

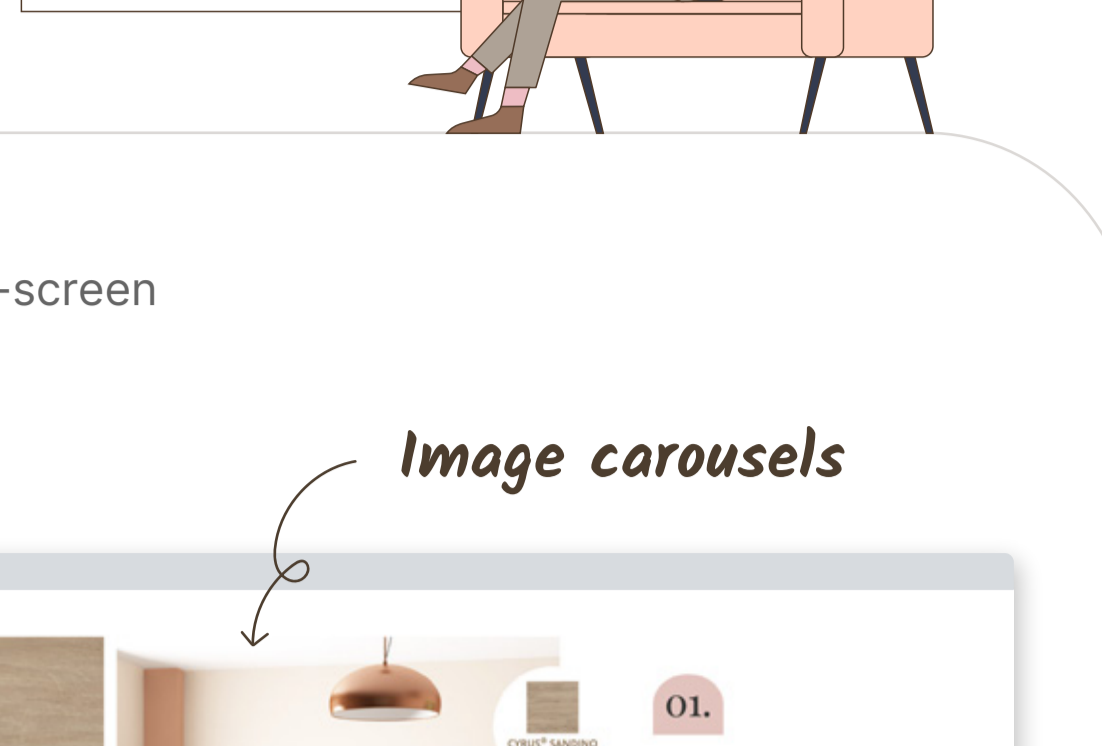
8 engaging content experiences for your home decor website

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.

