

The Sectional



Brought to you by
your friends at
FurnitureDealer.net

**News and Tips to help your furniture
business succeed online**

Welcome to our Network
FurnitureDealer.net



Furnituredealer.net
We take pride in our great partnerships



SEO Tips

*Top reasons why you
should be keeping
your online content
fresh and up to date*

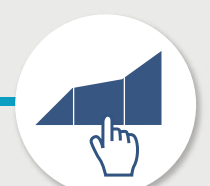
(page 3)



QR Code Advantage

*Learn about the positive
feedback we have
received with Quick
Response Codes*

(page 9)



New Analytics

*Insight to the new Google
Analytics tools that will
help track your customers'
buying behavior*

(page 11)

Welcome to our first newsletter.

Our goal is to educate, motivate and engage home furnishing retailers to create or enhance their internet marketing strategy.

A few years back, PricewaterhouseCoopers came out with a prolific quote that summed up what is happening in retail today:

“If a retailer does not recognize the changing dynamics of the consumer, how they will shop and connect with brands in the future, they will not just be punished; they will be punished with impunity.”

Much like plastics did in the 60's, the Internet is changing everything.

The baby-boomer generation, 76,000,000 strong, are now between the ages of 47-64 and have driven the economy for the last 20 years. But as this age group grows out of the predominate furniture buying range of 32-45, Generations X and Y - and its 112,000,000 population - are moving into this lucrative target. And they are *Wired for the Internet*.

Looking at the new retail landscape, establishing a successful Internet strategy might seem like a problem too vast to navigate. It's no longer relevant to try to find consumers through traditional advertising. Now, consumers will find you when they want to. A great Internet strategy must ATTRACT people to your business, ENGAGE the consumer with relevant information, and CONNECT consumers easily with your sales team. It's a different way of thinking, and we at FurnitureDealer.net want to make this transition in strategy as easy as possible for you.

Our team has diverse skills that range from creating custom home furnishing's software applications, building and designing websites, managing client relations, merchandising analytics, sales training, custom-made content and integrated marketing channel solutions. When you partner with us, you are assigned a team of the sharpest minds who will work collectively to solve your Internet and business problems efficiently and effectively.

What's Inside?

In this issue, you will find informative insights and suggestions geared toward helping you shape a successful Internet strategy.

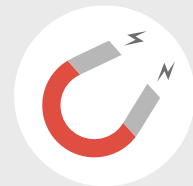
- Why Teamwork Matters
- Why Content is King for engaging the shopper
- Why content is so important for Search Engine Optimization
- How to leverage great content for your in-store POS displays
- Mattresses - Why they are so important to your store's sales and how to present them correctly for the on-line experience
- Appliances & Electronics - a new frontier for furniture retailers to be more of a one stop shop
- Website Analytics and how to read them
- Business consulting strategies

We will share our expertise, offering up helpful information to benefit you as you strive to succeed in today's tough business environment.

Please enjoy the Las Vegas market and as always, if you have any questions or interests, please don't hesitate to contact our friendly and knowledgeable client relations or sales team: clientrelations@furnituredealer.net or salesteam@furnituredealer.net

Take Care,

The FurnitureDealer.net Team



Attract

Attract people to your business. Search Engine Optimization allows consumers to find your site much easier.



Engage

Engage the consumer with lots of product content and the tools they want so they can easily find what they are looking for.



Connect

Connect with your consumers in a variety of ways through your sales team.

Content is King

Wooing Customers in a Web-Obsessed World



By Leah Christensen
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When stepping into a Target store, there's an unwritten rule of thumb: You can't leave without spending more than you intended, and most of those purchases are unplanned. A toothbrush here. A pair of socks there. Random items tossed into your cart without much hesitation.

Furniture purchases don't work like this.

A loveseat is not squeezed between a gallon of milk and the paper plates. We spend time with our furniture. A sofa is where we like to sprawl after a long day at work. A dining table is where we gather with our friends and family. A desk is where we organize our thoughts. Our furniture must fit our lifestyle in terms of function and style, which is what makes a furniture purchase such a serious commitment. We like our time with our furniture to be worthwhile. It's also what makes having a strong website strategy so important: it's your direct line to the customers you need to reach.

Snagging the "Pre-Shopper"

Before potential consumers walk into your store, they have to be enticed to make that move. In this digital age, consumers like to browse online first and become more knowledgeable about what they want even before they step into your store. This is because the internet has a new best friend and its name is the "pre-shopper."

