

[The 5 Steps to grow your Homewares & Furniture store from 0 to \\$30,000 in Monthly Online Sales](#)

This guide can be used for any homewares or furniture store looking to grow their online sales or in-store visits.

We have spent upwards of \$40K on advertising with Instagram & Facebook to develop these best practices, which now form the framework for all new campaigns we run for our Homewares & Furniture store clients.

Step 1: Have an online store set-up correctly and optimized for a high conversion rate.

- We recommend Shopify for all online stores however you can get away with other platforms to get the ball rolling with your online sales.
- Ensure you have multiple payment options available (credit card, paypal & afterpay)
- Update reviews on your website to reflect any recent positive feedback your business has received (this helps build trust)
- Review all product images for quality and consistency across the website
- Make sure shipping and returns information is clearly visible on product pages
- View your website (including product pages) on your mobile phone. Is the site clean, easy to navigate, the add to cart button stands out? *studies show a majority of site visitors are on mobile.

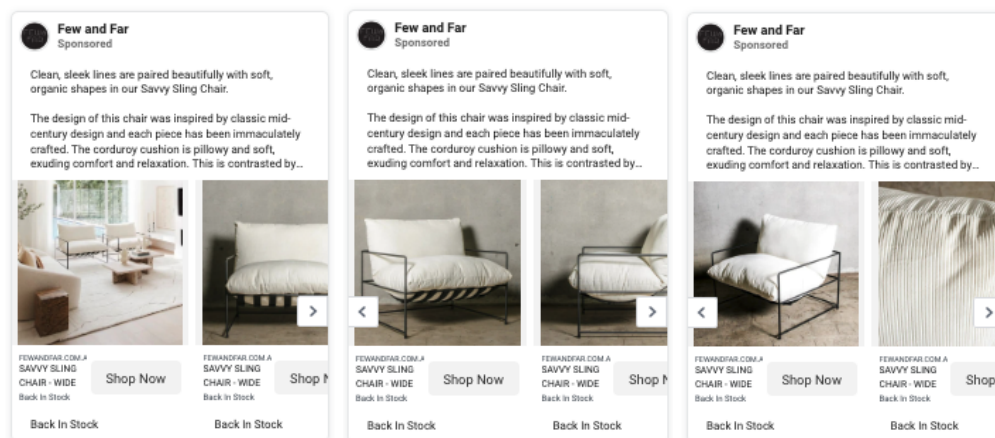
Step 2: Ensure all ad tracking codes are linked to website (CRITICAL STEP)

This includes: Facebook Pixel, Google Analytics Code with Ecommerce tracking active.

Step 3: Create 3-5 testing campaigns using Facebook Carousel Ads.

This is where the uniqueness and beauty of your products can really shine!

We will aim for 3 Carousel ads which each will have 5-10 images per carousel. A good carousel ad example is the one below:



See how the images above share a common theme?

The example above focuses on one product, a chair, but shows in different settings and from different angles.

It is really important that the images fit together to form a consistent look and feel.

We often put together campaigns that are not just one product, but several that fit into an overall theme. Some examples of this could include:

- Natural wood products or products with a similar material / style.
- Products that would all fit together to represent a particular style (ie: A couch, coffee table, rug, decorations that all look amazing together and are all antique or modern for example).
- Different variations of ONE product type, ie: a carousel specifically around artwork.
- A collection of products that fit a promotional theme such as 'Gift Ideas', 'Summer Entertaining Essentials' etc.

Aim to put 3-5 collections of products together into carousel ads. A simple description, product name for the carousel card title, and a simple description are all that's necessary for getting great results with these ads.

What we've found with homewares / furniture advertising is it's a lot more about the image quality and congruence than the length of the written ad-copy.

*It should be noted that we run these ads on both Facebook & Instagram, and let Facebook's algorithm determine which audience placement is performing the best.

