kitchen cabinet brands can spur engagement with high-intent consumers, leading to bigger sales and repeat business.

## Section 3:

# Appliances, Gadgets & The Ecommerce Boom

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Home is where the heart is, and the heart of the home is its kitchen, the room many people rediscovered during the pandemic, kicking off an uptick in kitchen renovations. Appliance and gadget upgrades were among the many investments consumers made to create more welcoming and comfortable environments. Kitchens are also among the biggest indicators of home sale price, a factor likely not lost on those people who chose the last year to pull up stakes and move.

Appliance and gadget brands leveraged sales and promotions, content marketing and seamless purchasing on ecommerce platforms. These advertising strategies created online browsing and buying experiences that reflected consumer needs to create connections and conversion opportunities, as detailed in the following articles.

- [Kitchen Appliance Brands Go Digital As Kitchen Renovations Heat Up](#)
- [5 Kitchen Gadget & Appliance Brands That Successfully Leveraged Digital Strategies To Increase Ecommerce Sales](#)
- [Air Conditioner And Evaporative Cooler Brands Attract Consumers Stuck At Home](#)
- [Appliance Brands Capitalize On Consumer Excitement Around Kitchen Upgrades And Renovations](#)

# Kitchen Appliance Brands Go Digital As Kitchen Renovations Heat Up

Original Publish Date: February 11, 2021

Whether it's sourdough or banana bread, people have been cooking more during the pandemic. They've also been renovating more, and [kitchens are high up on the list](#), especially in 2021. Creating the [ultimate space for cooking](#), comfort and keeping loved ones close is a priority for consumers right now. "Consumers have undertaken a lot of remodeling in 2020, but significant opportunity remains, especially for the kitchen and bath market, going into 2021," [said](#) Todd Tomalak, principal at John Burns Real Estate Consulting.

In addition to the beauty and pleasure a new kitchen brings, a kitchen remodel is almost always a good return on investment. Many [appliance brands](#), including Big Chill, Samsung and Ilve, are deploying digital strategies on their websites and across social media to reach consumers ready to update their kitchens.

## Big Chill Sells Kitchen Appliances Via DTC Model & Deploys Content Marketing To Promote Its Unique Offerings

The unique, retro, candy-colored fridges and stoves from [Big Chill](#), an 18-year old appliance brand based in Boulder, CO, differentiates the brand from many of its competitors. Stainless steel appliances have been touted as the most desirable for many years, but some consumers gravitate toward more distinctive looks for their kitchens, and the high-end designs of Big Chill resonate with consumers who want something special. In order to promote its fun products, Big Chill has several touchpoints across [social media](#), including [Instagram](#), where the brand regularly posts pictures of the products in customers' homes, and on YouTube, where Big Chill has short videos offering tours of their products. According to [Hubspot](#), "70% of viewers bought from a brand after seeing it on [YouTube](#)," making YouTube an ideal place to advertise. The Big Chill website includes videos, with instructional content related to basic maintenance. Videos are an effective content marketing tool, especially when they solve common problems or answer frequently asked questions.

Online shopping has been essential throughout the last 12 months, and consumers are shopping online for appliances too. Big Chill offers direct-to-consumer ([DTC](#)) sales, with a variety of [shipping](#) options, including touchfree curbside delivery, a safe option which is still desirable for many shoppers. Big Chill also works with buy-now pay-later service ([BNPL](#)) Affirm, an increasingly popular choice for shoppers making big purchases.

## The Samsung 'Smart Kitchen' Landing Page Highlights Connected Kitchen Appliances For Busy Families & Tech Savvy Users

One of the biggest trends in kitchen designs is smart appliances. [According](#) to *Residential Tech Today*, "Smart appliance revenue has grown every year since 2016 and is expected to jump over 30% from [2019] until 2022." Samsung, which sells a range of smart appliances, created its [smart kitchen landing page](#) on its website with detailed videos, articles and comparison tools explaining the different options a connected kitchen offers. With targeted messaging that appeals to busy families, harried moms and tech savvy users, the Samsung smart kitchen content engages and nurtures consumers considering smart appliances, leveraging easy click throughs to learn more about features, explore products or make purchases.

## Italian Appliance Brand Ilve Deploys AR For Shoppers Of Its High-End Stoves & Ranges

High-end kitchen appliances deliver both beauty and function. “If budget[s] allow, luxury appliances can be worth the cost. They can add value to home[s], make preparing meals faster and easier, and add aesthetic beauty,” [noted](#) a blog post from design brand Toulmin Kitchen & Bath. However, not being sure whether or not an expensive range will look good can be a concern, especially when consumers are buying online. Ilve, a nearly 70-year old Italian appliance brand, uses augmented reality (AR) so consumers can see how their selected appliances might look when installed. The “configuration” tab on the Ilve website is where consumers can customize appliances by color and type and use the mobile optimized XRViewer to place their newly kitted-out stoves “into” their kitchen designs. The Ilve AR tool is only available on the [Italian site](#), but the products are the same as those on the U.S.-based site. [Ilve USA](#) also deploys several digital strategies on its website, including comparison tools and virtual consultations.

## Customization & Technology Are The Future Of Kitchen Appliances, And Advertising Must Convey The Options

Many kitchen appliances are offering customizations as appliance manufacturers get savvy to the personalization trend that is getting more and more popular with consumers. Customizations and personal touches, plus the connectivity consumers want, satisfies consumers while offering future opportunities for appliance brands with tech companies, virtual assistants and recipe hubs. According to [Food Business News](#), “The kitchen of the future will be significantly different from today, with personalization and automation seen as likely enhancements. These features may offer additional opportunities for food manufacturers and marketers to engage with consumers and deliver products and ingredients that fit such emerging trends.”

By deploying digital strategies that engage consumers, highlighting the trends of today and making it easier than ever to access up-to-the-minute customer service, appliance brands are moving out of the big box stores and directly into consumers’ homes.



# 5 Kitchen Gadget & Appliance Brands That Successfully Leveraged Digital Strategies To Increase Ecommerce Sales

Original Publish Date: March 10, 2021

Many gadget brands have tapped into seamless ecommerce platforms, promotions and digital engagement to connect with shoppers looking to outfit their [kitchens](#). Here's a look at five kitchen gadget and appliance brands that leveraged effective messaging and strong digital strategies to drive direct-to-consumer (DTC) sales.

## 1. Vitamix Online Video Series Helps Shoppers See The Benefits Of The High-Performance Blender

The [Vitamix](#) is a blender that does it all with "high-performance blending," according to the brand's website. Vitamix has been selling direct to consumers since 1949, when the brand's original founder "created the first infomercial in the U.S." Vitamix has come a long way since then, now offering four different series of the high-end kitchen gadget and appliance, both on the brand's website and through retail partners. Shoppers to the Vitamix site will also find recipes, a "What You Can Make" video series and the opportunity to sign up for an enewsletter offering promotions and Vitamix news.

## 2. The Better Butter Spreader Solves Torn Toast With 2-For-1 DTC Offer

Anyone who has encountered cold butter knows the pain of torn toast for breakfast. In a bid to avoid rage before breakfast, Dotcom Products offers the [Better Butter Spreader](#). The three-in-one design allows users "to swirl, slice and spread butter, peanut butter, jam and cheese without frustration." The Better Butter Spreader is only offered direct to consumers, via the Better Butter Spreader ecommerce platform, and it is available at a hefty discount if shoppers buy two or more spreaders at once.

## 3. ThermoWorks Ecommerce Platform Offers Science & Perfect Steak With Thermapen

The [ThermoWorks](#) brand, founded in 1992 in Salt Lake City, is known for its passion for how science and technology can improve the cooking and kitchen experience. Although ThermoWorks sells dozens of thermometers and other kitchen gadgets, the brand is most well known for its Thermapen, the top-rated food thermometer [by](#) America's Test Kitchen. "The Thermapen is the Cadillac of cooking thermometers," [said](#) Tim Robinson, VP of marketing at ThermoWorks. The ThermoWorks website is a mix between an ecommerce platform, where consumers can buy products directly, and science publication, where those curious about how their gadgets work can dig into the brand's content marketing and read "The Art And Science of Thermometry." Shoppers get 10% off their first orders, and Thermoworks offers recipes and in-depth customer support including calibration by an accredited service.

#### 4. Woman-Owned Verve Culture Offers Authenticity & Online Promotions For Popular Tortilla Press

Gifting and homeware brand Verve Culture, a [woman-owned business](#), is known for working with artisans around the country. The brand's red cast iron tortilla kit is probably its most famous product, featured in *Vogue*, *Real Simple* and on Refinery29. Verve Culture offers 10% off for shoppers who subscribe to the Verve Culture enewsletter and provides the classic recipe for making tortillas. Shoppers can buy directly from the Verve Culture ecommerce platform or other retailers that sell the iconic tortilla press. "Each of our kitchen, homewares and gourmet food products comes with the story of where it is made, by whom and the history of the item. We believe that exposure to new cultures and experiences brings joy," [explains](#) Verve Culture. Brands that are culturally sensitive and leverage their origin stories can resonate with buyers.

#### 5. Ninja Partners With BNPL Fintech Affirm To Facilitate Easy Purchase Of In-Demand Air Fryers

For smoothie lovers, the Ninja has long been a trusted brand. In recent years, however, the brand has become a popular choice for its [air fryer line](#), with Consumer Reports rating one of the Ninja air fryers "excellent." The Ninja website offers three different versions of the air fryer, with a comparison tool and "shop now" button for easy purchase direct from Ninja. Ninja works with [buy-now pay-later](#) (BNPL) brand Affirm, an increasingly popular option for brands looking to offer affordable and seamless shopping experiences.

By leveraging digital strategies that engage consumers, providing helpful content and easy payment options, while tapping into consumer trends, gadget brands are able to find success with ecommerce, DTC sales and create lasting brand loyalty.