82% of consumers research items online, before buying at the store

I was explaining to my dentist what I do for a living, which is write copy for furniture websites. She proceeded to tell me how she had just been to Becker Furniture World to buy a new sofa. I then asked her (before she put a lot of foreign instruments into my mouth), "Did you shop online first?" "Well, yeah," she answered, as if saying, Of course I did.

According to Google and IPSOS OTX, 82 percent of consumers research online before buying. This means every four out of five consumers who step into your store already know what they are looking for – and you have to show it to them.

The FDN Effect



How do you entice online pre-shoppers? Give consumers what they want: a large online product catalog that shows off the best of what you have to offer.

Currently, we have 93,841 items from 14,505 collections from 478 brands that are not discontinued in our product content library, not including component SKUs. We have that many items in our database. To manage all these items, we have a team in place to actively maintain top catalogs in big ticket furniture, mattresses, appliances, and electronics categories. It's a big job, but our goal is to accurately represent your in-store product offerings as well as special order catalogs online.



Do you have a comment, question or suggestion?

Contact our content team at
Content@furnituredealer.net



The Importance of SEO and Romance Copy

Once you have chosen the products to display, it's time to get noticed. It's difficult to have a successful website without a solid Search Engine Optimization strategy. Keywords and page titles are paramount to getting your website found on Google.

Search engines like Google have software in place that detects rehashed and copied content, each of which bring very little value to your website

Another key factor, however, is having relevant and unique content. Search engines such as Google have software in place that detects rehashed and copied content, each of which bring very little value to your website. There's power in words. By Google's standards, compelling and useful content made for users is, above all else, the most helpful ingredient to creating great online content.

With a fifteen-person content team, we don't settle for nuts-and-bolts copy. We know there's more to furniture than just dimensions, and we strive to give products life. Our useful product specifications along with romance copy are designed to engage the consumer, and help them envision the product in their home. Every product has a story, and we want to tell it!

The furniture industry isn't what it was twenty years ago, ten or even a year ago. Just having a website is no longer enough to satisfy today's consumers. There are more elements that need to be in place to make your internet business a success. Factors such as social media, email marketing, web analytics, aggressive SEO and compelling content are all needed to excel.

Embracing this new wave of technology might seem like a risk, but in order to maintain a competitive edge in a technology/internet/streaming loving market, the risk isn't a gamble on chance. It's a necessary step forward that we at FurnitureDealer.net want to take with you.

Why should I be taking action?



By displaying more relevant products on your website, the more likely the consumer is to find your site through search engines, find product they love, and become engaged to take action.

Casegoods and Upholstery



By Cate O'Rourke
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Armoires. Dining room tables. Television consoles. As part of the casegoods content team, we fill our days discussing storage drawers and doors, modern amenities that aim to ease daily duties, and design details that make a piece really pop.

Sofas. Theater seating. Cocktail ottomans. We on the upholstery content team like to keep things comfortable. Discussing style staples, such as exposed wood and nailhead trim, as well as ergonomic essentials and bonuses, we provide the consumer with a picture of the relaxation an item has to offer.

We do all this with three objectives in mind: *inform*, *intrigue*, and *inspire*. We inform the customer with product specifications, such as dimensions, construction details, and rich media additions. We intrigue customer with romantic copy and as many images as possible – including silhouettes, room shots, and detail photos (as shown on the right). And, if we've done all this correctly, we inspire consumers to visit their local retailer to get that in-person impression of the item they seek.

Our Commitment to the Furniture Industry

Excavating for content materials, we've taken this year to change up our strategy and put ourselves in the center of all the action – markets. Flying a team of content gurus to High Point and Las Vegas, we've started visiting manufacturers to see new product and discuss what makes their brand unique, taking showroom tours with buyers to better understand the retailer's perspective, and sitting in on sales training with reps to get the inside scoop about marketing products. Learning the business from all angles, we're able to bring the most in-depth product knowledge to our online presentations and talk about the things that really matter when shopping via the World Wide Web.

Detail Shots



Rich Walnut Brown Finish with a Medium Luster



Elegantly Shaped Pull Hardware in a Soft Champagne Finish



Decorative Nailhead Trim on Top of Amber Colored Fabric with Gold Thread

We do all our content in house. Our passionate publishing team creates and manages unique content aimed to give you a great online presentation.