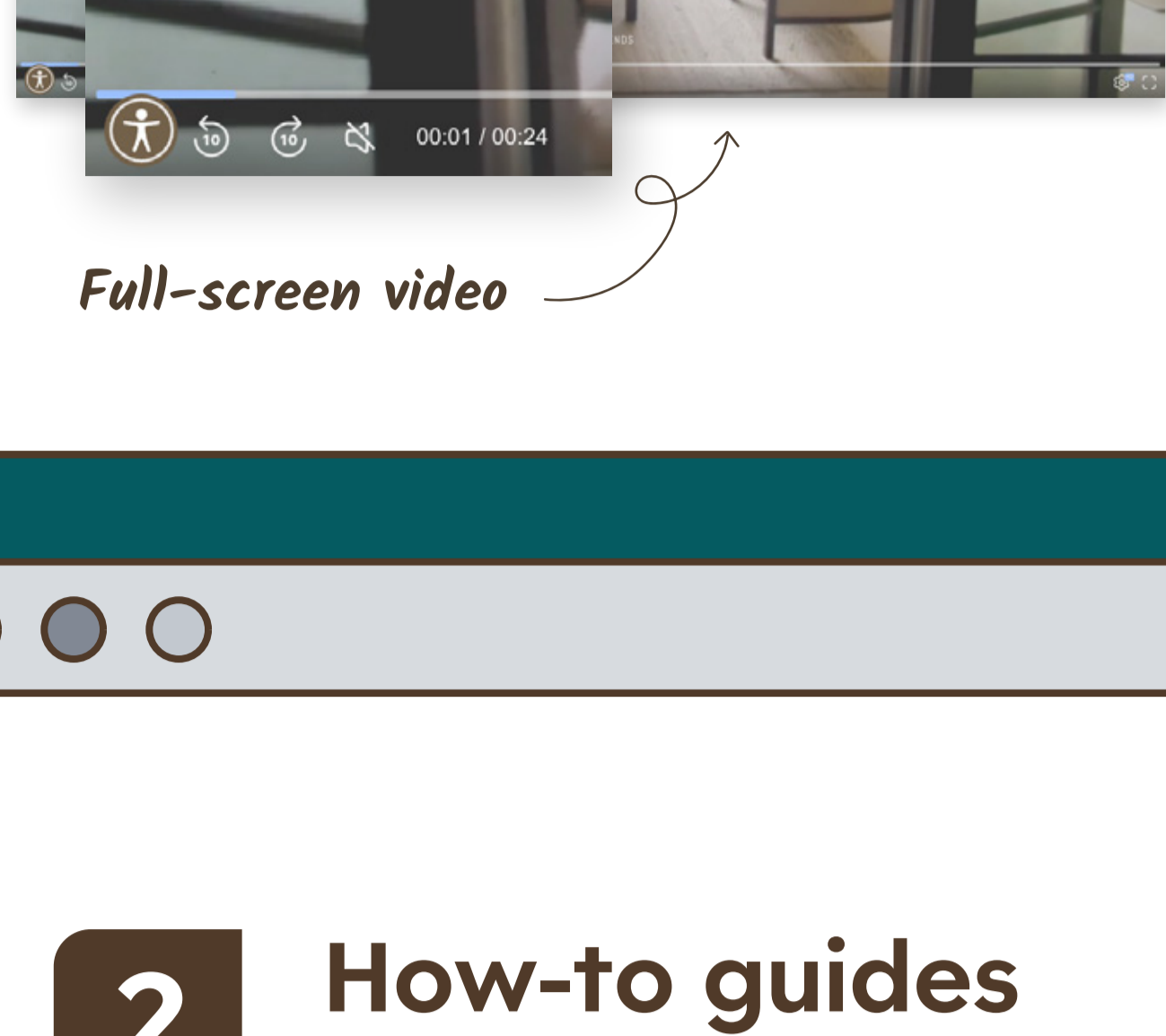
1 Lookbooks

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."



