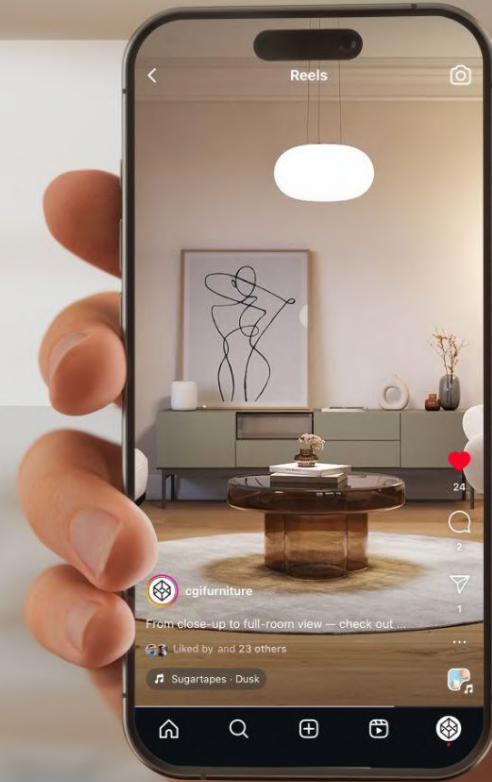


How to Attract More Sales using Social Media

Guide for Furniture Manufacturers



Welcome to guide on social media for furniture brands!

The worldwide furniture market now generates record revenues. By 2025, it may bring 1.6 trillion dollars! But there is a catch. In parallel to such success, another trend is quietly reshaping the market — the rise of online shopping.

The switch to online has been going on for a while, and COVID-19 catalyzed it. During this period, people discovered how convenient it is to shop online. Not to mention that brands took their e-stores to the next-level sophistication with virtual showrooms, AR, 3D configurators, 3D animations, etc. So that by 2025, 80.4% of the U.S. population are expected to shop online.

A furniture brand wishing to at least keep their share of the market should establish a strong online presence. Moreover, this is the perfect moment to gain a bigger slice of the market. And social media is the key to that.

Let's look at Instagram. People spend hours every day consuming visual content there. That's why 92% of online shops use the platform to catch the attention of the audience and generate sales. Any furniture company not investing time and effort into Instagram is at a loss. The gains in brand awareness and sales are enormous! And all Instagram success requires is a smart strategy and a lot of beautiful imagery that would stand out in the news feed.

More details on what exactly to post you will find further in this guide. We have analyzed three major furniture brands with a great Instagram presence that could inspire you. You will find there statistics, actionable tips, and examples.

I hope you will find plenty of valuable insights and ideas in this guide.



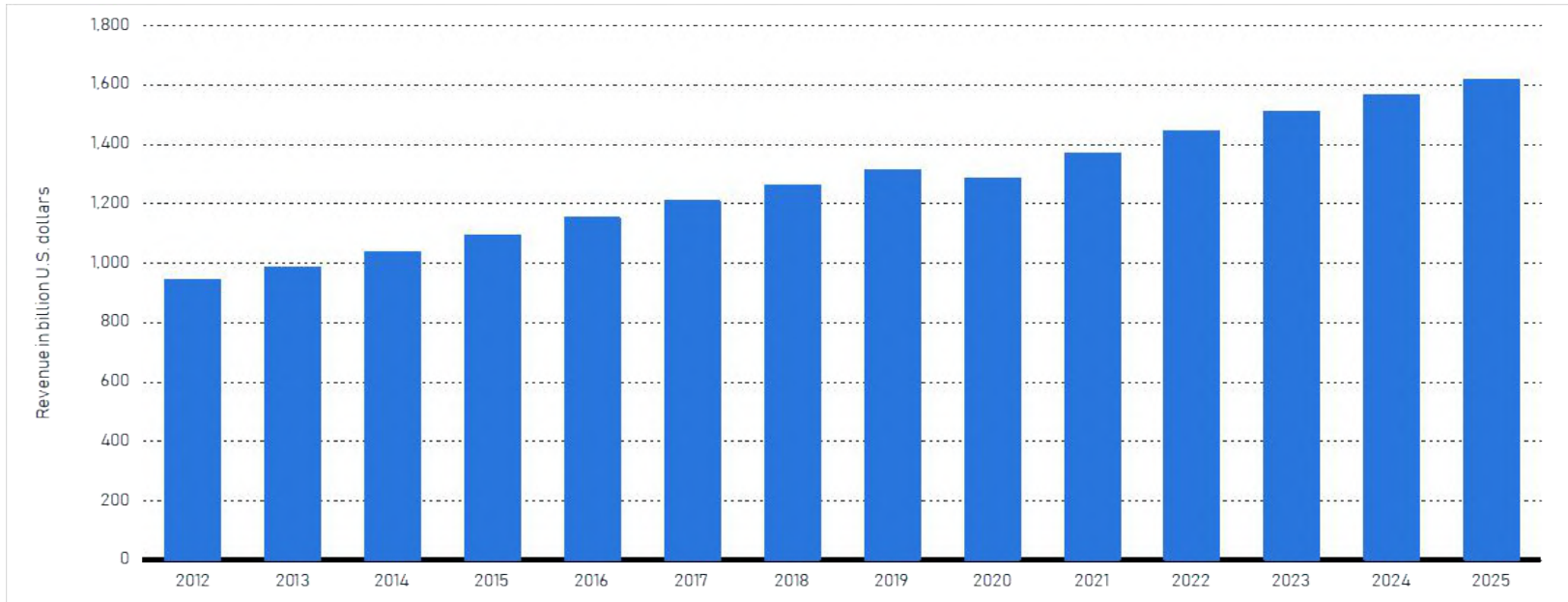
Megan Wright
*Social Media Marketer at
CGIFurniture*