With the right photos, we can combine and offer suggestions to the customer for pieces that naturally mingle, such as dressers with mirrors, chairs with ottomans, and tables with chairs. We can show off those functional elements that make a product really special, such as hidden storage options and must-have wire management systems. And we can visually communicate the beauty that fancy face veneers or custom hardware will bring to a customer's home.

With a passion for fashion, we chew our words, savor the flavor each sofa and occasional cabinet has to offer, and find the right language to create a mood around each item. Utilizing all writing, images, PDF files and YouTube videos, the smorgasbord of casegoods and upholstery content we feature is sure to entice even the pickiest of potential consumers.

How we do it

We create **new** and **unique** content that accentuates the features and benefits of a collection for the consumer's benefit. We strive to engage with each item page, because the average consumer spends 32.4 seconds per page, and we want to make that time count. How do we do this? With thoughtful insights, care, and - of course - style. Here's a breakdown of the copy on a bedroom group in our content library: the Sedona collection by American Drew.



Bed Description Breakdown

Sunken headboard panels with touch lighting give the Sedona Lighted Bed a dynamic aesthetic, creating a dimensional centerpiece for your master bedroom suite, or guest room. Clean lines, a dusty finish, and a simple frame combine to make a gorgeous bed, perfect for transitional or modern living. Three drawers offer a convenient storage solution for extra blankets and pillows, or create extra space for your clothes. Effortlessly match the Sedona lighted headboard bed with any decor for a stunning bedroom suite. This bed is available in queen, king, and California king sizes.

Nightstand Description

The Sedona nightstand features two drawers faced with recessed bronze-finished handles and sunken front panels, creating a modern dynamic bedside accent. Tapered feet and clean lines give this night stand a classy frame that easily blends with modern and transitional decor. Tuck away your bedtime novel and reading glasses along with a TV remote or crossword puzzle. Keep everything at your fingertips with this bedside table.

Dresser and Mirror Descriptions

Sunken drawer fronts and a straight-line, chic frame make the Sedona Dresser and Mirror set a timeless piece. A dusty oak finish easily match any decor, and is beautifully accented with bronze finished, recessed drawer handles. Eight drawers make room for all of your clothing and accessory storage needs. Nothing brightens a room better than a cool, contemporary mirror. The landscape mirror offers a simple solution to that bare space above your dresser. This charming set creates a complete dressing station that will turn your bedroom into a calming, contemporary oasis.

Mattresses



By Brittany Proctor
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On average, we spend 1/3 of our lives in bed, and who wants to waste a moment of that time in discomfort? At FurnitureDealer.net, we understand the importance of a good night's rest. We love sleep! A solid night of sleep fuels us with the energy to help your store execute a winning internet strategy, which is why we've dedicated a portion of our content team to the mattress category.

Our mattress content features detailed descriptions that go above and beyond listing the specs alone. Key features such as the comfort level of the bed, the mattress layers, and the support system are explained in detail. We aim to help consumers understand what the bed is made up of, what type of sleep problems it may solve, like tossing and turning, as well as the type of sleep position the bed is best suited for. Our presentations also include:

- Important detail shots
- Cut-a-way images of comfort layers
- Videos (when available)

These elements are added to further enhance each mattress presentation. All of this information is designed to help the consumer zero-in on their mattress preferences and to aid them in their purchase decision when they go into your store.



Mattress Purchasing

How would you consider using the Internet to shop for and buy a mattress?

- 74% - Research it online, but buy in a store
- 18% - Research and buy in a store
- 5% - Research and buy it online
- 3% - Research in a store, but buy online



Where do you look online for mattress information prior to buying one?

- 68% - Sites containing consumers reviews
- 67% - Manufacturer sites
- 42% - Consumer magazine websites
- 42% - Home design sites
- 40% - Retailer sites
- 3% - Social networking sites

*Source: Furniture Today and HGTV
Mattress Survey, 2010

Appliances and Electronics



By Lidia Chesnokova
Category Manager - Appliances and Electronics
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The more businesses strive to create one-stop-shop services and tempting package deals in their stores, the more important appliances and electronics become to the furniture industry. We here at FurnitureDealer.net understand this.

