

etc

for the home

debbie estrada lobo mark merk lilly o'connell samantha kamen

team roles

samantha kamen - social media director & creative strategist

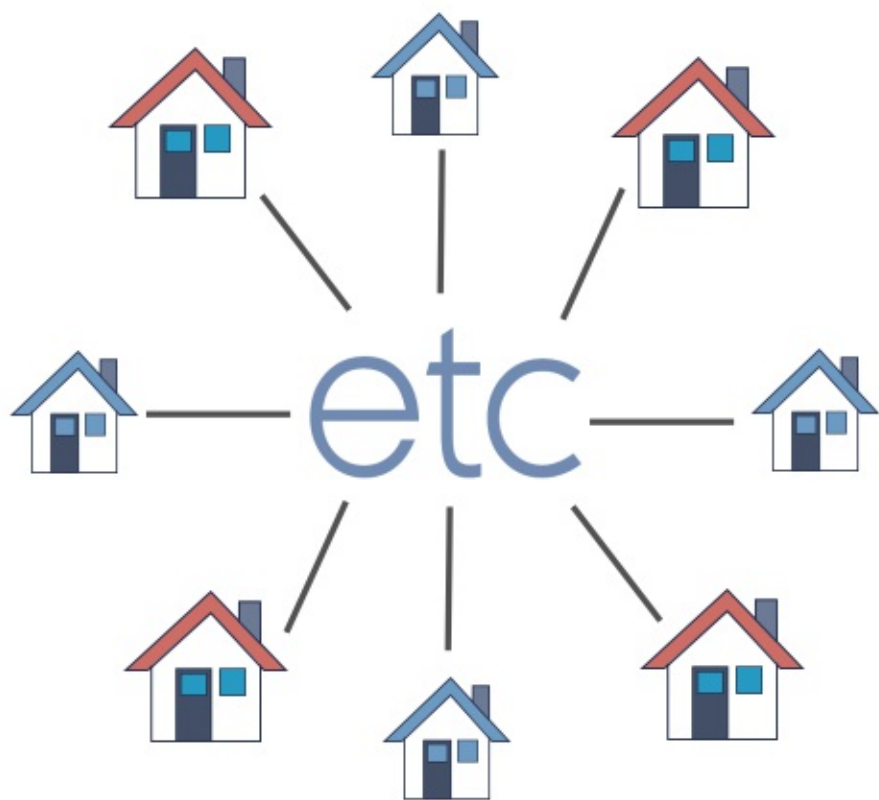
lilly o'connell - copywriter & pr director

mark merk - copywriter & conversion strategist

debbie estrada lobo - brand management & art director

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background

ETC falls into the category of furniture stores and the brand competes in a variety of markets across the “home and furniture” field. Specifically, ETC competes locally in Monroe County in the following categories:

furniture

interior design

outdoor

rugs

lighting

gifts for the home

marketing objective

Increase ETC for the home rug department sales by 20% from January through March 2017.

11/1/15 - 4/30/16 → 23 rugs, \$21,000

Goal: 27.6 rugs, \$25,200



rug department swot

strengths

ETC carries the widest variety of rugs in the Bloomington area.

Clients can bring home samples of rugs to visualize how they would appear in their own homes.

The interior design staff provided through the on-site Design Center gives customers a better in-store experience and provides them with style advice from experts (including, but not limited to, rug decisions).

ETC offers one-of-a-kind rugs as well as the ability to do a custom order or buy off the floor.

weaknesses

ETC is not known for its rugs.

ETC is competing with everyone selling rugs in and outside of Bloomington, online and stores.

ETC is not the only company in Bloomington who carries some of these brands, especially the traditional oriental style.

Rugs compete with other in-store categories and can't become the focus of ETC.

ETC does not trade rugs with consumers as most other local competitors do.
The location of the store may make it hard to reach potential customers.

rug department swot

opportunities

The brand new rug section of the store will make the shopping experience easier for customers.

The rug rack will better display the variety of rugs ETC has to offer.

The rug rack will be located at the entrance of the store, encouraging customers to look at the products displayed, and increasing awareness of the rugs.

Educating consumers about rugs will help them make decisions and understand the value of higher priced rugs.

threats

Many competitors make rugs available for purchase online.

Other Bloomington stores who sell rugs, as well as the discount retailers who sell rugs.