Agenda

- Furniture Market Statistic
- Analysis of Major players on Social Media
- How to make awesome posts with CGI

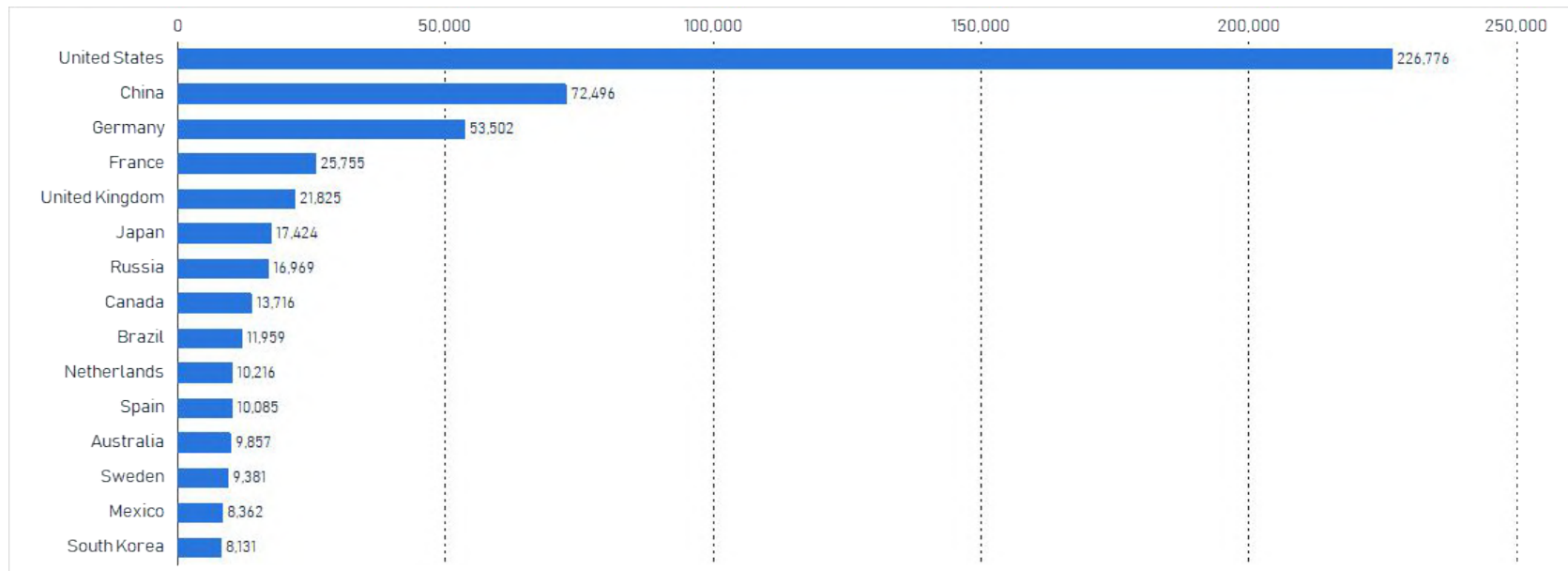
Revenue of the furniture market worldwide from 2012 to 2025 (in billion U.S. dollars)



Revenue from the global furniture industry stood at 1.3 trillion U.S. dollars in 2020. By 2025, this number may reach 1.6 trillion dollars, according to The Statista Consumer Market Outlook.