A consumer is able to search from general attributes such as brand, product type and color

Our appliances and electronics content is differentiated through thorough and unique descriptions. We write a detailed custom description for each individual item, making sure to tailor the description to the consumer. We consider consumer demographics, as well as the marketing reach of each item.

In addition, our product attributes are all standardized. This allows the consumer to use the "Compare" tool to look at products side by side and compare differences with ease. A consumer is able to search from general attributes such as brand, product type and color, which makes **narrowing your search** a breeze.

Did you Know?

New content is available on your site!

We are constantly publishing new product content in real time! Make products as needed and process selections to update the changes on your site. Contact your friendly Client Relations Manager with any questions.

NARROW YOUR SEARCH

AVAILABILITY:

- Show everything
- In Stock
- On Display
- Featured
- Clearance

[Explain These Options](#)

PRICE:

min.
 max.

BRAND:

- All
- Amana
- Bosch
- DCS

REFRIGERATOR OPTIONS:

- Counter Depth
- Ice Maker
- Reversible Door
- Accepts Custom Panels
- Sabbath Mode
- Energy Star

COLOR:

- All
- White
- Black
- Bisque
- Stainless Steel
- Stainless Look
- Red
- Blue

SIDE BY SIDE COMPARISON

Item	ENERGY STAR® 25 Cu. Ft. Side-By-Side Refrigerator with In-Door-Ice® Ice Dispensing System	ENERGY STAR® 23 Cu. Ft. Side-By-Side Counter-Depth Refrigerator with Dispenser
Model	ED5LHAXWB	FFSC2323LS
Collection	Side-By-Side Refrigerators Side-By Side B	Side-By-Side Refrigerators SS
Manufacturer	Whirlpool	Frigidaire
Product Type	Refrigerator Side by side: with Dispenser	Refrigerator Side by side: with Dispenser



To access the latest content, follow the steps below:

- 1 Log into the admin with your username
- 2 Hover over Merchandising
- 3 Select New Product Content

Empower Your Customers

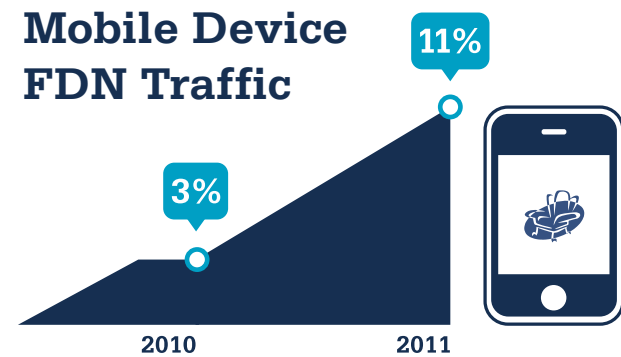
How to leverage our content on your showroom floor



By Luke Meyer
Senior Business Consultant
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Your customers want to know all about your product – information about upholstery options, customizable configurations, view imagery, watch video, analyze dimensions and specifications, and more. We've taken great pride in delivering these valuable assets to your online customers. Our content library is filled with information that helps your customer research, interact and shop your retail stores.

Mobile Device FDN Traffic



But your customers are more wired than ever now. They are no longer just shopping online from home or at work. The rise of smartphones has empowered your customers to shop while INSIDE your retail walls. During 2011, 11% of all traffic on our network came from a mobile device (compared to 3% during 2010).

Core Catalogs

To see our Core Catalogs please visit this link:
<http://furnituredealer.net/corecatalog.aspx>

- or -



Scan this QR Code with your smartphone or mobile device.

How can you take advantage of this?

Quick-response Codes (or QR Codes) have been a trending industry buzzword throughout 2011. QR Codes allow any customer with a smartphone to scan an image and be directed to a URL on your website. Are you unsure of how to implement this software for your store? Don't worry – we've taken the guesswork out of the equation and have done most of the work for you:



QR Code & Fact Tag

Allows your customers to instantly learn more about your product and related items by scanning them with their mobile device, such as smart phones and tablets

With a product library of over 93,000 items, we have placed our content team in position to actively manage top catalogs. Our team has established relationships with contacts from our Core Catalog manufacturers to ensure updates are made frequently. This team of designated brand managers maintains our Core Catalogs in the following tiers.

QR Codes and Fact Tags

Do you display tear sheets or information tags on your showroom floor for each item? We've developed a robust tool here that we call the Fact Tag tool, and it's available to our clients RIGHT NOW in your Administrative Tool. Just go to Merchandising, then **Fact Tag tool**.