Other Bloomington rug retailers trade with customers.

competitors

Bloomington Local:

Kashan Oriental Rugs, Qaisar Oriental Rugs, Not Just Rugs, Relish

Digital:

Wayfair, Amazon, eBay, New Moon

National:

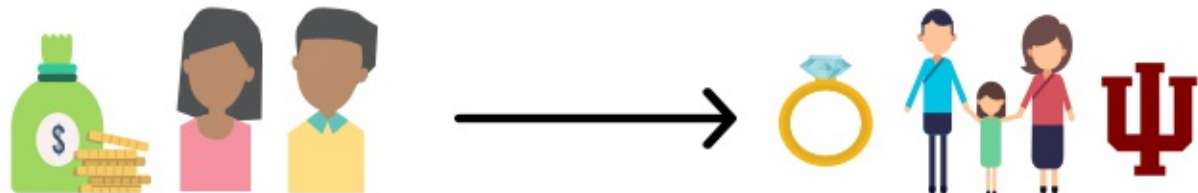
Target, TJ Maxx, Bed, Bath & Beyond, Ikea, Ashley's Furniture, Home Depot



target audiences

Affluent 40-50s year-olds

Expanding into: Newlyweds, New homeowners, IU parents



Psychographics:

Shoppers interested in beautiful homes

Naturally interested in interior design

On the lookout for improving their homes

Savvy shopping patterns

Extensive comparison shoppers

Not brand-loyal

the big idea



" A rug sets the
stage
of your room."

strategies

1. Position ETC as the ultimate source of rugs in Bloomington.

2. Increase awareness with the target audience.

#1



tactics

newspaper advertisement

rug infographic

social media postings/content curation

revive rug section of etc website

blog posts

run google adwords campaign

direct mail & email

photography

price request form



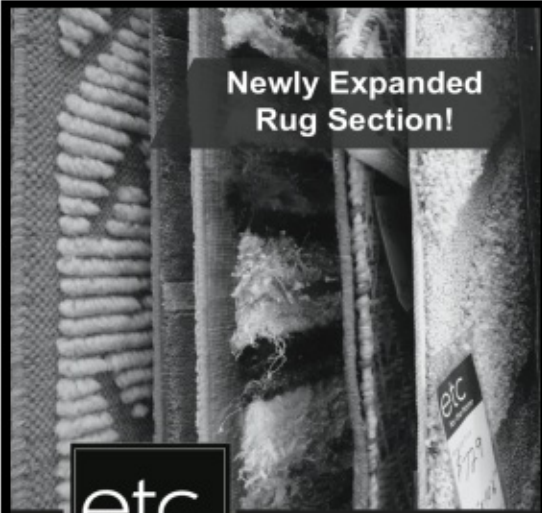
**Newly Expanded
Rug Section!**



**Visit Bloomington's largest
selection of rugs!**

ETC for the home houses a high quality rug selection.
Our newly expanded rug section displays our rug variety
by design and style. Rugs start as low as \$199.

(812) 369-3333 • 3333 S. Walnut St. • etcforthehome.com



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Explore Our Newly Expanded Rug Section Today!

ETC for the home carries the largest selection of high-quality rugs in Bloomington. Save up to **50% off** on your choice of rug this season by showing the coupon in the back at the time of your purchase!

Don't know what you are looking for? Let us help you! Set up an appointment with our Design Center specialists today.

Set the stage to your room.

(812) 369-3333 • 3333 S. Walnut St. • etcforthehome.com

UP TO
**50%
OFF**
ALL RUGS

PAID
Postal
Service

TI:PI *****AUTO***5-DIGIT 12345 1
CURRENT RESIDENT
333 W. COLLEGE AVE
BLOOMINGTON, IN 47404
[Barcode]

This coupon is valid through 3/31/2017. This coupon must be present at the time of purchase and may only be used once.

etc for the home

Set The Stage To Your Room



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[EXPLORE SELECTION](#)

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etcforthehome.com

etc
for the home

SO YOU WANT TO BUY A RUG?

ETC for the Home can help.

We know buying a rug can be tricky. With so many different options to choose from, it can feel an overwhelming process. But we here to make it easy!



01 Size matters.

When buying a rug, it's important to know what size you're looking for. The correct size of rug will fit the room and the rug will look great. Consider the room's proportions, the furniture that will be placed on it, the function of the space, and the look you're trying to achieve.

02 Knowledge is power.

Before purchasing a rug, it's important that you do your research on what flooring type, and whether you're going for a solid color, patterned, or a mix of different materials. ETC has a lot of tips to choose from. Look for tips, our design specialists are always ready and willing to help you make the right choice.