Full-screen video

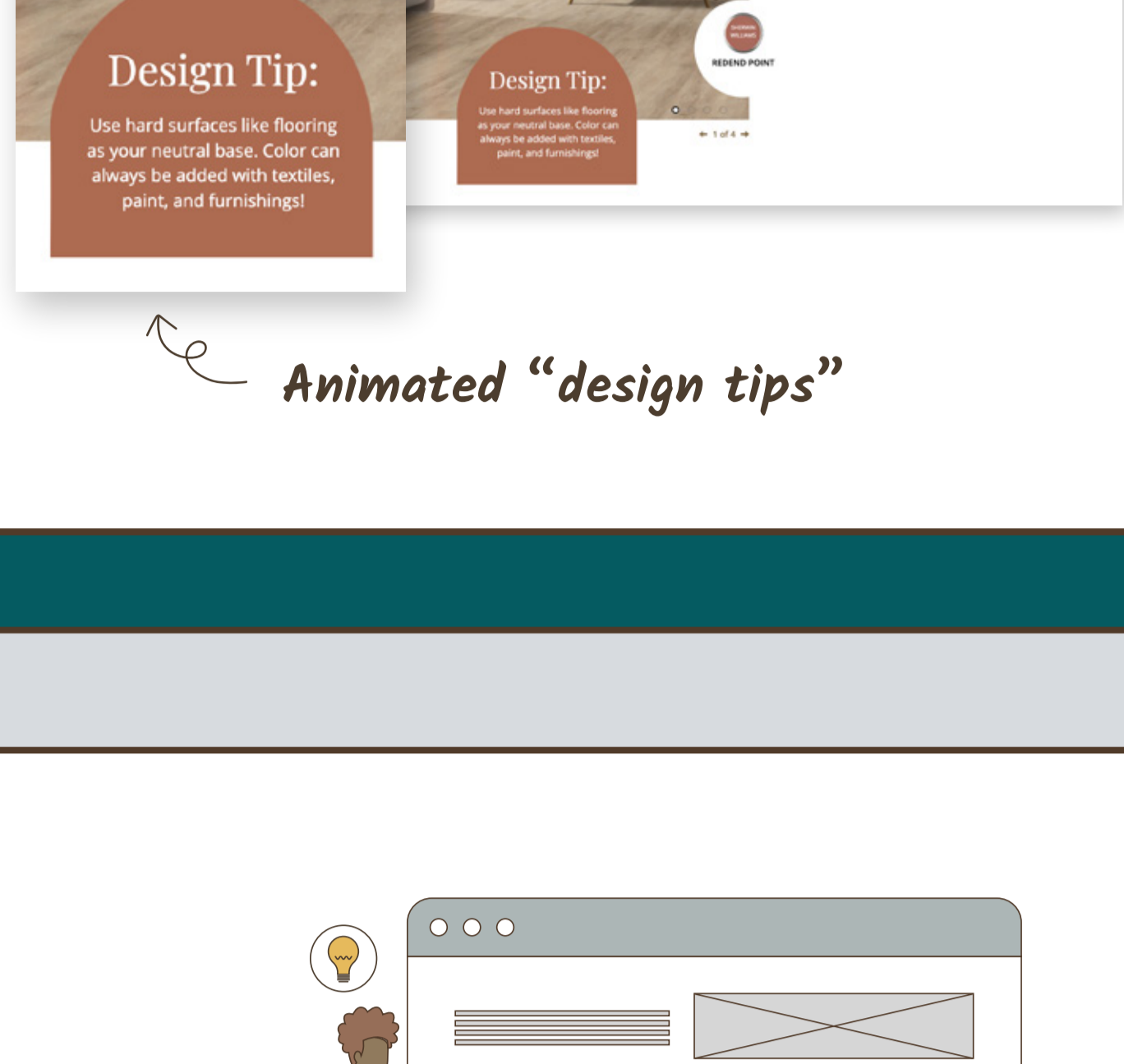
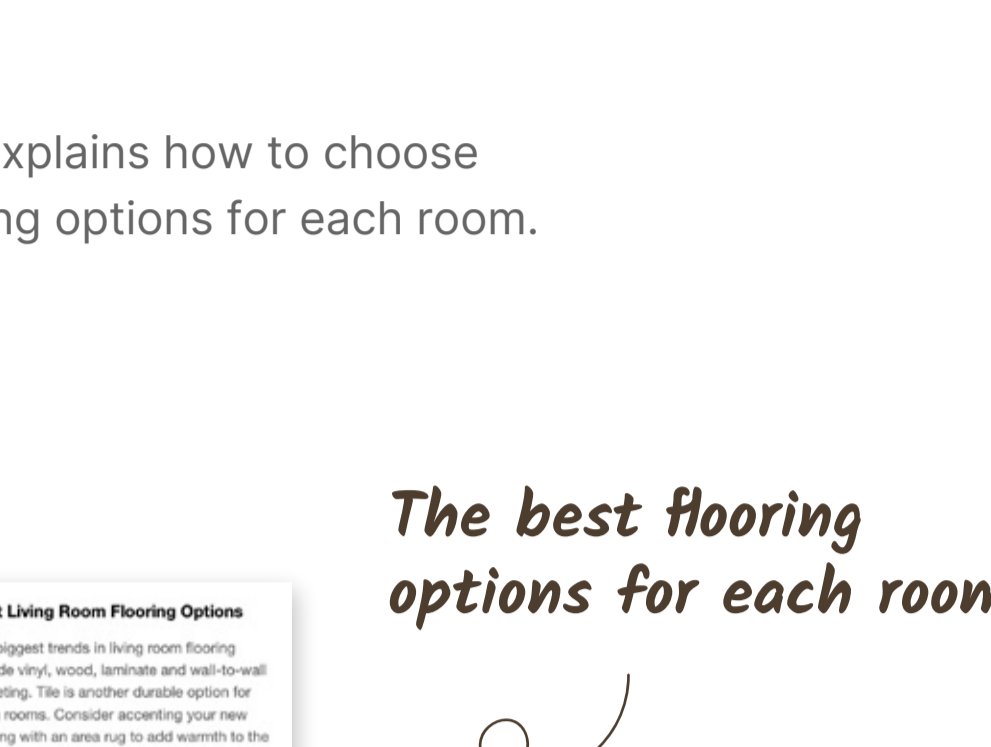