# Air Conditioner And Evaporative Cooler Brands Attract Consumers Stuck At Home

Original Publish Date: May 27, 2020

Summer is nearly here, and as quickly as everyone complained about the cold, they will lament the heat. This year, air conditioned homes will feel essential, especially for people without [pools or backyards](#), as more people are working from home and not enjoying the cool temperatures of office buildings. However, full HVAC units aren't always feasible because of space, cost or other considerations. Evaporative coolers, sometimes called swamp coolers, are gaining in popularity, while window units have become less cumbersome and more user-friendly. For air conditioning and evaporative cooler brands that want to get the attention of overheated consumers, explaining the benefits and differences of their brands' cooling units will help consumers make the best choices for their needs.

## Evaporative Coolers Are An Eco-Friendly Choice For Caring Consumers

Unlike traditional air conditioners, evaporative coolers evaporate the moisture in the air and require no chemicals or ventilation systems, making them eco-friendly. Evaporative coolers are generally small and portable and also function as air purifiers and/or fans. Many consumers are increasingly concerned about their carbon footprints, and evaporative cooler brands should make clear how their products appeal to this audience. Strong [content marketing](#) that explains the different benefits, uses and qualities of products can help consumers make the decision to buy. Leveraging the green side of evaporative coolers, brands may also want to consider [purpose-driven marketing](#), tying their eco-friendly products to environmental causes. Cause-based marketing has proven to be especially appealing to [Gen Z audiences](#).

## Small Appliance Brand Newair Effectively Leveraged The Needs Of Remote Workers With Discounts And Promotions

[Newair](#), a small appliance company with an active [social media](#) presence and content marketing strategy, saw an uptick in sales during the early weeks of self-isolation as people were creating comfortable work from home ([WFH](#)) environments. Seeing an opportunity, Newair offered discounts to remote workers on small, plug-and-play appliances, like evaporative coolers and portable air conditioners, that make life a touch more comfortable. "As we enter a new seasonal category, we've shifted focus to mainly supply products that help remote workers adjust comfortably to their new work conditions," [said](#) Scott Eberstein, Ecommerce Manager at Newair. "Not only will these workers spend their full 9-5 office hours at home, but most of their 24-hour days will be experienced indoors, which is why we want to make sure they are supplied with products that make them more comfortable, safe and productive."

[Coupons and promotions](#) can help build customer lists for future engagement strategies and, if timed correctly, can lead to good feelings from consumers, which encourages brand loyalty in the long run.

## Seamless Integration With Smartphones Sets Some Air Conditioners Apart

More and more people are connecting their lights, [security](#), music and heating/cooling to their smartphones. Seamless, easy access to an air conditioning unit can be energy efficient and appeal to younger, more tech-integrated consumers.

[Kapsul](#), a direct-to-consumer (DTC) start-up, offers slim, stylish air conditioning units that work with Google Home, Alexa and Nest straight out of the box. And, at only seven-inches tall and quickly installed, Kapsul appeals to busy, connected consumers who want their homes cooled but don't want a behemoth in the window that might be questionable for the environment. With an active presence on [Instagram](#), a focus on the look and innovation of their product, and campaigns clearly geared at young professionals and families, Kapsul is distinguishing their product from what has always been available on the market. In a crowded air conditioning and evaporative coolers market, this differentiation gives Kapsul's target audience a clear reason to buy.

For [home service products](#), differentiation is integral to success and multichannel campaigns should alert consumers to what makes their products unique and indispensable. Content marketing, connection through promotions, list building and strong social media can provide the engagement necessary to scale brand awareness and customer acquisition.



# Appliance Brands Capitalize On Consumer Excitement Around Kitchen Upgrades And Renovations

Original Publish Date: March 23, 2021

According to recent analysis by Zillow of [1.4 million home sales](#) from 2020, “Homes that advertised higher-end kitchen and bathroom amenities sold for more than otherwise expected in 2020.” High-end kitchens typically include [luxury appliances](#) like fridges, stoves and dishwashers, and laundry rooms are often kitted out with top-of-the-line washer/dryers. As renovations continue to be popular among homeowners, appliance brands are deploying digital marketing strategies across channels, engaging consumers looking to upgrade.

## Bosch Offers Promotions, Rebates And Discount Packages For Appliance Shoppers

Appliances are expensive, and many consumers watch for the right sales, promotions or discounts before they are ready to make purchases. Whether it's bigger items, like fridges, or smaller appliances, like high-end coffee machines, kitchen appliance shoppers love deals. [Bosch](#), a high-end German appliance manufacturer popular around the world, offers a variety of deals and promotions across their website, including cashback offers, lower prices for bundling, rebates and set prices for different kitchen packages, like “performance” or “traditional.”

Promotions can be effective at getting consumers to take action, especially when they are deployed across channels, including [push notifications](#), [email](#) and social media, to continually entice shoppers. Consumers that visit the Bosch website can sign up for the appliance brands' newsletter, which includes discounts plus recipes, tips and new product information. Enewsletters are a popular way for brands to connect with and nurture consumers.

## Maytag Provides Free Delivery And The Option To Buy Now & Pay Later

Two of the most popular ecommerce sales strategies of the pandemic were free shipping and seamless payment options. The [Maytag](#) ecommerce platform offers both. Consumers can compare Maytag washers, dryers, dishwashers, refrigerators and other appliances, then buy them directly from the Maytag ecommerce platform with the option of using buy now pay later (BNPL) option Affirm.

[Appliances](#) are among the most popular items consumers are using [BNPL](#) for, with many consumers choosing delayed payment options because of low- or no-interest rates and the ease of checkout. Free [shipping](#) is another offer that many brands and retailers are using to entice purchases.

## Whirlpool Service & Support Offers Consumers Troubleshooting Content And Chat

When shoppers are looking for appliances, concerns about installation and servicing can pop up, and brands that get ahead of those worries are likely to be considered positively by consumers. The [Whirlpool](#) website includes a “service & support” tab that includes manuals that can be downloaded, FAQs and “how to” information and other services for people who already own Whirlpool appliances. In addition, Whirlpool has a chat feature that connects website visitors with Whirlpool representatives that can answer questions about purchases or maintenance. Brands that provide high-touch customer service can create consumer confidence that generates positive reviews and long-term loyalty.

## Miele Content Marketing Highlights Benefits Of Small & Large Appliances

Many appliance websites provide in-depth content marketing to illustrate how their appliances work and offer additional information for consumers. [Miele](#), which sells big and small appliances, offers a variety of content hubs, many of which are promoted across a list of social media platforms. For example, Miele Cooks provides simple, family-friendly recipes – all cooked on Miele appliances – on a dedicated [YouTube](#) channel.

Videos have become an increasingly popular marketing tool in recent years, especially as consumers become more comfortable with the format. Miele content marketing also includes user-generated content ([UGC](#)) with happy Miele customers sharing pictures of their Miele appliances on [Instagram](#) and [Twitter](#).

## KitchenAid Stories Engage Consumers With Original Content

Sometimes content marketing can go beyond the scope of the products and services offered and take audience engagement to another level. [KitchenAid Stories](#) is an example of a brand creating innovative content that is relevant to their consumers. The brand launched KitchenAid Stories in October 2020 with the release of the short film *The Possibilities of Honey*. A press release about the launch [explains](#), “*The Possibilities Of Honey* will position itself as the first tentpole of content to arrive to KitchenAid Stories, a new platform that will helm KitchenAid owned, conceptualized, produced and realized mediums that elevate the stories of chefs, makers and epicurean radicals changing the landscape of which we live and KitchenAid affects.”

KitchenAid previously co-produced *A Woman’s Place*, a documentary [that](#) “raises awareness of the harsh inequalities women in the culinary profession face and is an initiative to empower and elevate them to the top of the industry.” The documentary lives on the KitchenAid Stories hub after previously screening on [Hulu](#).

Now, more than ever, consumers are looking for brands to help them live the lives they want. Digital strategies that resonate with consumers and make them feel understood, including content, customer service and discounts, can encourage consumers to take action.



## Section 4: Home Loans & Home Insurance In The Digital Age

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As people across America traded in cramped apartments for spacious houses with yards, a real estate boom was launched in 2020. Simultaneously, rising home values, pandemic-related economic uncertainty and historically low interest rates created an environment that drove many homeowners to seek the financial benefits of refinancing their current mortgages. While the mortgage industry experienced major growth overall in 2020, the surge in refinance loan volume contributed to impressive profitability. As the first quarter of 2021 comes to an end, data shows that approximately three million consumers could still qualify and benefit from refinancing their mortgages.

Home sales, refinances, home improvements and other home-related investments encouraged many consumers to change or enhance their home insurance policies and coverage. Consumers looked online to seek solutions for protecting their homes, identifying savings opportunities and capitalizing on coverage options that aligned with their lifestyles and financial goals.

The following articles highlight the behaviors, data and trends shaping the home loan and home insurance environment.

- [Mortgage Marketers Leverage Digital Strategies To Reach High-Intent Borrowers](#)
- [Top 3 Borrower Motivations Driving Surge In Refinance Loan Volume](#)
- [Millennials Continue To Drive Refinance Mortgage Loan Demand In 2021](#)
- [Real Estate Brands Reinforce Their Commitments To Closing The Gap In Black Homeownership](#)
- [Home Inspection Brands Use Digital Strategies To Generate Consumer Interest](#)
- [Home Insurance Brands Reach Consumers With Humor, Savings & Technology](#)
- [Home Warranty Brands Leverage Digital Strategies To Be There When Consumers Need Them](#)

# Mortgage Marketers Leverage Digital Strategies To Reach High-Intent Borrowers

Original Publish Date: March 25, 2021

The growing number of consumers engaging in online activity has touched every phase of the mortgage process from research and loan inquiry to documentation processing and closing. According to data from leading mortgage technology platform [Ellie Mae](#), since 2011, the share of consumers completing milestones related to the mortgage journey online has jumped from 52% to 92%. The growth in reliance on digital tools and online research for mortgage solutions among consumers was accelerated by COVID-19. With the combination of stimulus checks, tax refund season, peak homebuying and a projected 13 million consumers who could still qualify for refinance loans, mortgage origination volume is projected to remain high.