03 Take care!

Once you've made your selection and taken it home, it's important that you continue to take care of your rug so that it lasts a long time. Consider the care instructions on the back of the rug. ETC has a lot of tips to help you take care of your rug.

To sum it all up:



Get the size right.



Do your research.



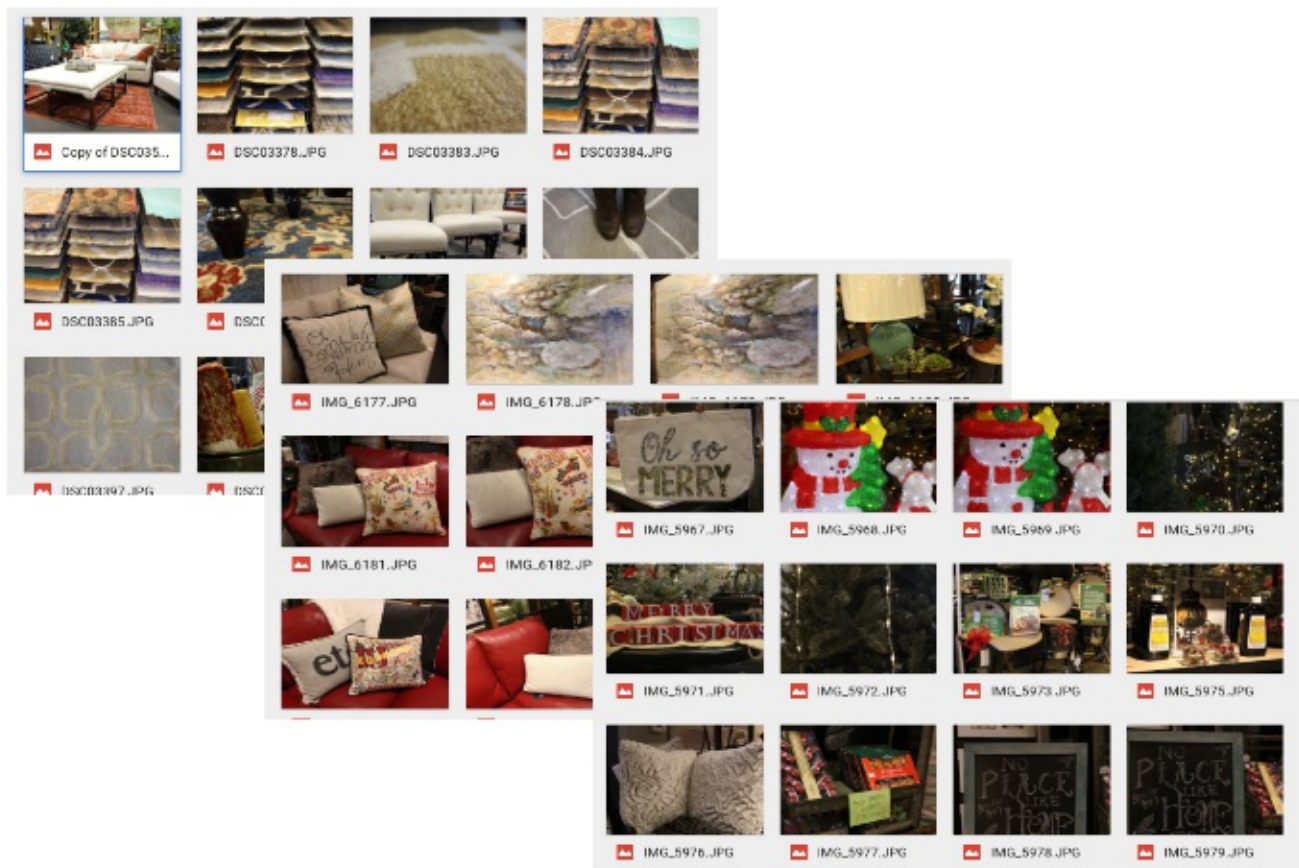
Take care of your rug!

