

# 5 WAYS KITCHEN RETAILERS CAN TAKE THEIR SOCIAL MEDIA STRATEGY TO THE NEXT LEVEL WITH 3D PLANNING

Engaging high-quality content converts leads and captures new audiences on social media. With the right 3D planning solution, kitchen retailers can transform their current social media strategy and take it to the next level.

## 1 Build a bank of user-generated content

When customers plan their dream homes online with a 3D planning solution, they build up a user-generated content library of designs in the cloud, which can be utilized by kitchen retailers for social media marketing. User-generated content saves resource, time and money – and as an authentic source of content, it builds trust.

## 2 Create an online community

Build a community and increase brand engagement with a sophisticated interactive platform. Create an online buzz by launching social media campaigns that bring together and celebrate talented and amateur designers.



## 3 Host competitions

Create unique hashtags to promote users' designs and inspire your followers to contribute and share their creations on social media with competitions. Engage your customers with incentives and recognition. Make it a staple on your marketing calendar.



## 5 Include "design now" functionality

Rather than a "buy now" call to action, allow users to move straight from social media to your website with a "design now" alternative. Interactive content will enable retailers to attract new users to their solution and gain qualified leads.



## 4 Initiate social shopping

Grow your audience by enabling users to share high-quality renders of their designs across their social media channels. Drive engagement, increase referral traffic and create opportunities for repeat business.