Mortgage lenders and banks that have embraced digital marketing channels have been able to successfully connect with high-intent borrowers seeking mortgage loans. Mortgage brands Cardinal Financial, Caliber Home Loans and Guaranteed Rate are deploying the right messaging on their first-party channels to connect with homeowners interested in refinancing to save on monthly expenses, change their loan terms or cash-out with equity extractions.

## Cardinal Financial Leverages Content Marketing To Educate Borrowers On Relevant Mortgage Questions

[Cardinal Financial](#) describes itself as an innovative lender dedicated to reimagining the mortgage industry. Cardinal's core values of simplicity and authenticity resonate strongly with younger consumer segments. Cardinal Financial leverages its [blog](#) to deliver useful insights and resources relevant to prospective refinance loan borrowers. In addition to simple, effective and resourceful content, Cardinal Financial uses inclusive imagery that represents the diverse segments of homeowners who may be seeking refinance or purchase loan information. As a brand that prides itself on its commitment to modernization and innovation, Cardinal Financial integrated its content marketing into its [social media](#) strategy, promoting engaging refinance and purchase loan content across its [Twitter](#), [Instagram](#) and [Facebook](#) pages.

## Caliber Home Loans Website Creates A Seamless & Positive User Experience For Homeowners Seeking Refinance Options

[Caliber Home Loans](#) optimizes the consumer experience by maintaining a simple and effective website that aligns with the needs of borrowers from all age segments. Direct messaging and inclusive imagery are clearly designed to make older homeowners feel more comfortable connecting with Caliber online, but the company doesn't assume all seniors feel tech-savvy. At the top of its home page, Caliber promotes two calls to action to prospective borrowers: "get a refinance quote" and "get a call back." With two distinct options to engage, Caliber tailors its approach to younger borrowers who have a greater propensity to submit inquiries online and Baby Boomers who are more likely to prefer speaking with representatives over the phone.

## Guaranteed Rate Inspires Purchase Borrowers To Believe Anything Is Possible

Guaranteed Rate is known for its customer-centric approach. Founded in 2000, with a commitment to social responsibility and a youthful approach to homeownership, Guaranteed Rate deploys a mortgage marketing strategy that strongly resonates with Millennial borrowers. The idea of “possibility” is ingrained in all areas of the brand’s online presence. In February, Guaranteed Rate launched the “[Believe You Will](#)” campaign with a 60-second spot during the Super Bowl. With an all-star lineup of athlete brand ambassadors, Guaranteed Rate is connecting with younger consumers inspired by positivity who want to achieve the dream of homeownership. Since launch, the “[Believe You Will](#)” campaign has become flagship content for the lender’s social media pages. Guaranteed Rate [chief marketing officer Steve Moffat](#) said, “At Guaranteed Rate, our core values are rooted in the power of belief and positive thinking, to achieve audacious goals. We found remarkable stories of people who believed in their abilities to overcome challenges and achieve their goals. We hope that people around the world will be inspired by these stories and will believe that they too can achieve great things.”

Guaranteed Rate promotes a suite of digital tools designed for their younger demographic, including its [GRaffordable](#) loan-finder service, a [home valuation tool](#) and a [home affordability calculator](#) to help borrowers understand the mortgage process, determine affordability and connect with originators quickly. Also catering to values of frictionless online experiences and efficiency, Guaranteed Rate entices young homeowners with its FlashClose program which promotes a seamless, digital and timely loan experience.

## Mortgage Marketers Must Optimize First-Party Digital Channels To Connect With Borrowers

COVID-19 was the catalyst for a major surge in time spent online and a newfound reliance on virtual tools. As a result of the global pandemic, even more consumers are likely to leverage technology when initiating their mortgage process. From initial search to closing loan documents, nearly the entire mortgage process has evolved and transitioned to the digital landscape. Homeowners from all age segments are using mobile and desktop devices as their primary tools to research refinance loan programs, learn about the benefits of refinancing, identify originators and lenders, submit inquiries and complete loan applications. To effectively engage and convert diverse audiences, mortgage marketers need to prioritize digital presences and establish positive online user experiences that align with the unique needs and value of each audience age demographic. Smart digital tools, educational content marketing, effective website design and clear calls to action all contribute to an increase in engagement and mortgage application volume.

# Top 3 Borrower Motivations Driving Surge In Refinance Loan Volume

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2021 is projected to be another incredible year in the mortgage industry, with refinance loans fueling loan application volume and borrower inquiries. Based on data from Freddie Mac's "[Refinance Trends In 2020](#)" report, homeowners who closed on refinance loans were typically driven by one of three motivations: tapping established equity, shortening loan terms or reducing monthly mortgage payments. Even with current rate fluctuations, refinance loan volume continues to represent the majority share of all mortgage loans at [62.9%](#) for the week of March 17. As spring unfolds, [13 million homeowners](#) could still be candidates for refinance mortgages based on current and projected interest rates.

## 1. More Homeowners Tapped Their Equity Through Cash-Out Refinance Loans

In 2020, cash-out refinancing among homeowners hit its highest levels since 2007. The combination of economic uncertainty resulting from COVID-19 coupled with more time spent at home prompted many homeowners to seek funds for financial security cushions or liquid assets to use toward home improvements, redecorating and renovations. [Orla McCaffrey of The Wall Street Journal](#) reported that, "U.S. homeowners cashed out \$152.7 billion in home equity last year," and data from [Freddie Mac's Quarterly Refinance Statistics](#) showed that in Q4 2020, cash-out borrowers represented [38%](#) of all refinance loans. As a result, cash-out mortgage refinance volume rose to [\\$48.4](#) billion by the end of 2020.

## 2. One-Quarter Of Refinancers Shortened Loan Terms

2020 was the year that made consumers value the idea of "home" in a whole new way. Instead of serving as just a residence, during periods of quarantine, the concept of home shifted to represent safety and security. The rise of distance learning, working from home and time spent indoors made consumers reconsider the importance of owning their homes.

While the fixed-rate mortgage loan continues to represent the largest share of originations, nearly a quarter of homeowners opted for shortened loan terms during their refinances. In 2020, the difference between the 15-year fixed rate loan and the 30-year fixed rate loan averaged a [0.52%](#), meaning homeowners who felt financially secure could capitalize on the positive interest rate environment and refinance to 15-year terms.

### 3. Refinance Borrowers Were Motivated By Monthly Savings Opportunities

At the end of Q1 2020, many consumers became concerned with financial security and the drive to cut expenses, reduce spending and maintain emergency savings increased. As economic uncertainty and unemployment rose, consumers capitalized on record low mortgage interest rates and cut monthly mortgage costs. In Q4 2020, homeowners who refinanced were able to lower their mortgage interest rates by an average of [1.25%](#). In 2020, the average annual mortgage payment savings for borrowers who refinanced into 30-year fixed loans and did not pull cash out ranged from [\\$2,800 to \\$3,500](#). By securing a lower mortgage interest rate for refinancing to remove private mortgage insurance (MI), many borrowers successfully reaped the benefits of a refinance loan.

### Deploy Digital Marketing & Advertising That Aligns With Borrower Motivations

According to Freddie Mac data for the week of March 18, the average interest rate for the 30-year fixed rate mortgage loan was [3.09%](#). While interest rates have slightly increased since the start of the year, if mortgage interest rates stay near 3% as anticipated, they will still reflect historic lows. The motivations that inspired borrowers to take action will remain relevant drivers in the mortgage market. Affordability is projected to stay a top concern for borrowers, which means refinancing is likely to be a viable option to help homeowners achieve their financial goals.

Describing the needs of modern borrowers, executive vice president of corporate strategy at Ellie Mae Joe Tyrrell said, “Borrowers today expect a simple online application that guides them step-by-step through the loan process. But high-tech and human-touch are equally important. Borrowers still want to speak with someone knowledgeable when they have questions or concerns.” Even as the effects COVID-19 begin to shift, consumers will likely continue relying on online research and digital tools to initiate their refinance loan process.

Digital marketing and advertising across first-party channels can help mortgage brands resonate with consumers based on their values and needs. Mortgage marketers and brands that focus on their digital presence can elevate their first-party channels to better connect with prospective refinance borrowers. Mortgage marketers that implement consistent messaging, relevant imagery, clear and effective CTAs and a seamless virtual journey across their first-party channels – from website and landing pages to social media and email marketing – will position themselves to connect with borrowers seeking lenders and mortgage solutions online.

