

RUG INSIDER

RUGS AND CARPETS
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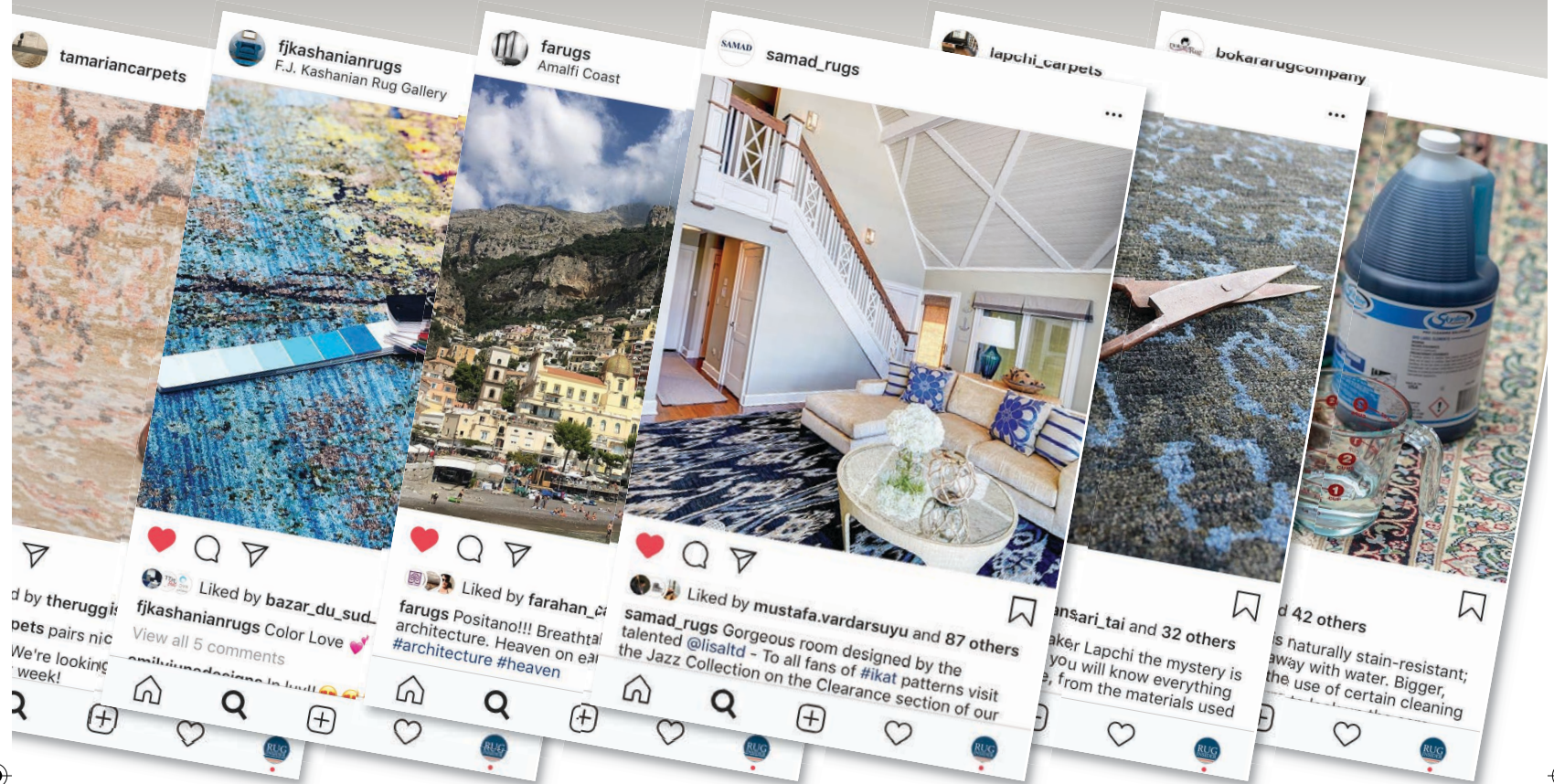
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'Tis the Season To consider new ideas.

