Infographic

8 engaging content experiences for your home decor website

As a home decor brand, you know how difficult it can be to convert a lead. You're typically selling "high-involvement products," which consumers only purchase after extensive consideration. So what does this mean for home decor manufacturers and retailers?

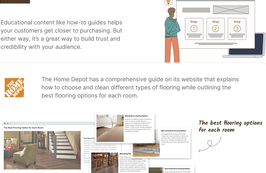
Your customers will likely conduct research online at some point, so you must ensure your website is a one-stop shop for everything they want to know or see. Here are eight engaging content experiences to help you do just that.

1 Lookbooks

A lookbook is a collection of beautiful images designed to tell a story and showcase what your brand has to offer. They're similar to product catalogues, but focused less on individual products and more on aesthetics.

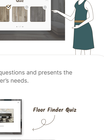
MSI

MSI's lookbook is an immersive experience that includes full-screen video, image carousels, and animated "design tips."

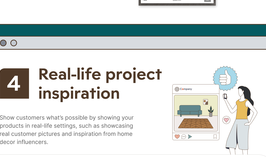


2 How-to guides

Educational content like how-to guides helps your customers get closer to purchasing. But either way, it's a great way to build trust and credibility with your audience.

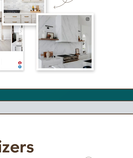


The Home Depot has a comprehensive guide on its website that explains how to choose and clean different types of flooring while outlining the best flooring options for each room.



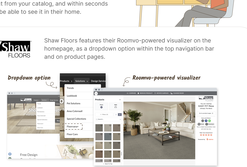
3 Quizzes

Help your customers hone in on the right product through interactive exercises that help personalize the shopping experience.



MOHAWK

Mohawk's "Floor Finder Quiz" poses four questions and presents the flooring options that best suit the customer's needs.

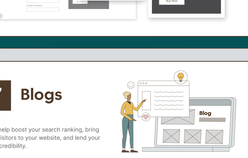


4 Real-life project inspiration

Show customers what's possible by showing your products in real-life settings, such as showcasing real customer pictures and inspiration from home decor influencers.

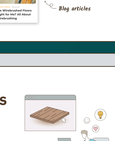
daltile

Daltile has a collection of Instagram posts on its homepage, shared by various home designers and decorators.



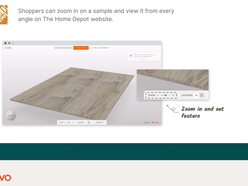
5 Room visualizers

Room visualizers are an essential component of any home decor website. With Roomvo, customers just need to upload a photo of their room, select a product from your catalog, and within seconds they'll be able to see it in their home.



Shaw FLOORS

Shaw Floors features their Roomvo-powered visualizer on the homepage, as a dropdown option within the top navigation bar and on product pages.



6 Calculators

Whether it's flooring, tile, or paint, you're going to need to help shoppers determine how much product they need to order. Calculators will enable you to just do that.

RUST-OLEUM

Rust-Oleum Canada's paint calculator recommends the number of gallons needed to paint a given room.

7 Blogs

Blogs help boost your search ranking, bring more visitors to your website, and lend your brand credibility.

Floorel

Floorel shares design advice, customer stories and industry trends on its blog.

8 Virtual samples

Samples are a great way to help customers get up close and personal with your products, but what if they don't want to wait? Enter virtual samples.

Shoppers can zoom in on a sample and view it from every angle on The Home Depot website.

roomvo

Take your home decor website to the next level

Learn more

Contact the Roomvo team today to learn more about how room visualization can transform your home decor business.