# Millennials Continue To Drive Refinance Mortgage Loan Demand In 2021

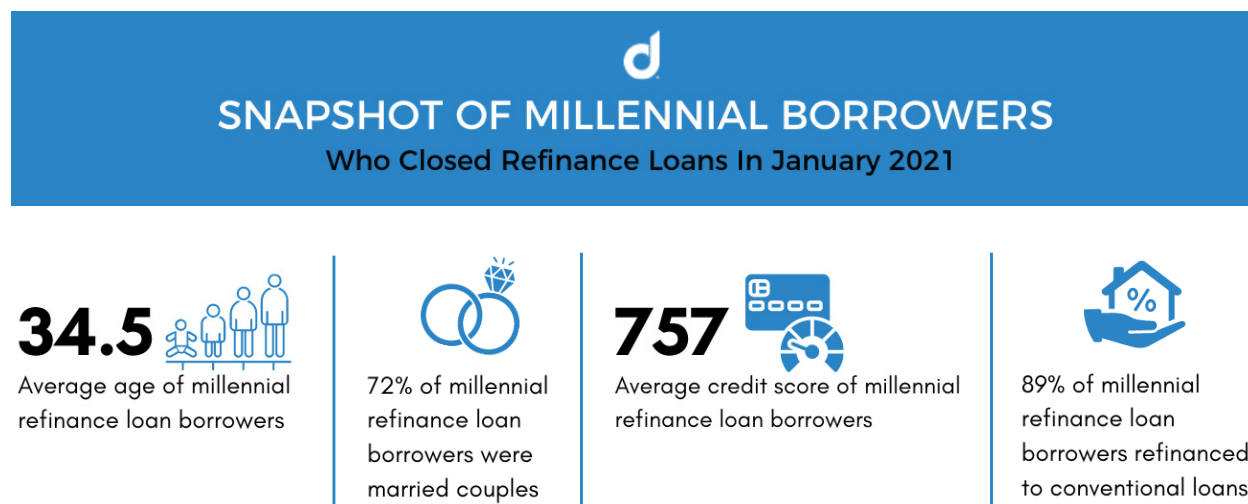
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While temperatures stay low, demand for [refinance loans](#) remains high. According to the [Mortgage Bankers Association](#) (MBA), for the week of February 19th, refinance [mortgage](#) loan volume represented the majority of loan applications, with a 68.5% share. More importantly, the share of refinance loan volume was up 50% year over year (YOY). In the current low-rate environment, Millennial homeowners are the leading consumer demographic scaling the refinance market.

## Snapshot Of Millennial Refinance Loan Borrowers In 2021

Overall, mortgage interest rates for the 30-year fixed rate, 15-year fixed rate and 5/1 ARM loan products have experienced a [downward trend](#) since December 2018, and the favorable mortgage interest rate climate has been the primary driver of consumer intent for refinance loans. Even with recent slight rate fluctuations, mortgage interest rates have recently remained below 3.5% – which is extremely attractive for many homeowners who closed their purchase loans at higher interest rates. According to the [Freddie Mac Primary Mortgage Market Survey](#), in the last decade, mortgage interest rates have only held steady below 3.5% twice before – the periods of August to May in 2013 and June to October in 2016. As interest rates remain near historic lows, consumers are capitalizing on the benefits of refinance, with [Millennials](#) representing the most dominant borrower segment.

The [Ellie Mae Millennial Tracker](#) divides consumers born between 1980 and 1999 into two segments, Old Millennials (ages 30 to 40) and Young Millennials (ages 21 to 29). Since 2014, the Ellie Mae Millennial Tracker has mined demographic data to analyze closed loan application trends and mortgage loan application volume of these Millennial borrowers. Heading into 2021, interest rates hovering near record lows continue to attract Millennial homeowners.





According to president of [ICE Mortgage Technology](#), [Joe Tyrell](#), “With interest rates reaching historic lows, Millennials have refinanced to take advantage of a significant savings opportunity they will see play out over the long-term. Lenders are continuing to manage the refinance pipeline by investing in virtual solutions such as eClosing, online borrower portals and virtual verifications, and turning this boom in loan volume into business growth.”

## Student Loan Debt Drives Millennials To Explore FHA Refinances, Despise PMI

Many Millennials who purchased homes in the last decade experienced the struggle of inventory shortages and interest rates above 4%. Additionally, according to data from the [Federal Reserve](#), student loan debt has doubled in the U.S. since 2010. As a generational segment heavily and negatively impacted by student loan debt, Millennial homeowners can uniquely benefit from a mortgage refinance. Because of flexible loan criteria and a lower down-payment threshold, the FHA has been a popular loan choice among Millennials for many years, even though FHA mortgage loans often come with the added cost of PMI. Combined, Millennial homeowners are highly motivated to refinance in an effort to reduce monthly expenses. For many Millennials, refinancing is a way to take advantage of monthly savings on their mortgage costs and apply more funds toward cutting down student loan debt.

## How Mortgage Marketers Can Better Engage Millennial Homeowners

With the surge of record-breaking refinance volume experienced in 2020, many mortgage marketers might feel they have already engaged all eligible homeowners in their databases on refinance opportunities. The truth is, while many Millennials have already refinanced their former home loans, many are refinancing *again*. Plus, there is still a population of eligible homeowners that has not refinanced recently.

Here are three ways mortgage marketers can better connect with high-intent Millennial homeowners seeking refinancing loan options.

### 1. Leverage First-Party Channels To Reassure Millennials They Can Afford Refinance Closing Costs

A top concern among Millennial consumers is affordability. As the generation that has experienced the Great Recession, two major periods of unemployment, student loan debt and now a global pandemic, the fear of economic uncertainty is a dominant pillar of Millennials’ approach to major financial decisions. Although refinancing often represents savings opportunities, Millennials may be concerned about the added expense of closing costs. Mortgage marketers have an opportunity to anticipate and address Millennial concerns by positioning consistent messaging across their websites, social media pages, email communications, landing pages, microsites and other first-party channels to promote opportunities to include loan closing costs into the loan repayment terms. Mortgage marketers should evaluate the copy and creative on their channels with a simple question, “Does this make me believe the refinance loan process is affordable?”

## 2. Use Organic & Paid Social Content To Promote The Digital Refinance Loan Process

Another factor that may be discouraging Millennials from taking the first step toward refinancing is the fear of complicated, in-person loan application processes. Mortgage marketers should leverage organic and paid [social media](#) posts to inform their target audiences of the seamless, digital refinance loan process offered by their brand. More and more consumers are relying on social media as a research tool in advance of major transitions or decisions. According to [Mortgage Professional America \(MPA\) magazine](#), Millennials use social media sites, like Instagram and Facebook for research, consideration and decision making more than Gen Xers and Boomers do. By using social media in-platform video functions, like Facebook Live and Instagram Reels, mortgage marketers can be resources for Millennial refinance-related mortgage questions and provide information through engaging formats. Paid social media content should direct high-intent Millennial homeowners to simple landing pages that enable the submission of inquiries, letting prospective borrowers begin the loan process without friction or delay.

## 3. Review & Test Copy, Creative & Timing In Refinance-Related Automated Emails

To connect, engage and drive refinance mortgage loan applications and inquiries, mortgage marketers can leverage automated [email marketing](#) strategies, even when rates experience fluctuations. Email marketing can help mortgage marketers engage Millennial homeowners in more [personalized and actionable ways](#). During the email campaign analysis, mortgage marketers should review copy, creative, CTAs and scheduling to identify the combination that delivers the best conversion rates.



# Real Estate Brands Reinforce Their Commitments To Closing The Gap In Black Homeownership

Original Publish Date: July 27, 2020

[Homeownership](#) has been positioned as a core aspect of the American dream for many years. The renewed urgency for brands and consumers to prioritize, understand and embrace social equality has brought some issues to light in the real estate industry. Unfortunately, although homeownership rates in the U.S. grew to 65.1% by Q4 2019, the rate of minority homeownership is lagging far behind the national trends. Major real estate brands and organizations, such as the National Association of Realtors (NAR), real estate firms, such as RE/MAX and Coldwell Banker, and financial institutions are adjusting their marketing strategies and brand messaging to re-establish their commitments to serving Black and other minority consumers.

## **NAR's Snapshot of Race & Home Buying In America Report Noted Unique Needs Of Prospective Black Homeowners**

NAR analyzed the change in homeownership rate among Black consumers and reviewed the characteristics of home buyers, properties sought by each racial group, motivations for buying homes and the financial background of buyers by race. The NAR homebuying report found there was an average [30-basis point difference](#) between homeownership rates among Black consumers compared to White consumers. In the last ten years, homeownership rates for Black consumers only increased in Delaware, South Dakota and Vermont.

Based on report data, NAR identified the following traits and characteristics unique to Black home buyers:

- Student loan debt for Black home buyers was higher than all other racial groups, at an average of \$38K.
- More than all other racial groups, Black consumers sought to purchase multi-generational homes with 22% of prospective buyers seeking multi-unit properties.
- 13% of prospective Black home buyers were rejected for mortgage loans compared to the national average of [11%](#)

Although the average age of Black buyers is the same as Whites (38 years old), 51% of prospective Black homeowners are first-time buyers, whereas 30% of White consumers are first-time home buyers, which means White homeowners typically purchase their first homes earlier.

More than any other racial group, Black consumers claim their primary motivation for buying property is the "desire to own their own home." Other racial groups note interest in developing an investment and growing personal wealth as motivations to buy residential property.

## NAR Promotes Five-Point Plan To Minimize Gap In Black Homeownership Rates

The homeownership rate for Black consumers have been slowly but steadily declining since 2004, hitting its lowest point since 1994 (40.6%) at the end of 2019. In 2020, NAR advanced its focus on minimizing the gap in Black homeownership. In a recent statement published by NAR, [Chief Economist Lawrence Yun said](#), “Given the events of the recent weeks, [the gap in Black homeownership] highlighted the progress, or lack of progress, among the African-American community.” One of the main issues preventing Black consumers from attaining homeownership levels similar to other racial groups is obstacles related to home financing and financial distress. In the five-point plan announcement from NAR, Yun noted that reliance on financial support from family members is not as accessible among Black consumers. Yun stressed the importance of increasing access to down-payment assistance for prospective Black borrowers. He also discussed NAR’s commitment to strengthening the FHA loan program, which is the loan program that has empowered the greatest number of minorities to purchase homes due to more flexible acceptance of higher DTI ratios, lower down-payment thresholds, buyer education programs and higher multi-family loan limits.