Image carousels

Animated "design tips"

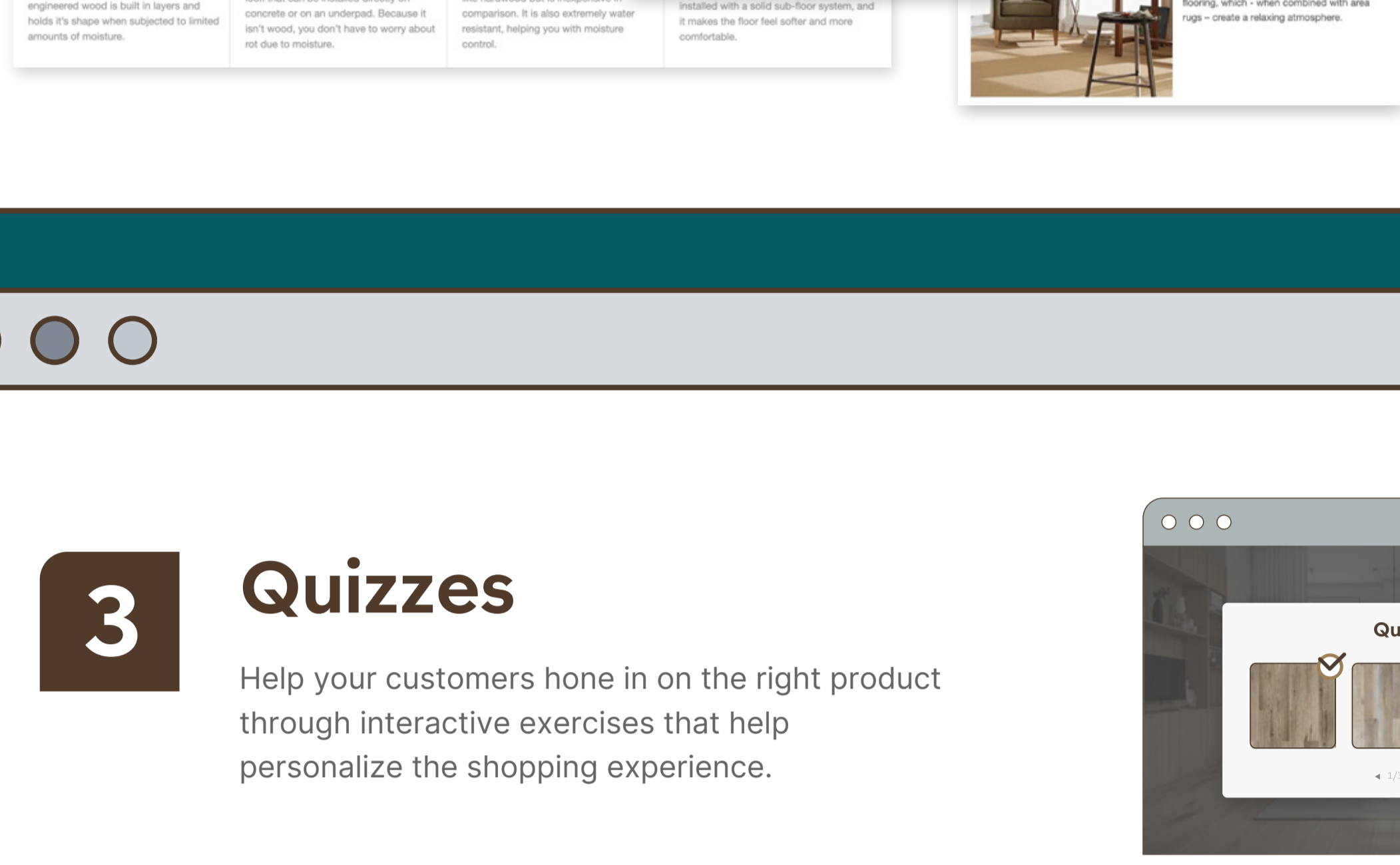
2 How-to guides

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

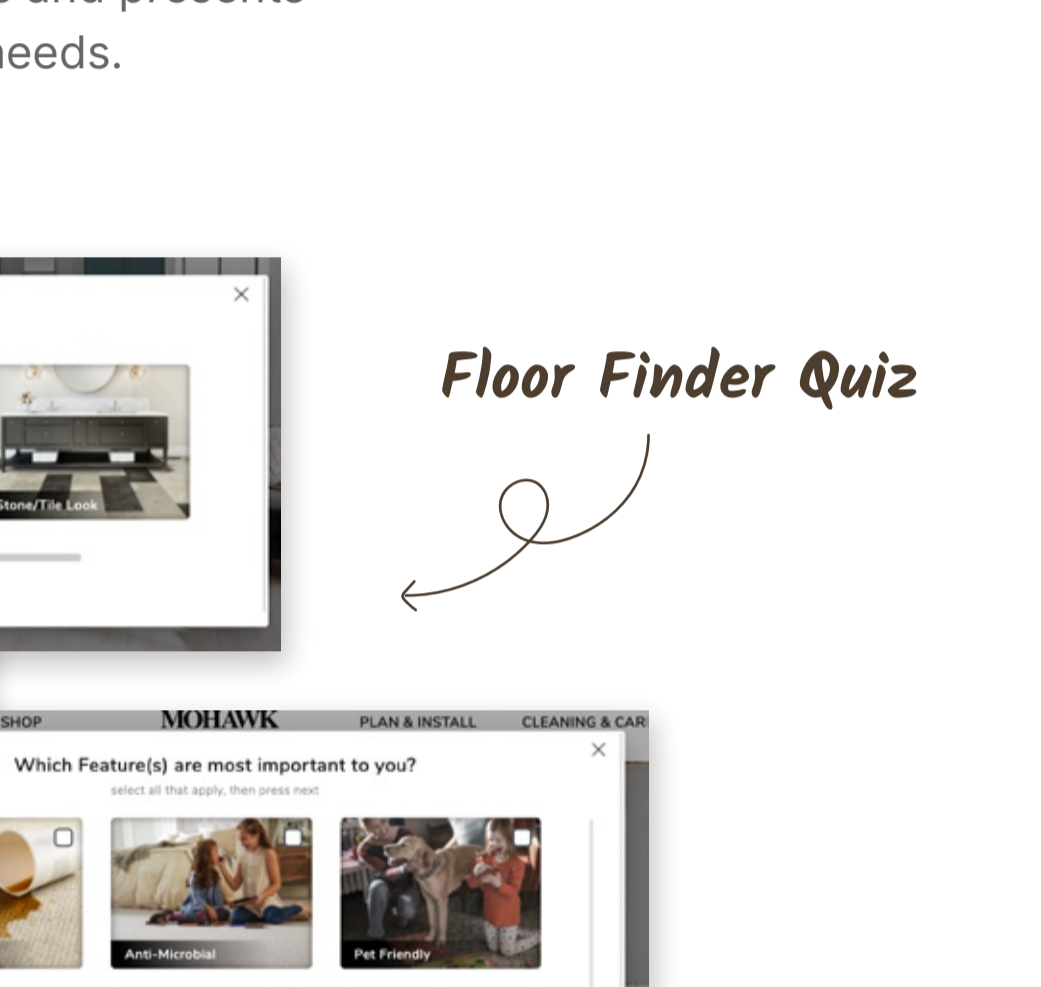
The Home Depot has a comprehensive guide on its website that explains how to choose and clean different types of flooring while outlining the best flooring options for each room.