BY ARIC H. MORRISON

As there are now many innovative upstart rug companies seeking to leverage the power of social media to their sales advantage—to “disrupt” the industry using the parlance of today—Aric Morrison explores the notion of social media as a complementary addition to traditional advertising and sales marketing.

I can hear the wind outside whispering to me as I pause to glance out the window. A constant procession of leaves is now visible, erratically weaving their way across random air currents seamlessly, dancing, if only for a brief moment until the semi-frozen ground lays claim as their eventual resting place. While most of the colors are now gone from the trees surrounding my yard, the hangers on act as reminder that they too will eventually succumb to the season change.

It must be that time of year again.

From a business perspective, it also happens to be the time when finishing

touches are madly being added to various closed-door financial presentations, in the hopes of effectively representing the state of the current business for the balance of the year to all attendees. Any seasoned executive understands the importance of accurate year-end forecasting; without knowing precisely how the year will end, new growth targets, new compensation plans, and performance objectives might all be compromised.

From there, those sales numbers take on tremendous relevance, as they too will act as a springboard into the budgeting process for the coming year; in this case 2019. And with each new

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financial page presented, prudent business practice demands that there should also exist a detailed strategic plan explaining how those newly committed sales numbers are going to be reached in the coming year.

I never understood why anyone would commit to a target, without first having a comprehensive sales and marketing plan for how they were going to attain that goal. It makes no difference what you are trying to sell—any business is at risk without a thoughtful and deliberately created strategic business plan that anticipates where future growth will come from. Why have sales targets at all if you have no blueprint for success.

As a former executive, my chair would remain warm for hours listening to much of the same. Over and over

If anything, before you accept that you've reached your marketing limits, opportunity may exist in 2019 for more advertising. Second, I suggest examining areas you might not have considered in your efforts to reach a greater audience for product sales.

As an aside, I just answered the door to receive some recently purchased on-line holiday gifts. In fact, the vast majority of the items I have bought for the holidays have not only come from on-line sources, but more significantly from ads I have viewed on social media. As a consumer, apart from getting up to answer the door, the entire process has been effortless.

I have recently found myself buying things that I never knew I wanted, from businesses I never knew existed. The concept behind it all is actually

think has sales potential. While these social media marketing companies can create awareness for a particular item, understand that what they are really doing, is positioning that item as a gateway to your website, and possibly, to your company in the first place.

Ask yourself what this approach could do for your business in 2019. It is fairly turnkey, making a super compelling argument to try it. The downside is that this format may not target your core market group. But I believe the upside potential is worth the experiment.

The real point here is to be able to think differently about your sales opportunities this year; it's all about selling more units in as many new and creative ways as possible.

“ I suggest examining areas you might not have considered in your efforts to reach a greater audience for product sales. ”

again voices echoed how, as if by magic, the new year would bear sales fruit from some new, untapped market, or how our customer base had somehow behaved in a way this year that would, for whatever reason, not be representative of the coming one. In short, many presentations placed a lot of potato on the plate but very little meat. If that sales presentation were up to me today, I would reject the usual sales and marketing jargon. For 2019, I suggest something different.

First, I recommend embracing what was done well to help drive traffic this year, then taking suggestions on ways to add to that already successful effort. There are no substitutes for proven advertising efforts. Period.

quite brilliant, and one I think any savvy business owner should consider as a supplemental strategy in the new year. Being a fellow businessperson, I examine the possibility: to be able to reach potential customers as they 'scroll' each day down a social media time-line, almost seems too obvious. In addition to traditional advertising methods, why not make “Leveraging Social Media” a differentiating point for your business in 2019?

Companies specializing in social media ad sales can be found through a quick online search. They can even help craft product sales messages you might not have considered. Simply put, you too can have a marketing presence on social media, and potentially sell just about any item that you

If you place an annual dollar value on every customer that purchases from you, it might help guide your thinking about new sales strategies, such as this one. Can you afford to lose any customers without having an effective sales plan to offset those losses?

While there is never a substitute for effective targeted and professional advertising to reach a dedicated segment of your marketplace, there is always room for more. Room to reach others like me ... the customer who never knew you existed until I scrolled down and saw your ad on my timeline, right before the picture of what my brother just had for dinner.

You have to love social media.

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