The National Association of Real Estate Brokers (NAREB), an equal opportunity and advocacy organization for African American real estate professionals and consumers in America, provided data to NAR, pointing out how Black consumers could benefit from an [alternative credit scoring system](#). NAREB and NAR agree that credit bureaus should embrace credit scoring models that consider regular rent and utility payments in addition to their current factors. According to a recent [HousingWire article](#), NAREB claimed, “alternative credit scoring would open up buying to 115,000 Black Americans annually.”

In order for NAR’s five-point plan to be impactful, professionals such as real estate agents and loan originators who are at the core of the real estate transaction, in many cases will need to rely on enhanced marketing tactics that attract, inform and educate Black consumers on the programs available to them.

## RE/MAX Sticks To Red, White & Blue To Celebrate Ethnic Diversity

RE/MAX is an international real estate company that represents more than 100,000 agents and 6,800 offices as part of their franchise system. RE/MAX relies on its social media pages to connect with home buyers, home sellers and prospective real estate agents. On its [Instagram](#) and [Facebook](#) pages, RE/MAX reinforces its brand dedication to diversity and regularly celebrates and calls attention to holidays and special days unique to specific ethnic and racial groups. Unlike many of its counterparts, the RE/MAX brand relies heavily on the use of graphics and illustrations instead of photos featuring people. By prioritizing the use of brand colors and aesthetics, RE/MAX allows all prospective agents to see themselves as a RE/MAX agent or broker. Prospective hires typically look for companies that align with their identity and values. In addition to its graphic strategy, RE/MAX regularly posts video content for home buyer and seller resources, consumer campaigns and agent business tips to its YouTube channel. In all three of these content areas, RE/MAX positions people of color in consumer and agent roles, which help minority groups to feel more connected to the RE/MAX.

## Coldwell Banker Promotes Diversity & Inclusion Among Homebuyers And Prospective Agents

Founded in 1906 and owned by Fortune 500 company Realogy, Coldwell Banker is one of the largest and oldest real estate franchises in the U.S. In February 2020, Coldwell Banker announced it’s [“Diversity](#)

[In Ownership](#)” program. The program amended the current franchise agreement and created new opportunities to provide additional support to encourage and facilitate successful brokerage ownership among prospective real estate professionals who identify as racial minorities, LGBTQ+ and women. Diversity among agents and brokers is closely correlated to the diversity of the consumers a brokerage serves. Coldwell Banker also specifically positions photos of Black consumers and agents on its website and social media pages to encourage relatability and representation among prospective Black home buyers and agents. Furthering its dedication to inclusive representation, Coldwell Banker was one of the only national real estate companies to celebrate Juneteenth on its [social media pages](#).

## Black-Owned Financial Institution OneUnited Bank Connects With Black Consumers

Founded 50 years ago, OneUnited Bank is the largest Black-owned bank in the U.S. and the first Black-owned internet bank. On its website, OneUnited promotes its commitment to increasing the financial literacy of the Black community and offers a series of workshops, training events and affordable financial services programs to “[meet the needs of an urban community](#).” In addition to in-person events, OneUnited dedicates an area of its website to consumer finance education where it positions [blog posts and video content](#) to help Black consumers expand their knowledge in areas such as financial basics, career planning, mortgage information, credit reporting and taxes.

OneUnited also empowers Black consumers via the content on its social platforms. Using the hashtag #BankBlack, #BuyBlack and #BlackExcellence, OneUnited regularly positions relevant social responsibility, lifestyle and financial content to its target audience. With nearly 230,000 likes on [Facebook](#) and 167,000 followers on [Instagram](#), OneUnited has dedicated its brand to empowering the Black community through representation and education. OneUnited has successfully aligned its brand to identify with and elevate the values of its core audience by going beyond typical consumer finance content. From celebrating Nelson Mandela Day to promoting virtual financial literacy workshops for entertainment professionals, OneUnited maintains a cohesive presence and connects with its customers in a more personalized way.

## Real Estate & Mortgage Marketers Need To Increase Engagement With Black Consumers

There are more than 50 million Black consumers in the U.S. In the 2019 “[Black Consumers: Path To Purchase](#)” report, Nielsen indicated Black buying power exceeded \$1.3 trillion in 2018 and was growing at a faster rate than White buying power. Nielsen’s Senior Vice President of Community Alliances and Consumer Engagement and co-writer of the report, [Cheryl Grace, said](#), “This year, we wanted to help brands and marketers understand the multi-faceted process that Blacks take to buy the products they buy. There are several drivers, but culture is at the center of them all. Further, with their love for technology, they are much more savvy and conscious consumers.”

Black consumers are paying attention to how companies and brands speak to them and about them, and note when there is a lack of representation. Real estate and mortgage marketers have an opportunity to capitalize on the growing [buying power of the Black population](#), but to do so they must create and sustain marketing messaging and campaigns that represent and connect with the needs of that audience. Real estate and mortgage marketers may need to review their marketing plans and invest in the developing campaigns and running media on channels that will help them reach, attract, engage and convert Black consumers into borrowers and homeowners.

# Home Inspection Brands Use Digital Strategies To Generate Consumer Interest

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Once considered almost essential for home purchases, home inspections have been waived by many buyers due to the highly competitive real estate market. As a result, home inspection companies are now competing with each other and the perception that home inspections are optional.

In addition to robust websites, that include lead generation, creative content marketing and social responsibility initiative descriptions, home inspection websites optimize high-intent keywords to gain traction on Google and drive traffic to their websites. Home inspections, like other [home services](#) including [lawn care](#) and [pest control](#), are often [searched for only when needed](#). That means home inspection brands need to understand who will be shopping for home inspections and make sure their brands appear when and where these consumers are searching.

## Customer Acquisition Campaigns Allow Home Inspection Brands To Make Local Recommendations

Customer acquisition is central to the success of home inspection brands like Trident Building Inspections and HouseMaster. Both brands position lead forms strategically to gain first-party data about consumers interested in home inspections. Many home inspection brands leverage [email campaigns](#) to engage and nurture geo-segmented consumers and audiences seeking specific services. Email campaigns, including enewsletters, can share promotions, direct traffic back to the main website or campaign-specific landing pages, helping home inspection brands stay top of mind while consumers are shopping around and later for post-purchase services. Many national home inspection services have strategic partnerships with brands like ADT, allowing them to cross-promote services while increasing the value of communications for their audiences.

## Content Marketing Helps National Home Inspection Brands Build Trust

New home buyers want to work with trustworthy professionals for home inspections and other related services. [Content marketing](#) can be effective for establishing trust and thought leadership while explaining the basic ins and outs of home inspection and the brand attributes that create differentiation. National Property Inspections ([NPI](#)) has a comprehensive blog on a range of homeownership topics from seniors downsizing to removing wallpaper. And, home inspection brand [Pillar to Post](#) has an interactive graphic that lets people shopping for home inspections see exactly what inspectors are looking for. Both of these brands are creating trust with consumers via their knowledge and industry know-how. Home inspection brands that have website content explaining costs, the appointment-booking process and their company philosophies are differentiating their brands and creating reasons for people to buy.



## Home Inspection Companies Prioritize Social Responsibility During Difficult Times

Brands are increasingly touting their corporate [social responsibility](#) (CSR), because authentic CSR can be important to shoppers who prefer to spend money with brands that align with their values. Trident partnered with Homes for Heroes, and Pillar to Post partnered with the Salvation Army and FirstService Relief Fund. At a time when many people are hurting, a brand that differentiates itself with a commitment to helping others may garner extra attention from consumers. All of the national inspection brands are also explicit in their COVID-19 precautions, a necessity for most consumers who want to know that people entering their homes (or future homes) are being safe and that the brands they are working with care about their well-being. Early in the pandemic, McKinsey & Company [noted](#) something that continues to be true today: “Every action taken by a company should reinforce what customers already know — that companies care and are willing to invest in helping their community.”

Home inspection companies must be present for consumers when it's time for home inspections. By optimizing websites to leverage organic and paid search and using customer acquisition efforts, strategic email outreach and more, the differentiated services of national home inspection brands can be highlighted for consumers when they are ready to take action.



# Home Insurance Brands Reach Consumers With Humor, Savings & Technology

Original Publish Date: March 30, 2021

According to a 2020 survey of 8,000 customers from around the world conducted by [Deloitte](#), insurance shoppers want “products that are easy to understand, purchase and use; they also want to be confident that they are paying a fair price, and to trust that claims will be paid fairly.” Many advertising strategies by home insurance brands address these consumer desires, particularly emphasizing ease of access, value, expertise and digital-forward services.

## Geico Uses Humor To Promote Bundling Of Products With Home Insurance

[Humor](#) is used by many insurance brands to resonate with insurance shoppers, with brands often extending their TV campaigns across channels, including retargeting emails and SMS campaigns. [Geico](#), long known for their funny commercials, recently launched a number of creative executions touting the benefits of [bundling](#) homeowner’s insurance with auto insurance.

The Deloitte survey found that paying a fair price is one of the most “favored” qualities home insurance consumers look for when deciding on an insurance plan. By using humor to connect with consumers about a subject that is of interest to them, [Geico](#) is able to be memorable while meaningfully differentiating itself.

## Clear CTAs From Amica Help Consumers Get Quotes Quickly, While Content Marketing Shares Home Insurance Expertise

[Amica](#), a [heritage](#) insurance brand founded in 1907, prides itself on quality customer service that takes care of policy holders. The brand website features a primary call to action (CTA) on its website, allowing insurance shoppers to access quotes by filling out a comprehensive lead form. Shoppers looking for more details can navigate the website, finding sections that offer specific information about benefits and discounts for all of the Amica products. Meanwhile, existing customers can make payments and access other services under the “quick links” tab on the main page of the website.

Amica’s decades of experience in the insurance industry lends the brand a unique perspective and gravitas, which the brand shares throughout their advertising, including commercials and content marketing. The Amica website deploys several digital content marketing strategies, including videos that explain the types of coverage homeowners might need and Amica Today magazine, available online and offering a mix of lifestyle stories and insurance information.