[Source](#)

Revenue of the furniture market worldwide in 2021, by country (in billion U.S. dollars) *(in billion U.S. dollars)*



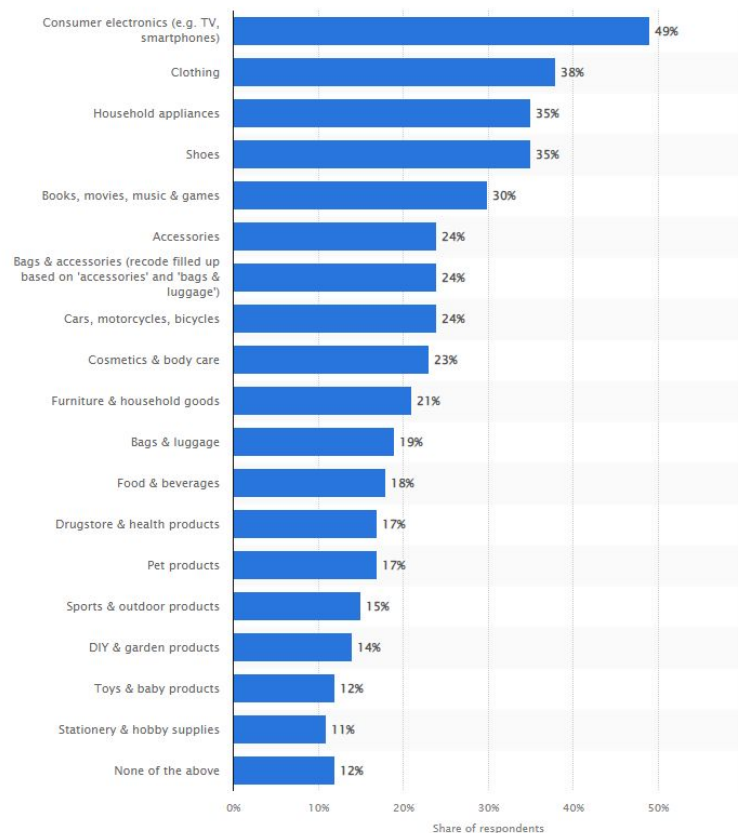
The United States furniture market generated the highest revenue with over 226.78 billion U.S. dollars. Ranked second and third were China and Germany with 72.5 billion and 53.5 billion dollars respectively.

[Source](#)