The Fact Tag Tool

The Fact Tag tool allows you to utilize as much (or as little) of our content library as you want for your showroom. Select a collection, and then choose what information and items you would like to display. Next, print off the page on an 8.5x11-inch sheet of paper and display it in an acrylic stand next to those items. We've gotten great feedback on this tool from retailers who have begun using it already. One of the biggest benefits has been the ability to showcase all pieces within a collection, even if you are only physically displaying one piece in your store. When a customer realizes there are more options available, your ability to write a higher ticket increases!



Core - Tier 1

We are committed to maintaining full catalogs, proactively adding new products and removing discontinues. These digital product catalogs meet our quality standards.

Core - Tier 2

These catalogs are not yet complete, but are in the process of being added to our content library. We proactively remove discontinues and make sure everything meets quality standards.

Non Core - Tier 3

These are the manufacturers that don't fall into one of our tiers, and we only add to these catalogs by request. We only remove products when we are notified by clients.

On our fact tags, you will notice a pixelated black box in the upper-right corner (see page 9). What the heck is THAT? That's the QR Codes everyone has been telling you to use. How did it get there? Magic! Not just regular magic. The best magic known to man – FurnitureDealer.net magic!

We've automated the process – whenever you create a Fact Tag, a matching QR Code is generated. When a customer with a smartphone scans the QR Code, the collection page **on your website** will be displayed on their phone, where the customer can view more photos and specifications, email to a friend, or share via facebook or twitter with a click of a button. Pretty slick, huh?

One of the biggest benefits has been the ability to show all pieces within a collection, even if you are only displaying one piece on your sales floor.

QR Code Generator

We've also unveiled a new tool at the end of November called the QR Code Generator. Just login to your Admin Tool, and choose QR Code Generator under your Marketing tab.

This tool is very easy to use. Enter your URL you want your QR code to link to, select your analytics tracking information (if you wish to track visits to your site from this specific QR Code) and click Generate QR Code. The QR Code will be generated as a .jpg file. Save it, and feel free to use it in print advertisements, store signage, and more.

Paul's Little Corner of the World

New Analytics for the New Year



By Paul Fastner
Content Operations Manager
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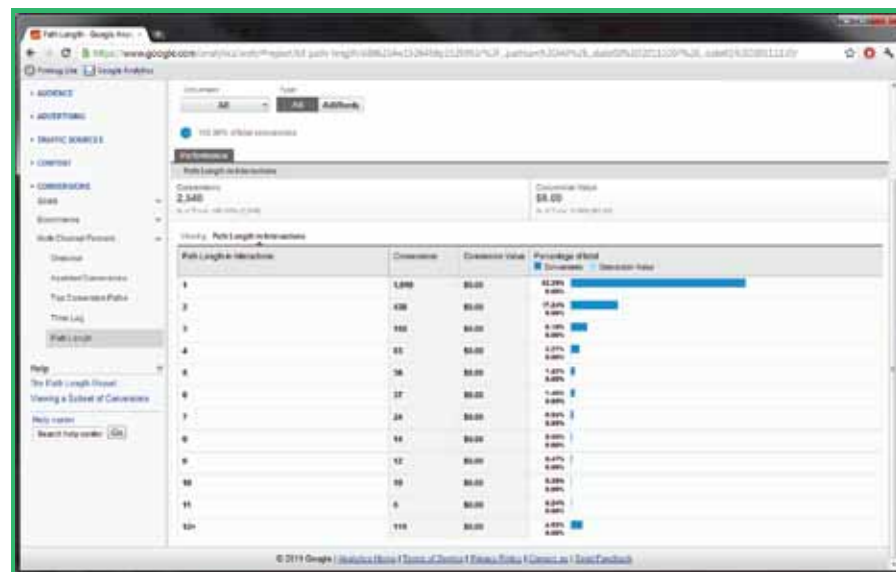
The new version of Google Analytics has been available for use in beta for some time now, but Google only recently announced that everyone will be rolled over to it toward the beginning of 2012. Having used the new version almost exclusively for several months now, I can confidently say there is nothing I've needed it for that the new version can't do (with the exception of exporting to PDFs, but Google has promised to add this before removing the old version.) Several new features and reports have also been added, including Real-Time Analytics, Multi-Channel Funnels, Visitor and Goal Flow Visualization, Webmaster Tools integration, Social Engagement reports, Multiple Dashboards, Event Conversions, and much, much more.