## Hippo Capitalizes On The Growing Popularity Of Insurtech With Home Insurance Consumers Who Want Innovative Digital Solutions

For many consumers shopping for home insurance, the easiest result is the one they want. The Deloitte survey found that many shoppers want short, easy to access forms, with many consumers often choosing the most basic policy because they can set it and forget it. Easy-to-access explanations of benefits and seamless enrollment for more policies can help brands increase conversion volume.

Insurtech brands have seen wide adoption in recent years, particularly from younger consumers, because these start-ups offer everything insurance consumers need, conveniently accessed online or via app, both while buying insurance and after becoming customers.

[Hippo](#), founded in 2015 when insurtech took off, allows consumers to get a quote in less than 60 seconds and a policy in just four minutes, without phone calls, and they use this differentiation as the centerpiece of their advertising strategy. For Hippo customers, the Hippo website provides a “claims concierge” that offers online, step-by-step guidance to filing claims. Additionally, the brand includes Hippo Home Care that virtually troubleshoots a myriad of homeowner issues for consumers and recommends local service providers, when needed. Hippo also provides a Smart Home System for eligible customers, offering up-to-the minute monitoring of fire, floods and break-ins, with discounts on insurance premiums for Hippo customers that use the Smart Home System. These “extras” are popular with consumers who expect industry-leading service from their insurance companies.

More than [95%](#) of homeowners in the U.S. have homeowner’s insurance, but many of them aren’t entirely clear on what their insurance provides or if they have enough insurance. The next 10 years, or the [decade of the home](#), is likely a time when many consumers will be looking at digital solutions to complex homeownership problems. This increased reliance on digital offers opportunities for insurance brands to educate consumers, providing valuable information that creates trust and connection, while streamlining the process for easy enrollment and claims filing. Advertising strategies inclusive of memorable creative, smart messaging and the promotion of products and services desired by today’s consumers can offer differentiation for home insurance brands, helping them appeal to consumers who want the best for their homes.

# Home Warranty Brands Leverage Digital Strategies To Be There When Consumers Need Them

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"The market size, measured by revenue, of the Home Warranty Providers industry is \$2.6bn in 2021," according to [IBISWorld](#). Many Americans want the peace of mind that a home warranty offers, with many warranty plans providing coverage of home appliances, systems like HVAC and electrical, and even pools and hot tubs. In response to significant demand, the home warranty market is stacked with choices, and home warranty brands are increasingly leaning into digital advertising strategies to reach and engage consumers.

Like other home services, including [home inspections](#) and [lawn care](#), home warranties are usually only searched for during purchase consideration. In order to be there when shoppers are searching, home warranty brands need to have a clear understanding of *who* is shopping for home warranties, *when* and *where* people are shopping for home warranties and the messaging they need to see to want to learn more. Optimized websites that include fresh, informative content marketing, promotions and differentiation are essential, but home warranty websites should also prioritize high-intent keywords that drive traffic from [Google](#) and other search engines to landing pages with clear calls to action.

## American Home Shield Offers Expertise And Tiered Home Warranty Service Plans

[Frontdoor](#), the parent company of four home service plan brands, including [American Home Shield](#), HSA, Landmark and OneGuard, serves more than two million customers nationwide. The national leader in [Frontdoor's](#) cadre of brands is American Home Shield, a home warranty company with nearly 50 years of experience. American Home Shield deploys a number of effective data and customer acquisition tactics on its website, including newsletter subscriptions, lead forms for home warranty quotes and location-specific pricing and services. American Home Shield also leverages its expertise with a blog that offers timely advice on issues ranging from frozen pipes to home decor for [Valentine's Day](#). Additionally, American Home Shield offers tiered membership packages, and detailed explanations of why each plan is the best for different shoppers, with an [SMS opt in](#) for consumers who want updates on their plans and claim requests. By answering consumer questions with keyword phrases like "what is a home warranty," "what is covered in a home warranty," and "what's the best home warranty for me," American Home Shield is getting in front of consumers actively researching home warranty options.

## Total Home Protection Offers Click-To-Call Option And Home Warranty Service Promotions

Ease of navigation and access to quotes can impact a consumer's willingness to browse on service websites and seek additional information. After initially clicking the "Get A Free Quote" button on the Total Home Protection website, consumers are taken to the Total Home Protection [landing page](#), making it easier to guide consumer actions and offer the nuts and bolts of its services. [Total Home Protection](#) offers several access points for shoppers to reach the home warranty brand for quotes or explanation of services, including a [click-to-call](#) button and a lead form. The lead form prompt also advertises a

promotion for free services with enrollment, a discount and a money back guarantee, further enticing consumers to fill out the form. Like many home warranty services Total Home Protection has multiple membership tiers, offering different levels of access to consumers.

## Home Warranty Of America Offers Chats And Expert Advice

[Home Warranty of America](#) (HWA) is a full-service home warranty company offering plans for homeowners and real estate professionals. With detailed explanations of each service, Home Warranty of America is able to answer consumer questions and share expertise. The home warranty brand's website is also where HWA customers file claims and make adjustments to their accounts, creating a one-stop shop that minimizes fuss for consumers. Additionally, HWA has a chat feature, allowing consumers quick access to answers they might need. When consumers are searching for a service, getting out in front with convenient features like chat can offer differentiation from other brands.

Home warranty companies must be available for consumers when they are ready to start looking, most likely immediately after a home purchase or renovation. By optimizing websites to reach and engage high-intent consumers, the varied plans of national home warranty brands can be made available to consumers as needs arise, offering differentiated services at the right time in the right places.

## Section 5: Home Services Go Digital For Customer Acquisition

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As soon as the weather warmed up last spring, families got to work improving their outdoor spaces. From pools to patios to pest control, consumers created up-to-date, welcoming and entertaining outdoor environments.

Home service companies, including lawn and garden products, window brands and home security systems, are deploying digital strategies to reach consumers at every stage of the funnel, from initial browsing to service inquiry and purchase. Reaching consumers at their moments of need and developing lasting relationships, particularly for companies consumers return to year after year, like lawn care services, is a focus of effective customer acquisition strategies.

The following articles detail innovative multichannel advertising campaigns used by home services brands to appeal to consumers throughout the buying process.

- [4 Lawn & Garden Brands Take Early Action To Engage Consumers Via Digital Strategies Ahead Of 2021 Season](#)
- [Spring Clean-Up Brands Leverage A Mix Of Marketing Strategies To Connect With Consumers](#)
- [Window Wars: Brands Must Differentiate To Attract Consumers](#)
- [Pest Control Companies Promote Content To Acquire Customers](#)
- [Home Security Marketing: Standing Out From The Crowd](#)



## 4 Lawn & Garden Brands Take Early Action To Engage Consumers Via Digital Strategies Ahead Of 2021 Season

Original Publish Date: February 2, 2021

Interest in [residential lawn](#) and [garden care](#) surged last summer as many stayed home and played in their own backyards. After the long, pandemic winter, there may be even more demand this spring for lawn services and garden products. Brands including Scotts Miracle Gro, Burpee, TruGreen and Plow & Hearth are gearing up for spring with digital optimizations to their websites, apps and social platforms and increased content marketing.

### Growth In Garden Industry Due To Shifting Consumer Behaviors

According to the U.S. Census Bureau monthly [report](#) on sales for retail and food services, sales in building materials and garden equipment and supplies increased by [14%](#) in 2020. [Data](#) suggests that Millennials are driving the surge in lawn care. Millennials made up the [largest share](#) of homebuyers in 2020, and many are moving out of the city and into single-family homes with lawn and garden spaces. More time spent working and recreating at home, along with Millennial [interests](#) in sustainability and organic products, have led to increased investment into lawn and garden supplies during the pandemic. Dave Whiting, executive director of the National Gardening Association, says that their [research](#) shows interest in gardening nearly doubled in 2020 after a drop between 2016 and 2019. Whiting believes increased interest during the pandemic will remain after the crisis ends, stating: “New gardeners were made during COVID [who] will continue gardening for years to come.”

### Scotts Miracle-Gro Goes To The Super Bowl

The Scotts Miracle-Gro Company is one of the world’s largest producers of lawn and garden products. The company is investing in marketing with belief that the increased interest in gardening and lawn care during the summer and fall of 2020 will persist into the spring of 2021. “Consumers continued to buy aggressively into October, and we’re planning for a big early spring,” [said](#) Randy Coleman, CFO, Scotts Miracle-Gro Company. The Scotts Miracle-Gro ad campaign “Keep Growing” is part of the [largest spring marketing push](#) ever made by the company and will include a commercial set to air during the [Super Bowl](#). During the pandemic, the lawn care company collected user-generated content ([UGC](#)) which was deployed on the brand’s social channels and helped define the target audiences of the “Keep Growing” campaign. John Sass, VP of advertising at Scotts Miracle-Gro, says the Super Bowl 2021 spot is “rooted in the truths we would all recognize and authentic to what consumers experienced in the pandemic.” The ad features many of the ways consumers used their outdoor living spaces last year: to cook, dine, work, learn and recreate.

According to an [interview](#) with Jeanine Poggi of [AdAge](#), Josh Peoples, CMO for Scotts Miracle-Gro, noted that the company is looking for the best way to appeal to consumers year-round. Although the company is investing in the prime Super Bowl TV spot this year, Peoples said their strategy is changing and in the future they will likely move away from making significant upfront TV buys in order to be more agile.