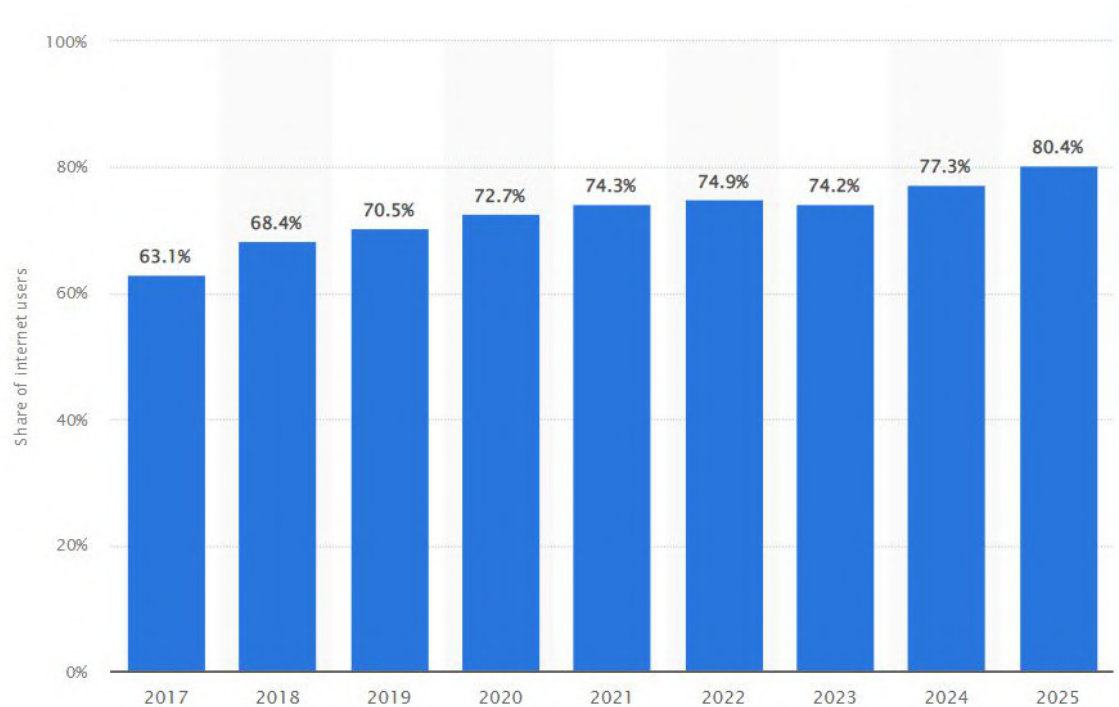
21% US Customers Buy Furniture Online

Online vs. offline product research in the U.S. by category conducted in 2022 by the Statista Global Consumer Survey

The data shows that 21% of respondents answered the question "For which of these products do you mostly look for information online rather than offline?" with "Furniture".



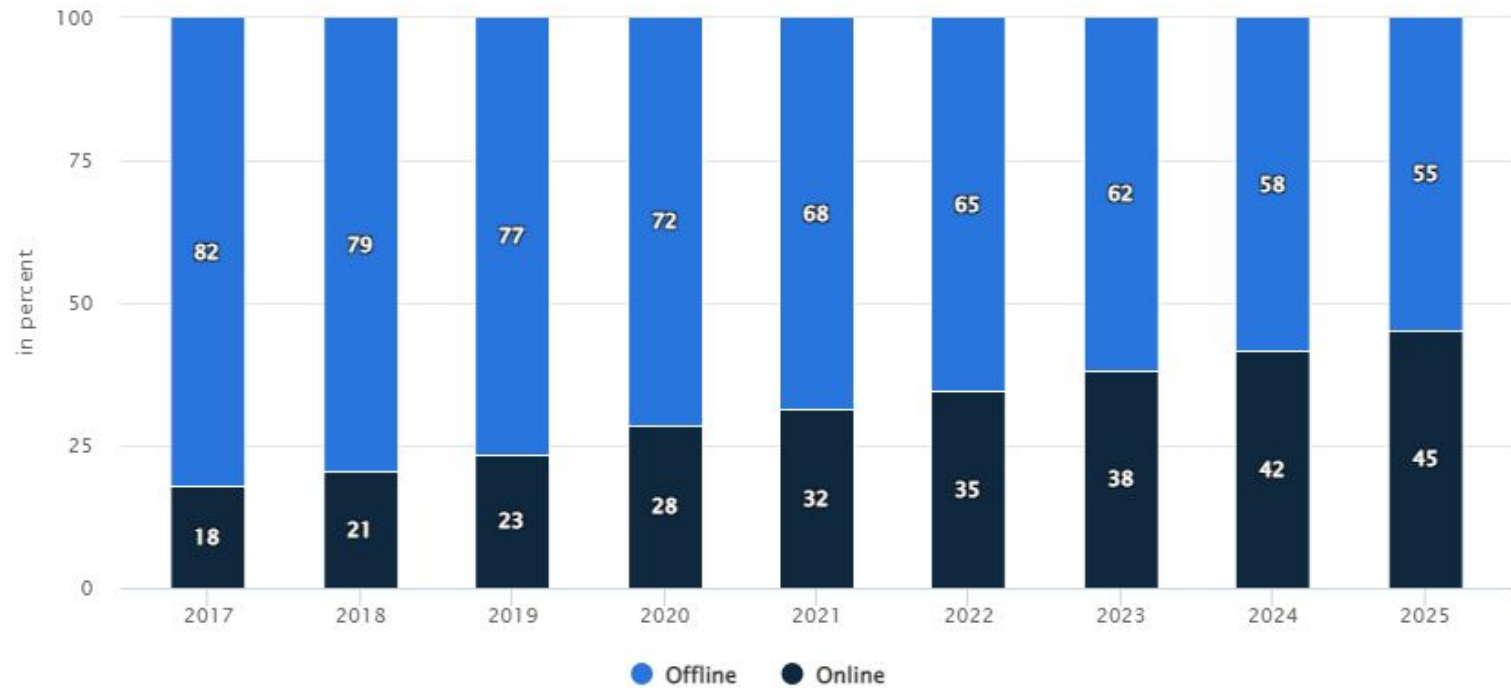
Digital buyer penetration in the U.S. from 2017 to 2025



In 2021, 74.3 percent of the American population purchased goods online. This means an around 4% increase since 2019. Furthermore, according to the Statista Digital Market Outlook, the share will reach 80.4 percent by 2025.