Buy it and give it well, or give it as a gift to your loved one.
ETC for the Home, 10000
10000 10000

etc

in-store photography

D & S



social media strategy

S

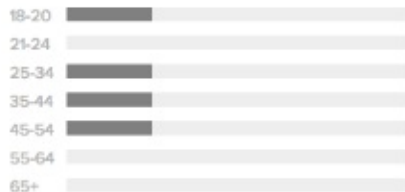
TWITTER FOLLOWERS

48%

Male Followers

52%

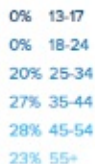
Female Followers



FACEBOOK IMPRESSIONS DEMOGRAPHICS

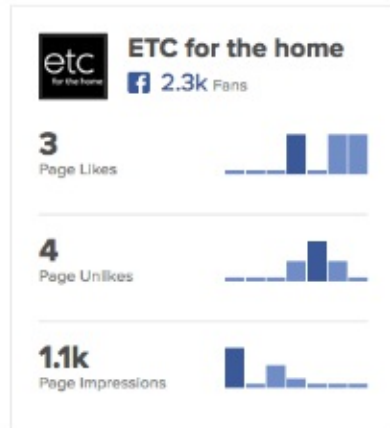
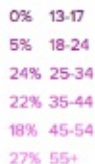
16%

Male Fans



84%

Female Fans



social media strategy

S

	facebook.	Instagram	twitter
minimum	3 X PER WEEK	5 X PER WEEK	3 X PER WEEK
maximum	10 X PER WEEK	7 X PER WEEK	NONE

facebook.

Behind the scenes photos

Newsletters or Announcements

Blog posts

Events

Instagram

Eye-Catching Graphics

Behind the Scenes Photos

Promotions

Boomerangs

twitter

Links to Blog Posts & Interesting Articles

Industry News

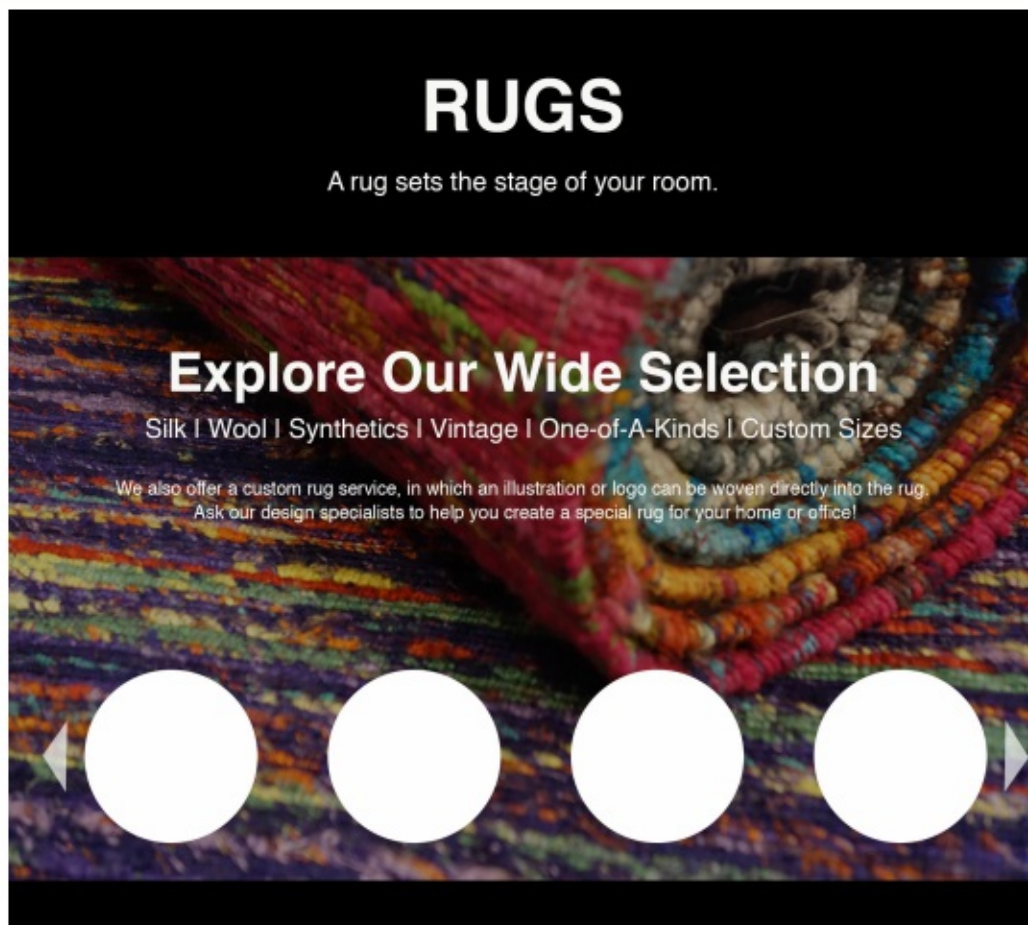
Promotions

Event Updates

social media examples

S





RUGS

A rug sets the stage of your room.