## Heritage Seed Brand Burpee Launches Trend-Based Content Marketing Strategy

Burpee, a [heritage brand](#) selling garden seeds and equipment since 1881, [released](#) its 2021 digital catalog in December, the earliest release in its history. The early kick off was an effort to be ready for another season of increased interest in garden supplies as the pandemic continues. Burpee is also offering inspiration for gardeners through a robust content marketing strategy with the launch of the [Burpee GardenCast](#), a gardening trend forecast announced this month by the company in a [press release](#). The Burpee GardenCast will analyze consumer trends and make predictions intended to interest and attract new and existing customers. Burpee hired a panel of experts to guide the project, including Judge Simon Crawford from the [Royal Horticultural Society](#), HGTV star [Kelly Edwards](#) and registered dietary nutritionist and influencer [Marisa Moore](#). According to Burpee executive chairman George Ball, “We estimate more than 18 million new gardeners entered the category in 2020,” and the company wants to give them the products, tools and information they need to be successful. “Through the trends highlighted in the GardenCast, new and seasoned gardeners alike will be inspired as they explore new ideas this year,” [said Ball](#). Consumers can follow the GardenCast on a dedicated page of the Burpee [website](#), where the trends will be explained in detailed articles with include links to products readers can buy that relate to particular trends. The GardenCast trends will also appear on Burpee’s social media channels.

## TruGreen Leverages First-Party Data To Reach Consumers

Although many took up the spade, rake or fertilizer themselves last spring and summer, many others turned to experts to improve their outdoor spaces. [TruGreen](#), a Memphis-based lawn care company, sells [service plans](#) for lawn care from 260 branches and 38 franchise locations. The popular lawn care company offers a variety of service plans on its website to ensure continued customer engagement throughout the year. The TruGreen home page prominently displays a [50% discount](#) on the first application of its product, incentivizing the completion of the lead form. This collection of first-party data gives TruGreen the opportunity to target offers and information to the interests of the consumer via email, phone and text message. In order to create an additional line of communication with their customers, TruGreen added an [app](#) in 2018. On the TruGreen app, customers can order services or manage existing orders and the company provides opted-in push notifications for offers, service updates and billing. TruGreen also reaches consumers with their year-round lawn care messaging via social media channels, with regular posts featuring TruGreen’s flawless lawns and recognizable green leaf logo.

## Plow & Hearth Relies On Email Campaigns For Reliable ROI

[Plow & Hearth](#) began as a small country store in Virginia in 1981 and is now a leader in ecommerce sales of outdoor living and garden supplies. The company regularly updates its lifestyle blog, [P&H Living](#), on which they post DIY videos, gardening advice and instructions for projects for outdoor spaces, including a deck makeover and how to create a garden room. The blog also includes links to items readers can buy from the lifestyle brand. Plow & Hearth often features UGC on their social media channels, inspiring shoppers with the ways Plow & Hearth products can be used to enliven their outdoor spaces.

A central part of the Plow & Hearth marketing strategy is email, and the company’s website prominently features a place to sign up for regular email communications. In a 2019 interview with *Retail Wire*, [Cindy White](#), senior ecommerce marketing manager at Plow & Hearth, noted “email is still the place to go for immediate sales — the ROI is so incredibly good with email.” Because the open rate of transactional emails

is [eight times](#) that of other email messages for Plow & Hearth, the company takes advantage of space within transactional emails to advertise new products and offer repurchasing options. White also stated that the company has gained conversions with re-engagement emails following cart abandonment. Finally, White maintained that the use of first-party data gathered through on-site engagement has been the best way for Plow & Hearth to engage their consumers with newsletters and product launches.

## By Using Digital Strategies Lawn, Seed & Lifestyle Brands Are Connecting With Consumers Getting Ready For Spring

Throughout the last year, outdoor spaces have become places to connect, celebrate, play and relax. Lawn and garden brands are using multi-channel digital advertising strategies to engage consumers and acquire new customers, growing subscriber lists that allow for better targeting and reach across channels.



# Spring Clean-Up Brands Leverage A Mix Of Marketing Strategies To Connect With Consumers

Original Publish Date: May 11, 2020

As the [weather warms up](#), more and more of us head outside to start the post-winter clean-up. Lawn care, landscaping, [gardening](#) and home maintenance needs are often top priority before settling into the hot days of summer, when being outside is more pleasantly spent by the pool or relaxing. While much of the outside work can be DIY, many consumers turn to brands that specialize in outdoor maintenance for help with the big jobs.

A report by the National Association of Realtors (NAR) and National Association of Landscape Professionals (NALP), the [2018 Remodeling Report: Outdoor Features](#), found that outdoor maintenance offers benefits to homeowners and the lifetime value of homes. “This report validates landscaping is an investment worth making, offering the immediate benefits of increased enjoyment of your property, as well as desirable long-term value that holds if or when it comes time to sell,” said a spokesperson for NALP. “From lawn and tree care to installing a new fire or water feature or landscape lighting, there’s no shortage of opportunities to enhance your landscape and to reap the benefits these upgrades provide.” All the more reason for brands to effectively communicate their strengths to consumers and capture consumers at the moments their needs arise.

## Lawn Care Membership Options And Seamless Exchanges Can Capture The Attention Of Younger Consumers

Americans spend more than [\\$47 billion](#) in lawn and garden retail purchases, and this figure doesn’t even include lawn care and landscaping. [77%](#) of households garden, and more and more gardeners are [younger](#), with 29% between the ages of 18 and 34. Younger consumers are increasingly comfortable with membership options, which many lawn care companies provide.

The eco-friendly brand [Sunday](#) uses an “advanced database of satellite imagery, local weather and soil conditions to create your smart lawn plan.” Based on customized lawn plans, Sunday schedules shipments of their eco-friendly nutrient pouches as needed based on the lawn plan schedule. This kind of customized business model is appealing to younger consumers, especially when it is environmentally friendly.

More traditional brands, like [TruGreen](#), offer tiered memberships and discounts off initial services. When [consumers start online searches](#) after noticing their lawns are in need of some TLC, seamless interactions, memberships and promotions can capture consumer attention when it most matters.

## Content Marketing Builds Trust In The Competitive Lawn Care Industry

[Content marketing](#) can be an effective strategy for brands that rely on appearing authoritative, like home service brands. [The Grounds Guys](#), a landscaping and lawn care company, has a robust blog on their website, offering tips, tricks and updates across the services they provide. Content marketing can drive high-quality organic traffic, increase brand visibility and build trust, which can be critical for brands trying

to differentiate themselves in a crowded market at a time when there is high demand. However, blogs are common among home service brands, so lawn care content should offer true benefits to readers, be recent and ongoing and align with brand strategies for long-term effectiveness.

## Online Showrooms And Remote Estimates Can Help Home Service Businesses Stay On Top During Coronavirus

Some regions of the country that will be undertaking spring clean-ups in May and beyond are still under quarantine. Although home and garden is an industry seeing [increased](#) sales during coronavirus, stay-at-home orders can present problems for getting products and services estimated and delivered. Brands that pivot to offer remote pricing, provide online showrooms and take social distancing guidelines seriously when deploying workers to locations are providing reassurances to consumers who may feel unsure how to proceed with their usual spring cleaning plans. [Sky Light Roofing and Restoration](#) is using email, text and video conferencing, in addition to an online showroom, to provide consumers with contactless services that still meet consumer needs.

## Free Estimates And Video Content May Incentivize Consumers To Get Gutter Protection

Cleaning gutters isn't usually a job at the top of any homeowner's list. It's messy, smelly and tiring, and it requires balancing on a ladder. Gutter protection, or gutter guards, come in all different shapes and sizes, but essentially the guards prevent leaves and other debris from building up in gutters and eliminate the need for gutter clean-up in the spring. Brands that offer helpful gutter guard tutorials, like videos illustrating how the product works, may be able to capture the attention of shoppers poking around the internet looking to learn more about the home improvement option.

For example, [LeafFilter](#) offers video content within a well-designed, easy-to-navigate website. LeafFilter, and other gutter protection brands typically also offer free estimates, which should be a given when possible, especially for products and services less well understood.

For many people across America, this year's spring clean-up may be a chance for renewal. An opportunity to get outside, freshen up their surroundings and enjoy the spring air. Brands that can capture the attention of consumers who need their help, via effective content, meaningful memberships and purchasing experiences that take into account the "new normal," are likely to create favorable connections with consumers who may be eager to get moving on necessary projects that offer pleasant distractions.



# Window Wars: Brands Must Differentiate To Attract Consumers

Original Publish Date: July 22, 2020

The windows and doors market is a [\\$160 billion](#) industry, and windows are among the home improvement projects with the highest ROI. Inside a competitive environment that requires differentiation in order to capture consumer attention, window brands have evolved to include a number of different materials, price options and frequent promotions.

## Andersen Windows Debuts New Look To Update Their Heritage Brand Image

Many window companies are [heritage brands](#) with decades of experience in installation, customization and adapting to new window trends. Andersen is among those brands, having been in the window business for 116 years. However, continuing to evolve is essential for brands to stay relevant, which Andersen recognized with a recent rebrand and the launch of a new national campaign. According to an [announcement](#) about the change, the new look “announces a bold evolution of [Andersen’s] iconic brand that celebrates home design as part of the everyday moments and once-in-a-lifetime experiences that inspire today’s homeowner.”

The brand’s new tagline, “Love the life you see,” also serves as inspiration for the campaign, which focuses on the “aspirational and everyday experiences building professionals strive for and homeowners expect.” In the newest spot a mother and daughter install a window in a dollhouse to let the sunshine in, sharing the light they have in their own home from Andersen windows.

## Marvin Windows Promotes Their Smart Home Technology

Marvin, a window brand known for their made-to-order, high-end designs, entered the smart home market with home automation sensors in their windows that connect to existing in-home systems. Marvin Windows explains on their [website](#), “The sensor can be wired or wirelessly connected, sending a signal to your integrated smart home security system to indicate if windows and doors are closed and locked or unlocked, providing peace of mind when security is a concern.”