Attribution Modeling

My personal favorite tool available in the new Google Analytics is the Multi-Channel Funnels reports, found under the Conversions drop-down. This series of reports allows users to attribute conversions across multiple channels with ease

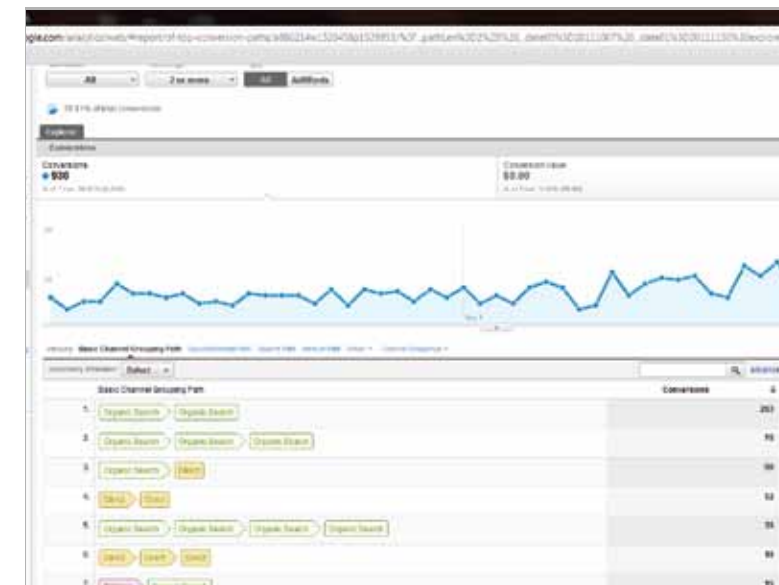
Normally, Google Analytics features "last touch attribution," which means a conversion is attributed to the last channel the converted user entered the site from. This type of attribution misses out on a significant part of the picture. Different consumers visit your site at very different stages of the buying cycle and often visit your site several times to research your business and products before converting. If you take a look at the **Path Length Report**, you'll likely find that between 30% and 40% of conversions involve more than one entrance to the site.

Path Length Report



You will likely find that between 30% and 40% of conversions involve more than one entrance to the site.