[Source](#)

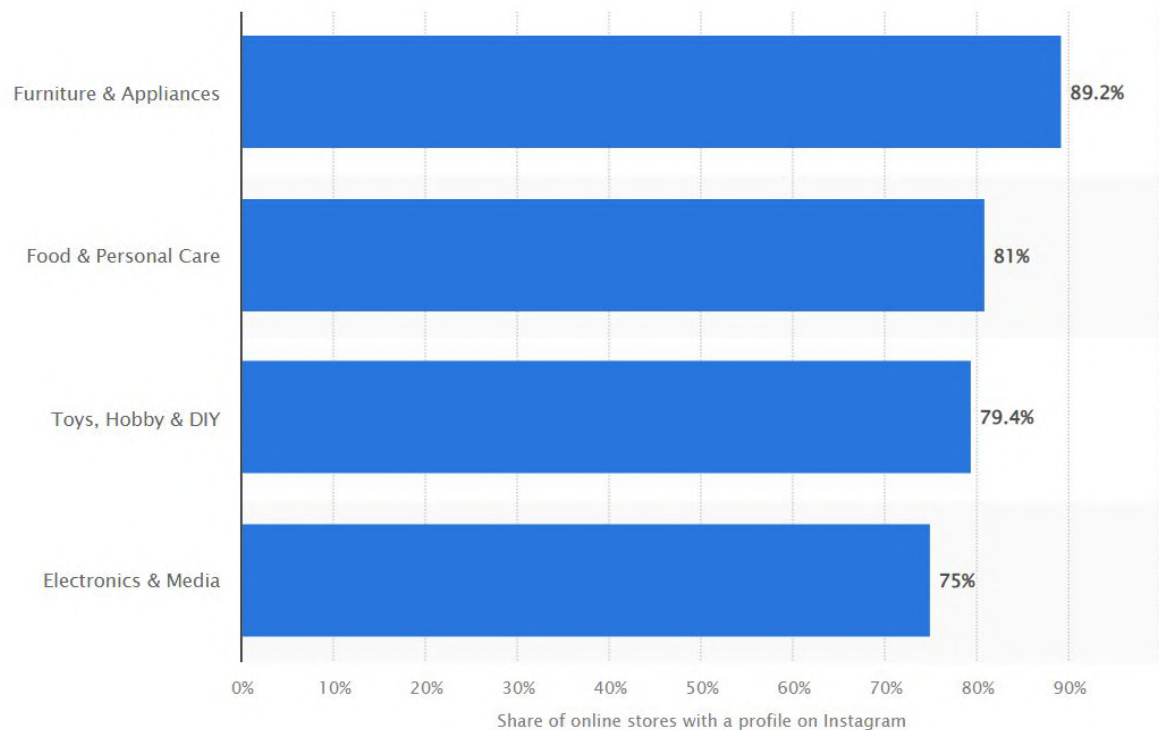
Sales Channels Furniture U.S.



The share of online sales is expected to grow by 10% over the next 3 years. This means that even when limitations caused by COVID will be lifted, the switch to online shopping will continue.

[Source](#)