The best flooring options for each room

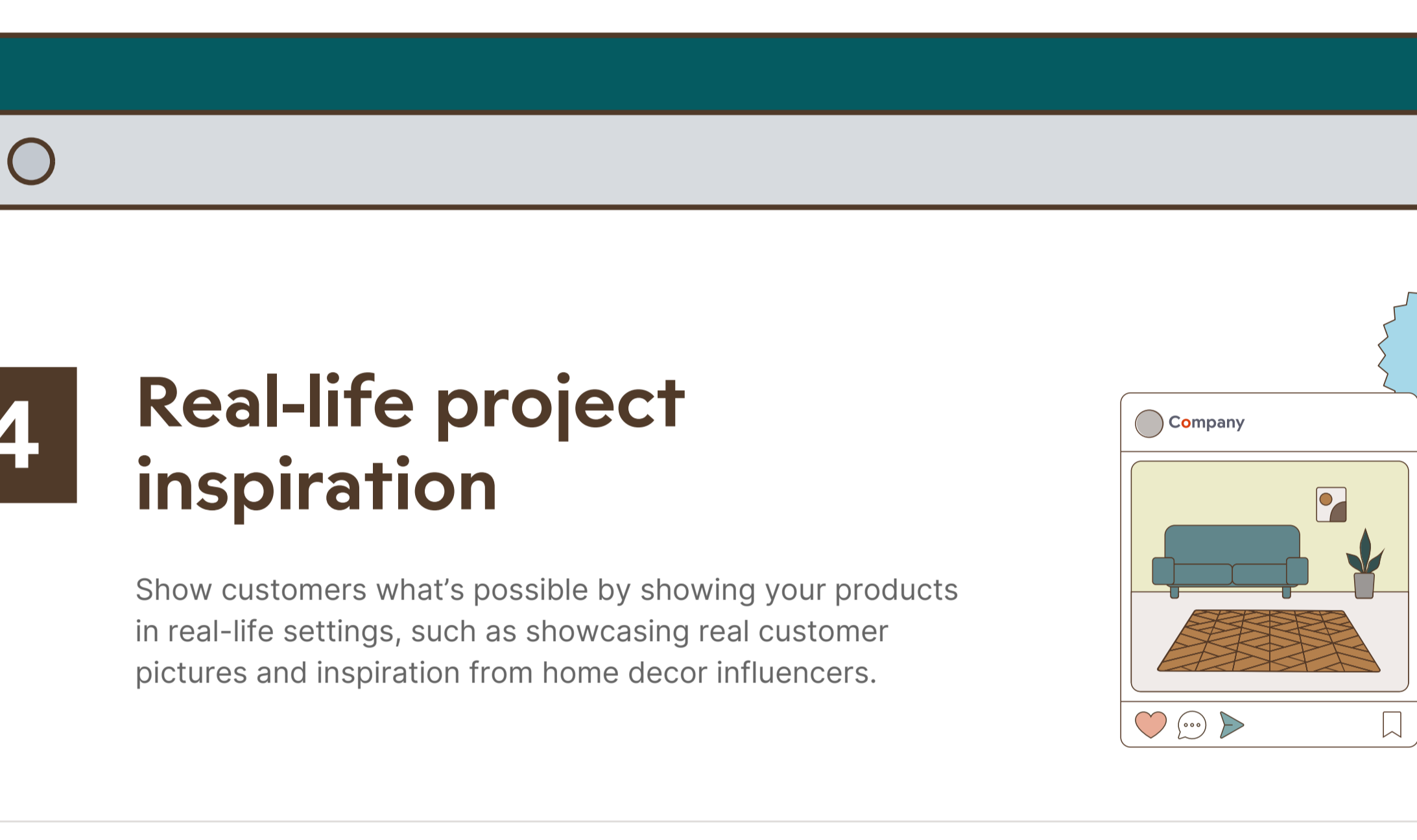
3 Quizzes

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



MOHAWK INDUSTRIES, INC.