The global smart home market is currently a more than [\\$70 billion](#) dollar industry, with 11% growth predicted over the next five years. Although other brands also offer smart home technologies, Marvin’s factory-installed integrated system, especially for a brand that already markets to affluent consumers expecting customization, is an effective differentiator for Marvin Windows.

## Pella Embraces Hashtag Campaigns To Inspire Hope And Promote Charitable Partnerships

As one of the leading window brands in the country, Pella has a great deal of name recognition and has used its position as a leader in the industry to [partner](#) with charitable foundations: “For the second year in a row, [Pella] is supporting Fine Homebuilding’s #KeepCraftAlive movement by committing \$30,000 to the #KeepCraftAlive Scholarship Fund.” The funds are distributed to SkillsUSA students in \$2,500 increments.

Pella also weighed in during the [coronavirus](#) crisis, encouraging people to stay positive with their #buildinghope commercial and Instagram campaign. Families and children were encouraged to download Pella's "hope lives here" coloring sheets, and, after decorating them, post the finished products on [Instagram](#). The window brand [explained](#), "Whether it is with teddy bears or joyful hearts, our communities are finding ways to use windows to show unity. To support you, we've created printable coloring pages to help keep little hands busy and build hope in your home and neighborhood."

## Milgard Windows Deploys Multiple Lead Generation Forms On Their Website

For window brands that rely on installation as a significant part of their business, gathering leads is an essential part of customer acquisition. Milgard Windows and Doors has several different lead generation forms on their website, offering consumers multiple points of access and Milgard a number of data collection opportunities. Consumers can get quotes, request a brochure or request consultations. The variety of lead forms on the website provides Milgard with multiple opportunities to engage, learn about prospective customers and optimize the user experience for enhanced form fill rates moving forward. For home services, effective lead generation allows for email and SMS marketing that can nurture prospects until they are ready to buy.

For home service products, like windows, differentiation and smart customer engagement strategies are fundamental parts of being successful. Updated campaigns, tech innovations, social media strategies and list building may offer the necessary engagement for future growth and sales.



# Pest Control Companies Promote Content To Acquire Customers

Original Publish Date: March 3, 2021

When homeowners or businesses struggle with a pest infestation, they often turn to the internet for information, and pest control companies want to be the first resource they find. Many of the top pest control companies, including Orkin, Terminix, Aptive Environmental and Massey Services, use content marketing to drive traffic to their websites. Articles with in-depth information on pests and pest control can build consumer confidence and position pest control brands as industry experts. Discounts, incentives and easy access to online contact forms and chat features can turn browsing consumers into customers.

## Orkin Provides Science Education Content

“Pest control down to a science” is the motto of [Orkin](#), a [heritage](#) company with more than 100 years in the pest control industry. Orkin reinforces their commitment to science by supporting science education in public schools, providing a wide range of educational [resources](#) on their website for science teachers, parents and students, including lesson plans, articles, videos and craft projects. Teachers can also schedule classroom visits from the Orkin Man, an insect specialist. Orkin’s “Start With Science” [initiative](#) raises funds for science and math projects in public schools through DonorsChoose.org, and Orkin also supports the [O. Orkin Insect Zoo](#) within the Smithsonian Institution’s National Museum of Natural History. With more than a million annual visitors, Orkin’s brand name on the zoo develops brand identity and establishes the company as a team of entomological experts.

## Terminix Offers Expertise In Pest Control With Blog And Enewsletter

[Terminix](#), also a heritage brand in the pest control industry, claims “No one knows pests like we do.” To highlight their expertise and gain customer confidence, the Terminix blog, [The Buzz](#), includes informative articles on pests and infestations, educational resources and a DIY section. A pop-up window incentivizes readers to sign up for the Terminix enewsletter to receive a free download of The Ultimate Termite Guide and future outreach that likely includes promotions served in the spring and summer, when consumers usually begin looking for pest control services. Additionally, Terminix publishes answers to common insect-related questions, including “why do ants crawl in a line” and “do bees die after stinging?” Inclusion of commonly asked questions and other high-performing keywords and phrases within content can enhance SEO performance to help reach consumers when they’re looking for information or services.

## Aptive Environmental Educates Consumers With ‘Pest Library’

[Aptive Environmental](#) is a rapidly expanding pest control company based in Utah. The company’s marketing focuses on the importance of home, using the tagline “Creating Happier Homes.” The Aptive Environmental online platform features a [Pest Library](#) and a blog to educate homeowners on what types of pests they have and how to manage infestations, with articles that create urgency for treatment and provide service solutions to mitigate problems. A prominent “Buy Online” button on the Aptive Environmental website links to a lead form consumers can fill in to get a quote or further information.

## Massey Services Uses Social Media For Year-Round Customer Engagement

[Massey Services](#) is a Florida-based company that combines landscaping and irrigation services with pest control. The company publishes a comprehensive [blog](#) that visitors can filter by topic, including services, locations and purpose. Massey Services also regularly posts to its social media channels, using interactive, relevant content to keep followers engaged throughout the year. To turn visitors into regular customers, the Massey website promotes a coupon that links to a form where website visitors can schedule a free inspection.

Pest control companies are using content marketing to increase their web visibility and drive traffic to their websites to further engage and convert consumers. By varying types of content and leveraging multi-channel digital campaigns that reach broad audience sets, the top pest control companies are reaching consumers when they're ready to take action.



# Home Security Marketing: Standing Out From The Crowd

Original Publish Date: October 9, 2019

The [home security market](#) is crowded, encouraging many home security brands to go bold to stand out from the crowd. The following three home security companies engage with consumers, build brand awareness and drive lead generation with creative, yet targeted, advertising campaigns.

## ADT Home Security Protects More Than Just Homes

ADT's "We Are What We Protect" advertisement aims to portray ADT as more than just an alarm system provider. ADT can protect anything that someone values, even outside the home. In ADT's 60-second commercial, the home security company shows a search bar in which the passions and important things that people want to protect are typed out. One couple is shown standing in front of a small house with the search bar reading: "My tiny house." Another scene shows a baker preparing cupcakes with the search bar reading: "My life's work." ADT strives to transform their brand's reputation of being strictly a home security provider to a protector of individual's values to better reflect their messaging that security doesn't, and shouldn't, end at the front door. ADT uses the hashtag #RealProtection on [Instagram](#) and [Twitter](#) to increase brand engagement with consumers and learn what they value most and want to protect in their lives.

As part of the "We Are What We Protect" campaign, ADT also redesigned its website to become more interactive. When visitors go on ADT's website, they are asked the question, "What do you want to protect?" Users are then directed to the corresponding services and products ADT offers. The website configuration helps consumers easily identify the best tailor-made security solutions.

## SimpliSafe Home Security Is Committed To Making People Feel Safe, Even From Their Biggest Fears

From drones to job-stealing robots, sometimes it feels like fear and danger are unavoidable. SimpliSafe's "Fear Is Everywhere" ad portrays a culture of paranoia fueled by modern and advanced technology. The advertisement features fears including job-replacing automation, privacy-invading smart devices and fictional social media posts and news stories. In the commercial, a newscaster [states](#), "What you don't know about your garage door could kill you." SimpliSafe then poses the [question](#), "Wouldn't it feel good to fear less?" The home security company makes an effort to comfort homeowners in the one place they should feel safe: their own homes. SimpliSafe's messaging wants consumers to know that even in a world full of fear, "home is a place you should simply feel safe."

SimpliSafe shares the importance of feeling good and fearing less, by replacing fear with safety. Individuals can promote this message by posting photos on Instagram and Twitter showcasing how they "fear less" or what "fear less" (living without fear), means to them by using the hashtag #FearStopsHere.

## Vivint Smart Home Security Makes Life Trouble-Free

Life is much easier when everything in a home [works together seamlessly](#). In Vivint Smart Home's "Everything Works Together" commercial, the home service provider emphasizes how simple life can be with help from Smart Hub, a control panel device that brings all home security controls together onto one touch-screen dashboard. Vivint Smart Home shows that, even when someone is away, they can still take care of things at home with minimal effort. With the Vivint Smart Home app, homeowners can always stay connected and up-to-date with what is going on in and out of their homes. The Smart Hub system enables users to adjust their thermostats to save energy, see who is at their front doors, lock and unlock doors no matter where they are and the system offers custom settings for locks.

When a visitor goes to Vivint Smart Home's website, they might notice the company's phone number not once, but twice on their landing page. Vivint Smart Home recommends prospects and customers take action and call Vivint Smart Home for any questions they have. The prominent display of their phone number in the header and as the main [CTA](#) on the background image makes it easy for potential customers to place inbound calls and connect with Vivint Smart Home over the phone. The CTAs may help drive more quality conversations that generate leads and turn into sales.

In a crowded space for home security systems, it is important for companies to stand out and differentiate themselves among their competitors. By tugging at emotions, using resonating hashtags and making websites more interactive, these home security brands are more likely to be top of mind and engage with prospective customers when individuals need extra protection for their homes.

### Target, Acquire And Engage Consumers At Scale With DMS

Encompassing major consumer verticals including insurance, consumer finance, home goods and home services, DMS offers full-service digital performance advertising solutions that help scale customer acquisition efforts and position brands to connect with prospective customers the moment they're ready to engage.

Leveraging intelligent cookie-less tracking to map touchpoints to conversions, DMS can reduce advertising spend risk and provide brands with real-time performance optimization. Our choreographed campaigns leverage multi-channel engagement to drive your brand awareness, nurture target audiences and boost conversions.

DMS helps brands customize audiences based on specific objectives, targeting segments by demographic, geographic and behavioral attributes. Powered by industry-leading digital distribution, we deliver brands and advertisers with high-intent leads at scale to yield sales, feed the dialer or fill your email CRM.

[Engage your audience at scale. Start by connecting with our team today.](#)



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