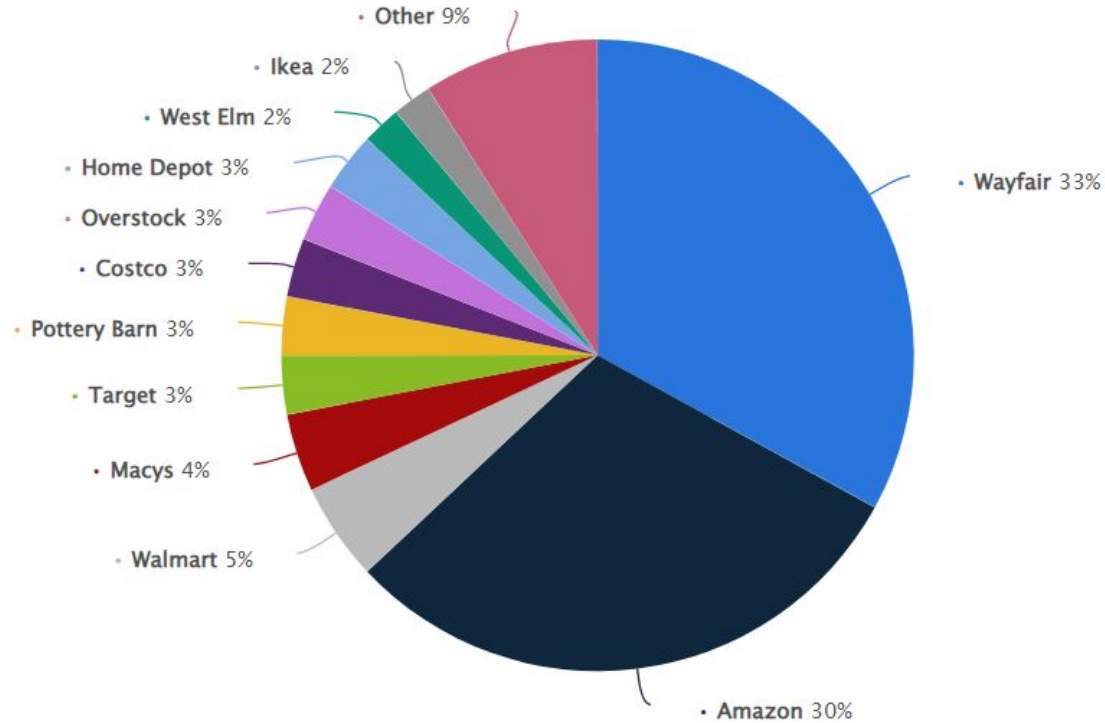
89% of Furniture Online shops in U.S. use Instagram



Out of 500 top online shops selling Fashion products in the U.S., 92% have a profile on Instagram. It represents the maximum percentage among all categories analyzed.

[Source](#)

Market share of the leading online furniture retailers



As of 2019, Wayfair had the largest share of the online furniture market in the United States, with a 33 percent market share.

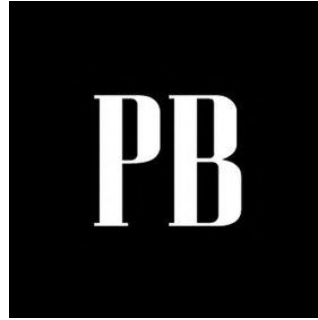
[Source](#), Published Dec 2, 2021

Success Stories

Let's analyze the accounts of leading furniture companies that use social media for sales: Wayfair, Pottery Barn, and West Elm.



<https://www.instagram.com/wayfair/>



<https://www.instagram.com/potterybarn/>



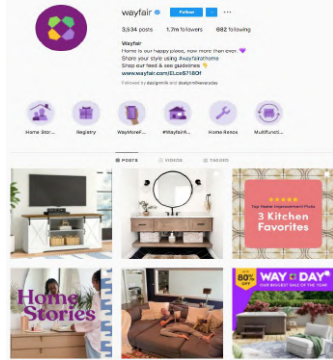
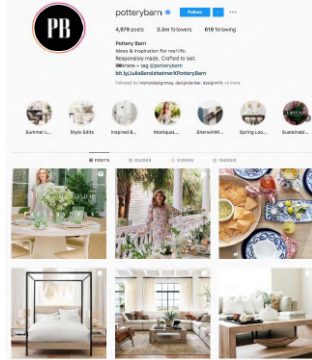
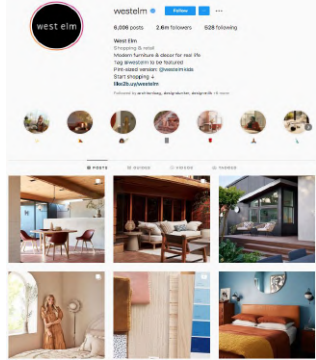
<https://www.instagram.com/westelm/>

General information

All the accounts are verified and have green ticks next to their names. Furthermore, all the accounts contain short descriptions, calls to action, links to their sites, and have highlights with many stories.