The Rug Market

The Rug Market entered the home accessory market in 1986 with a collection of highly decorative handmade rugs. The company is based in Los Angeles, California and prides itself for presenting a designer fashion forward look within a medium price range. To maintain a leading role in the industry, The Rug Market concentrates on maintaining a philosophy dedicated to design, creativity, service and quality.

<http://therugmarket.com/rugs/>



website - vendor profiles

The screenshot displays the Google Drive web interface. The top navigation bar includes the Google Drive logo and a search bar. Below this, a breadcrumb trail shows the path: 'Shared with me > Agency7 - etc for the home > 80/20-ETC Deliverables > Rug Vendors'. The left sidebar contains navigation options: 'My Drive', 'Shared with me', 'Recent', 'Google Photos', 'Starred', 'Trash', and 'Backups', along with a storage indicator '11 GB used'. The main content area is divided into 'Folders' and 'Files'. The 'Folders' section lists several folders: 'Banilvy Rug...', 'Capel', 'Delos', 'Feizy Rugs', 'Jaipur', 'Jaunty Co R...', 'Loloi', 'Masland', 'Momeni', 'Nourison', 'The Rug Ma...', and 'Uttermost'. The 'Files' section shows a list of files, including 'Techniques and ...'. A second, smaller screenshot is overlaid on the bottom right, showing a detailed view of the 'Rug Vendors' folder. This view displays a grid of rug images with filenames like '04200_1.jpg', '09901_1.jpg', '23303.jpg', '27011.jpg', '31043_1.jpg', '31056_2.jpg', '41023_2.jpg', and '44555_3.jpg'. It also includes a document titled 'The Rug Market' and a logo for 'THE RUG MARKET AMERICA'.

Price Request Form

You Request It, We Can Order!

Contact Information

Product Information

Other Comments or Concerns

☐ I acknowledge that this is not a direct order form, only a price request.
I will be contacted by phone and email within 48 hours with a price estimate.

Rug Guide

How to choose the right rug for your home - explains materials and techniques

Colors

Selecting a color scheme for your home

Rug Sizing

Choosing what size rug will be best for your home

Vendors

An explanation of all the different rug vendors ETC carries

In-store Experience

A summary of the design specialists offered at ETC and how they can help improve your home

Holiday Gift Guide

A list of different kinds of gifts you can find at ETC for loved ones this holiday season

Drapery

Tips on selecting the best drapes for your home to make a statement

Furniture

An overview of the various styles, brands, and pieces of furniture available at ETC



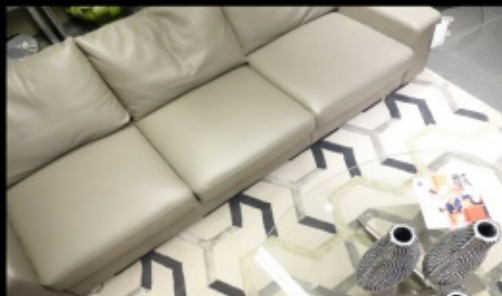
RUG SIZING

AN IMPORTANT FACTOR THAT COMES INTO PLAY WHEN PURCHASING A RUG FOR YOUR HOME. A RUG CREATES A SENSE OF SCALE FOR EVERYTHING ELSE IN THE ROOM.

etc

for the home

ETCFORTHEHOME.COM/RUGS



Beneath a coffee table:
should extend slightly beyond the length of the table

Beneath a dining room table:
should extend beyond the chairs when they are pulled out

In a living room:
there should be equal floor space around the rug and equal space between your furniture

In a bedroom:
allow the rug to be partially covered by the bed, so you can enjoy stepping onto it when you wake up in the morning







%

conversions*

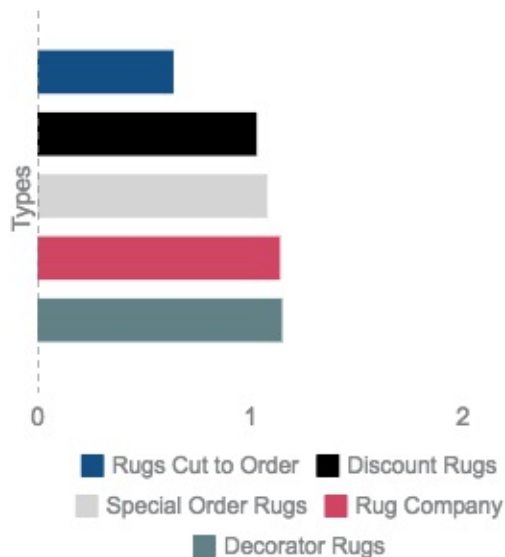


* etc does not offer an online shopping feature, but the new price request form could serve as a form of conversion in the future.