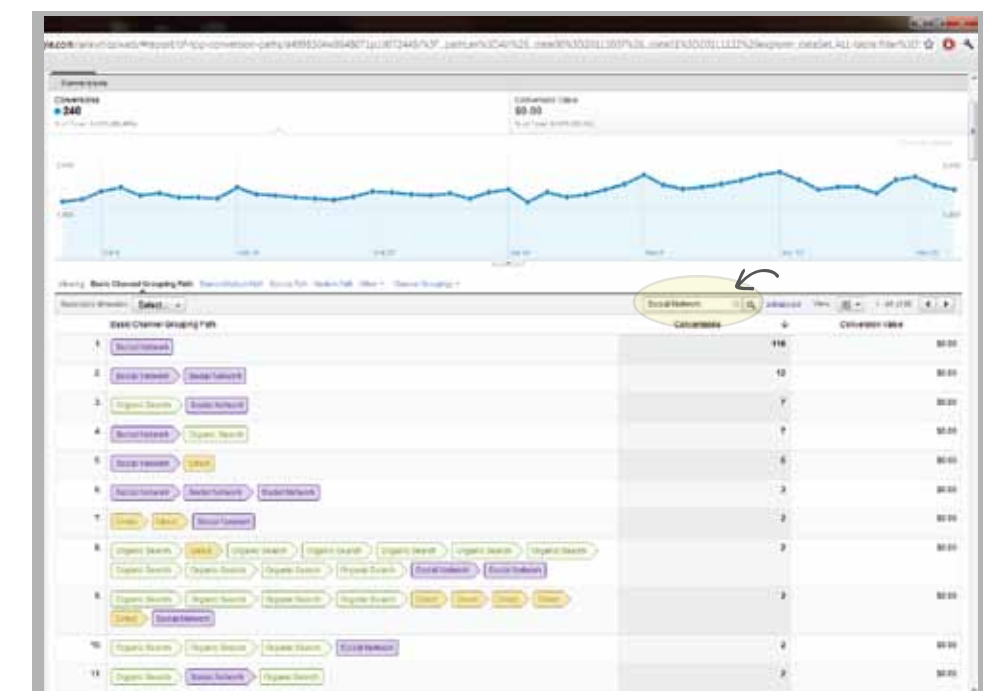
Top Conversion Paths



The **Top Conversion Paths** report gives us a more in-depth analysis of how various paths play a part in converting consumers. As an example, I'll demonstrate a quick and easy way to look at whether or not social media is leading to conversions. When you click on Top Conversion Paths, you'll see something like the picture on the left. Each of the bubbles at the bottom represents an "interaction," which is a channel where a user who converted entered your site from. The bubbles in each row make up a "conversion path." Google's stock channel grouping comprises seven channels and the pre-made Social Network channel has every social network I've ever heard of.

The first thing we'll do is change the path length at the top from the default setting to "All," which allows us to count all the conversions. The next thing to do is to filter by Social Network, because that is the only thing we want to look at in this case. Type "Social Network" in the box on the right and click on the magnifying glass.

Social Network Conversion Paths



Now we have a report of every conversion path in which at least one interaction came from a social network. In some cases, the user found the site via a social network and came back by typing in the URL directly, while others found the site, stayed engaged with the brand through a social network, then converted through another channel. The number of possible conversion paths is virtually unlimited.



Befuddled?

*We're here to help.
Please contact paul@furnituredealer.net.*

Video in the Digital World



By Arianna Winkle
Associate Editor
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Think video is only for television screens and movie theaters? Think again.

An all-time high of 42.6 billion videos were viewed, with an average of 21.1 hours of viewing per person

According to comScore, Inc., a global leader in measuring the online environment, approximately 184 million United States Internet users watched online video content in October 2011. In total, an all-time high of 42.6 billion videos were viewed, with an average of 21.1 hours of viewing per person. The numbers continue to rise as technology develops further, making it increasingly important to reach Internet users through the video format. Indeed, video-sharing website YouTube is the second largest search engine in the world, second only to search giant Google.

There is no doubting the growing importance of video in the digital world.

Incorporating video onto your website creates an opportunity to reach more Internet users, improve your web presence, and tell your story in a visually compelling (and entertaining!) way. Just like graphics and images add visual depth and dimension to a website scattered in text, video takes it to the next level, allowing you to develop a personality and deliver a message to your website viewers. Video is also incredibly easy to share through social networks such as Facebook, YouTube, LinkedIn, and more.

Using video is a great way to personalize your website and help your customers get to know you. Giving a video tour of your store, telling your store history, or profiling design services are just a few ideas that can make your website user-friendly, interactive, and fun for online shoppers.



To view our video on Kensington Furniture, just scan the QR code below.



Business Consulting

Our strength as a company lies in our ability to work as a flexible, cross-functional team that can efficiently collaborate on projects that directly affect your local brick and mortar business. Furnituredealer.net offers a wide variety of website solutions for a home furnishings retailer. At our highest level, you also gain access to our business consulting team. Together as partners we build it, we manage it, we implement it, we analyze it, we report it, and we recommend solutions to help you do more business in your market.



Looking to get serious about your Internet strategy? Do you want to be the best? Get in contact with our business consulting team. With specialists in marketing, merchandising, sales conversions and custom solutions, our knowledgeable staff will help you evaluate your current procedures, set goals, and incorporate this plan into your overall business. Contact us today to see if your current package qualifies you for this elite service, or to upgrade your site to include business consulting.



Business Consulting Team Leaders!



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John Thomas Furniture Interview

John Thomas Furniture was born out of the success and growth of Whitewood Industries in the year 2000. Offering retailers high-quality product and service with a unique mission, John Thomas has maintained its parent company's success, largely in the casual dining category. To dig deeper into what this small town manufacturer from North Carolina had to offer, I contacted Bryan Sprinkles, Sales & Marketing Manager.

KAYLA: What type of product does John Thomas manufacture?

BRYAN: From a manufacturing stand point of what we actually produce here, it mostly involves our custom program which is called SELECT. With that, we build the items, finish and upholster them per request here in Thomasville, North Carolina. Everything we do is imported components..(continued on our website)

To read the full interview, just go to:
<http://furnituredealer.net/johnthomasinterview.aspx>



- or -
Scan this QR Code with your smartphone or mobile device.