Step 4: Split-test between each campaign

We do this by advertising the carousel collections in one broad audience (either locally or nationally), to determine which carousel is a stand out in terms of a great 'click through rate', and add-to-cart or conversion rate.

By running 3-5 carousel ads in competition with each other, we are often able to test 5-10 images per carousel, resulting in Facebook informing us which product group is most popular with our audience.

Once you have identified a clear winning campaign, pause other campaigns and redirect 80% of ad-spend towards the best carousel ad.

Step 5: Retargeting

There are two main ad formats that work best when showing offers to your audience.

- 1) Dynamic Catalog Ads with an OFFER
- 2) Carousel or Single Image ads with an OFFER

Our best practice when presenting an offer to an already 'warm' audience (meaning people who have already clicked on your ads, follow you on social media or have visited your website recently), is to split test again between these two ad styles.

1) Dynamic Catalog Ads



These ads plug directly into your product data feed, and are able to show a different set of products for each user. This means, they will see the exact products they checkout out on your online store, or a personalised selection of products that based off similar profiles should be items your customer is most interested in.

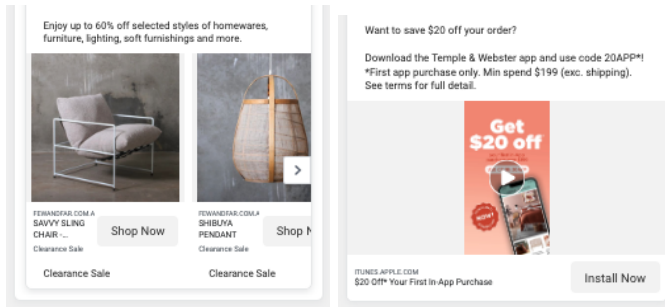
These ads can be really powerful when you have a large product range and want to really hone in on what your customers have been eyeing off.

This is also a great opportunity to present any 'offer' you are able to put forward to the prospective buyer, as they have already shown interest in your product and may just need a little encouragement to finalise the purchase.

Examples of offers could be:

- A sale such as the 'Black Friday Sale'
- Benefits of buying from you: ie: Customer Support, Australian Made Products, Fast Shipping, Afterpay Available
- Additional promotions; Free Gift, Buy X, Get Y, Free Shipping etc.

2) Carousel or Single Image Ads



Similar to the first Carousel ads we showed you, a collection of images that do have a similar look with high quality images (1080x1080 pixels recommended) with additional text highlighting your offer do work really well.

Depending on the offer however, a single image ad can sometimes outperform the carousel ad if done right and applied to the entire business in general as you can see above.

Again we recommend keeping ad-copy short, and focusing on the quality of your images.

Step 5: Nurturing & Relationship Building

Once you have great ads set-up and running, you'll have more eyes on your business than ever before.

It's really important with these new customers that your customer support is exceptional. This includes confirmation emails on their order, regular shipping updates, and replying to any enquiries quicker.

There are also some useful tools such as our own Messaging tool to ensure you're responding to customer inquiries quickly and all in one place across all platforms including email, phone, text, facebook messages, facebook comments, instagram dms, instagram comments, and Google My Business messages.

Online reputation is becoming more important than ever before, so finding a way to ask for Google reviews in a not so pushy manner is really beneficial for increasing your trust (and also your Google ranking) easily.

We would also recommend focusing on your Instagram look & feel, to keep things congruent and engaging for your customers. Often with more expensive items, the 'customer acquisition cycle' will be much longer as they need more time to consider the purchase.

It is with regular social media posts (including story posts showing a bit more personality and behind the scenes), that you are able to build more trust with your ideal customers, which eventually leads to an increase in sales & more customers returning to purchase from you again.

Summary & next steps

Thank you for your time in exploring our Online Store Blueprint for Homewares and Furniture businesses.

We hope you can implement these strategies into your own business, and are able to see how having a successful online store that attracts new customers & opportunities can be achieved.

Best Regards,
Cameron Rouch
Marketing Director - Volt Digital