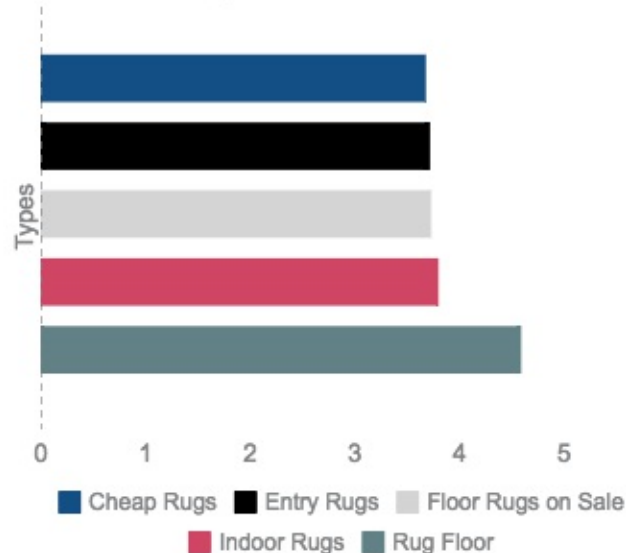


max cost-per-click

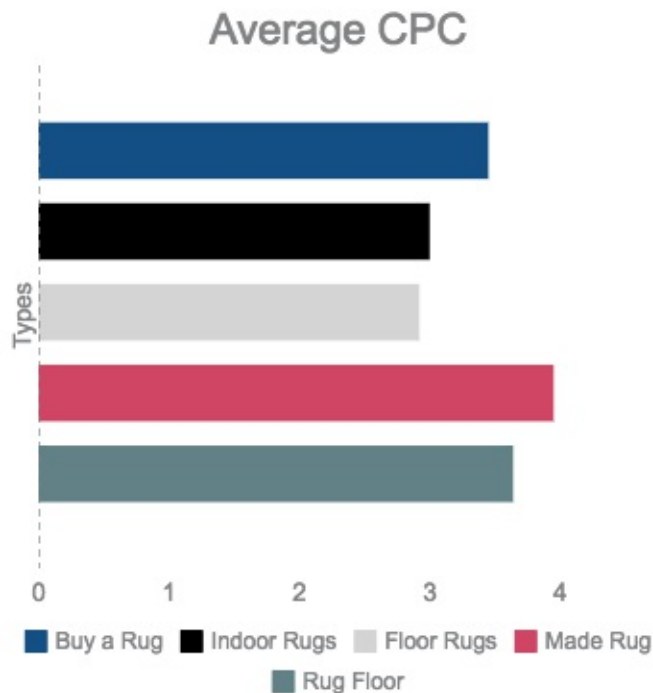
Lowest Max CPC



Highest Max CPC



avg cost-per-click



clicks



■ New Area Rugs (7.41%) ■ Rug Floor (16.67%)
■ Rugs (53.70%) ■ Others (22.22%)

impressions

100% of impressions came from 46 keywords.



■ Cheap Rugs (10.83%) ■ Rug Floor (14.90%)
■ Rugs (42.61%) ■ Others (31.66%)

Highlight each individual category and sort the array by this variable.

Find the top and bottom five for each category.

Drop any that make the bottom five, that do not make the top five in conversions, impressions, CTR, or clicks.

Drop any of the top five in terms of costs that do not make the top five in terms of clicks, impressions, CTR, or conversions.

Drop any that do not make the top five of conversions, impressions, CTR, or clicks that have a value of zero in any of the three categories, or that have a low CTR (below .3%) for two consecutive months.

moving forward

goals for etc's rug department:

implement website wireframes & price
request form

utilize all promotional materials & curated content
(newspaper ad, direct mail, email blast, rug
posts, and social media)

make necessary adjustments to google
adwords campaign



final team thoughts

what worked?

positive team dynamic
successful client communication
lots of work to be done!



what didn't work?



lack of control in implementation
etc's delay in rug expansion

thank you.