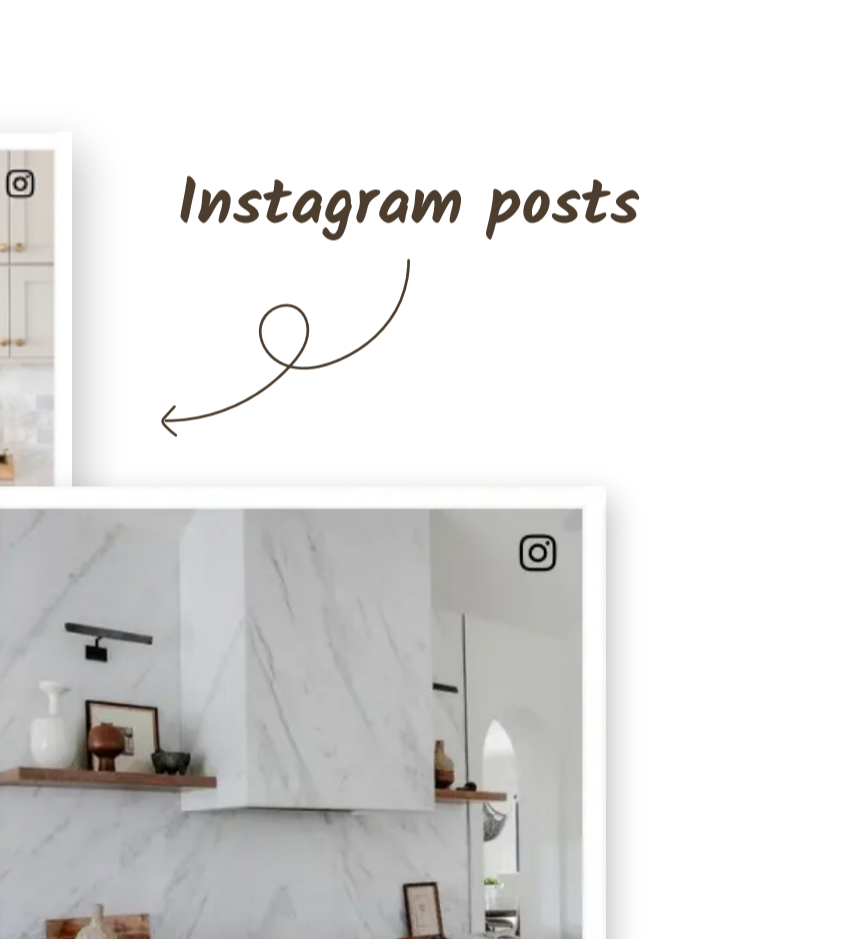
Mohawk's "Floor Finder Quiz" poses four questions and presents the flooring options that best suit the customer's needs.