Account	Followers	Posts	Stories (per day)
Wayfair	1.7m	3534	5-10
Potterybarn	3.5m	4976	10-16
Westelm	2.6m	6006	7-10

Content amount and level of engagement

	 <p>Wayfair</p>	 <p>Pottery Barn</p>	 <p>West Elm</p>
ER (this is an average number of accounts that were engaged by the 6 posts)	865	5599	3979
Posting frequency	every day (5-8 pictures in one post)	2 times per day (2-4 pictures in one post)	every day (3-7 pictures in one post)
Comments	24	176	59
Likes on each post (mean)	803	5513	3918

*ER is a metric used to assess the average number of interactions your social media content receives per follower

*For analysis we took an average number of accounts that were engaged by the 6 posts

Post Examples

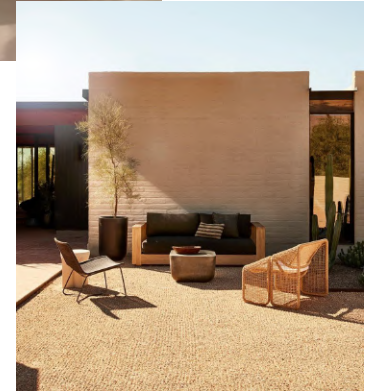
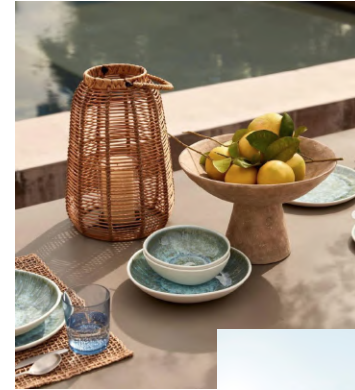
Wayfair



Pottery Barn



West Elm



Analysis and evaluation of content (posts)

Criteria	Wayfair	Pottery Barn	West Elm
Posting frequency	every day	2 times per day	every day
Number of images per post	5-8 per post	2-4 per post	3-7 per post
Products are shown in lifestyles	yes	yes	yes
Products are shown in different interior styles	yes	yes	yes
Posts contain collages with products on various backgrounds	yes	yes	yes
Closeups are used to show the products' materials	yes	yes	yes
Before & After Posts	yes	no	no
Usage of selling posts illustrated by 3D renderings	yes	yes	yes
Posts contain selections of lifestyles with various interiors	yes	yes	yes
Posts show selections of lifestyles by seasons/holidays/other themes	yes	yes	no
Posts show both photos and renderings together	yes	yes	yes

Analysis and evaluation of content (posts)

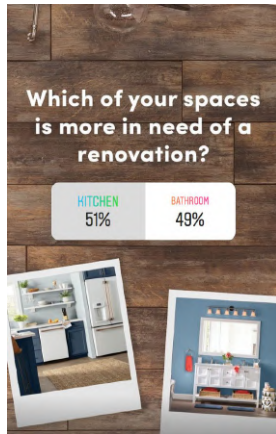
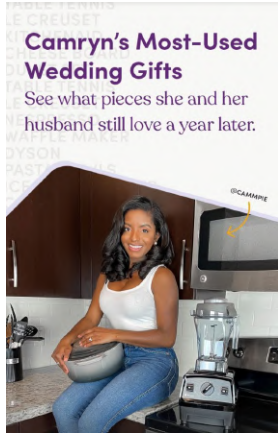
Criteria	Wayfair	Pottery Barn	West Elm
Sometimes put people and pets in product lifestyles	yes	yes	yes
Show product on white and neutral backgrounds	yes	no	no
Usage of video collages and 3D animations	yes	yes	yes
Use videos and 3D animations to showcase product functions	yes	yes	yes
Use Instagram grids	no	yes	no
Images are consistent in style and demonstrate family comfort	yes	yes	yes
Create selections of interiors to inspire customers	yes	yes	yes
Create catalogs with lifestyles and videos showing products	no	yes	yes

Story Examples

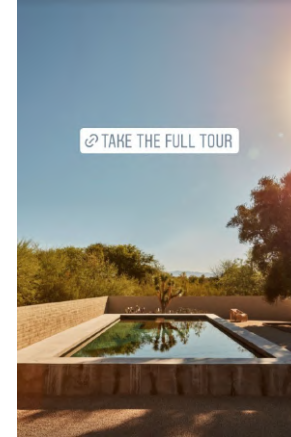
Wayfair

Pottery Barn

West Elm



A soulful mix of materials.



Analysis and evaluation of content (stories and highlights)

Criteria	Wayfair	Pottery Barn	West Elm
The number of Stories on Instagram	4-5 per day	5-8 per day	10-12 per day
Usage of backgrounds for interactives: neutral ones and thematic lifestyles	yes	yes	yes
The images are accompanied by a call-to-action — “visit the site”	yes	yes	yes
Close-ups show products' textures in detail	no	yes	yes
Usage of advertising banners with a call-to-action	yes	yes	no
Usage of 3D animations	yes	yes	yes
Usage of a series of stories about products. The stories contain silos and lifestyles	yes	no	no
Usage animated product catalogs to engage the viewers	yes	yes	yes
Usage of catalogs to inspire the audience	yes	yes	yes
Usage of collages with lifestyles and close-ups	yes	yes	yes
Stories contain selections of lifestyles, grouped by styles and themes	no	yes	yes
Lookbooks for products in different seasons and interior styles	no	yes	yes

Conclusions

Furniture market leaders use from 2 to 8 images per post. Usually, these are 3D lifestyles, often showing the products in different interior styles. Also, silo shots on a white background are quite popular. As for the topics, brands post before&after, collages, promotions, seasonal and themed collections, closeups, and videos. The posts often include photos and 3D renderings together. The posting is regular, with at least 1 publication a day.

In addition, brands post from 4 to 12 new stories every day. These stories include lifestyles, closeups, animations, and product photos from customers. Also, stories often include links to products and collections and have calls to action.

Each of the three accounts analyzed has a lot of themed highlights — collections, usage photos from customers, and designer selections for inspiration.

Moreover, all three accounts have short descriptions and active links in their profiles. Overall, they post a lot of content, especially visuals — images and 3D animations. The texts tend to be short.

Why are images so important?

Visuals are crucial to successful social media marketing. First, they boost post engagement. For instance, Facebook posts with images are reported to generate twice as much engagement as those with text only. The thing is, the human brain is wired to read images and react to them superfast — in about 100 milliseconds. This is much, much faster than the reaction to texts. That's why visuals stand out in the feed and compel people to interact with them. Moreover, images are recalled for a long time. People remember 65% of what they see! As opposed to only 10% of what they hear.

Second, visuals can be used for all marketing channels: social media, website, emails, and display advertising. This way, 1 image serves multiple purposes, and its production pays off many times. By extension, a high-quality image increases the ROI of all those marketing channels.

Why CGI is the best solution for Furniture Manufacturers

1. Product-focused

Product is the star of a CG lifestyle. The composition is organized so that it is the first thing that catches the eye. Then, all the other elements come into play and make sure the viewer cannot stop looking at the product. Every element of the scene contributes to making it look good: the color scheme, lighting, decor, secondary items, etc.



Why CGI is the best solution for Furniture Manufacturers

2. Visually Engaging

Photorealistic renders improve advertising ROI. Recently, one of our clients conducted an A/B test to compare the impact of renders and photos on social media. The result was stunning: the renders generated 85% more clicks for the same money. Furthermore, ads with renders attracted nearly twice as many visitors (and customers) than photos for the same ad spend.

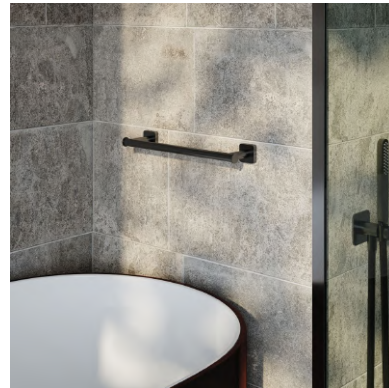


Why CGI is the best solution for Furniture Manufacturers

3. Visual Consistency

CGI makes it easy to achieve style consistency within a collection or even across all the collections. First, the renderings can be created based on your style guide. By default, the 3D artists will stick to it during the next projects.

Second, when working on a series of images, the mentor of the team will make sure that the renderings are consistent in matters of lighting, mood, materials look, size, background colors, and negative space around the products.



Why CGI is the best solution for Furniture Manufacturers

4. Speed

One lifestyle creation takes 1-2 business days. In addition, 3D artists can create multiple lifestyles simultaneously. This speed allows brands to get hundreds of top-class images and always be on time — for catalog production, advertising campaigns, etc.



Why CGI is the best solution for Furniture Manufacturers

5. Cost-effectiveness

Typically, the cost of a 3D lifestyle starts at \$200. But the trick is that all CGI assets are reusable. So once your lifestyle is ready, you can reuse its scene for thousands of products. Moreover, these new 3D lifestyles will have a brand-new look. A 3D artist will just change the camera angle a bit, replace decor items, or swap materials on props. The cost of this new lifestyle will start at **\$40**. And when there's need for more than 100 CG lifestyles, **the price can be further reduced**.



Want to know more?

We have many 3D solutions that help manufacturers reach ambitious goals in the short term. Want to learn them?

Let's schedule a free demo! Our representative will tell you more about how CGI can benefit your business and which CGI solution suits you best.



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