Floor Finder Quiz

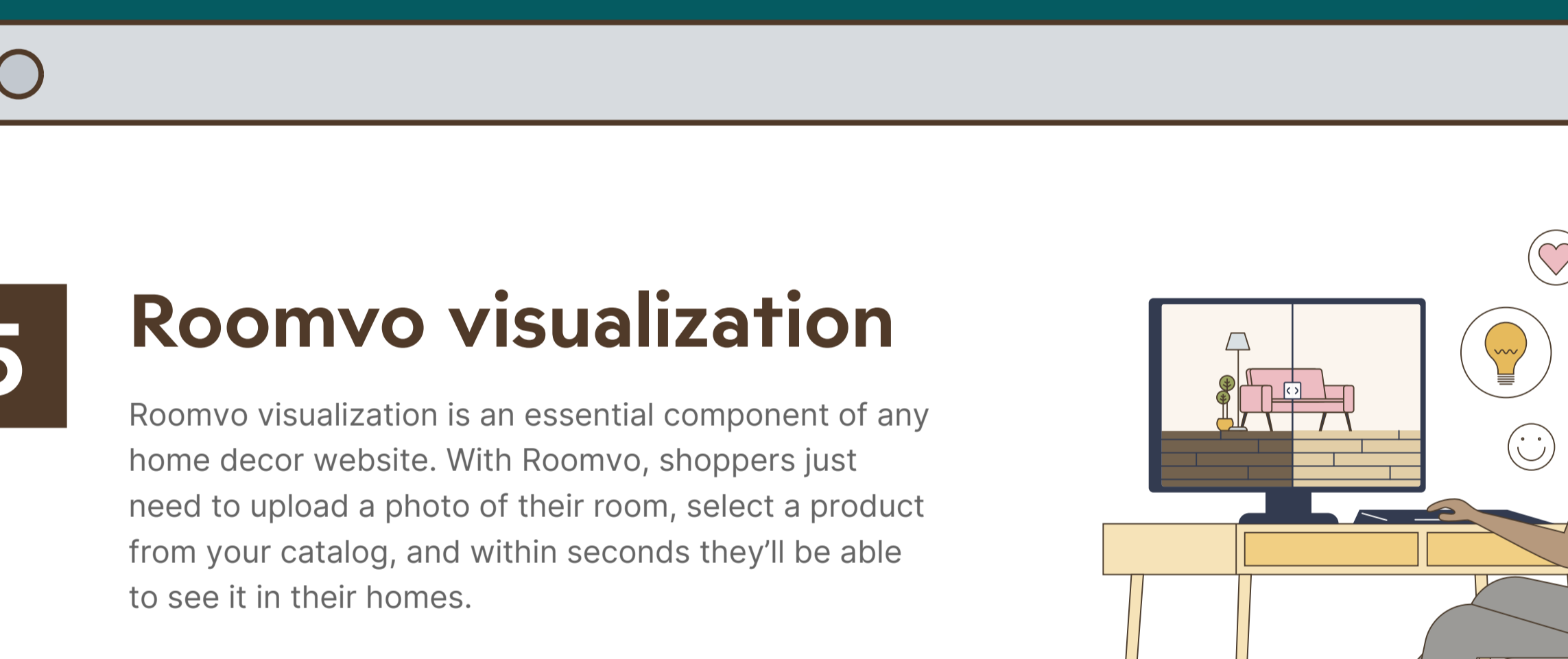
4 Real-life project inspiration

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

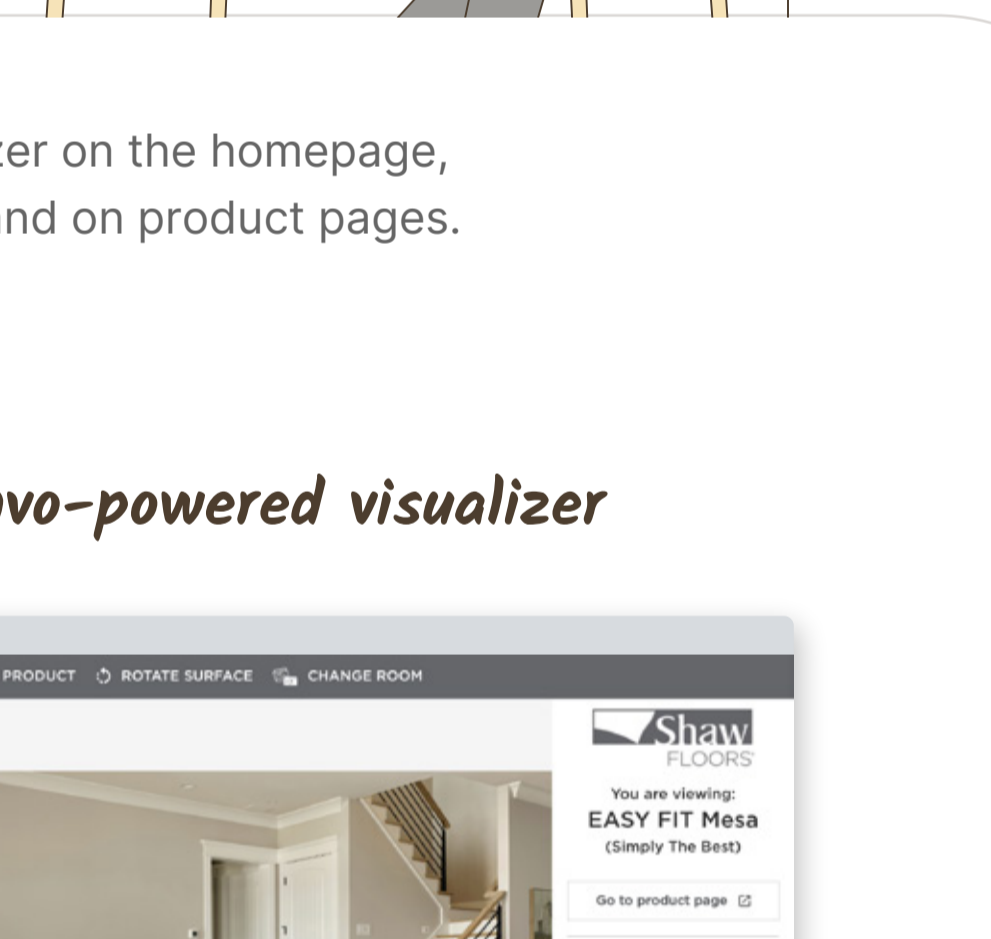
Daltile has a collection of Instagram posts on its homepage, shared by various home designers and decorators.



Instagram posts

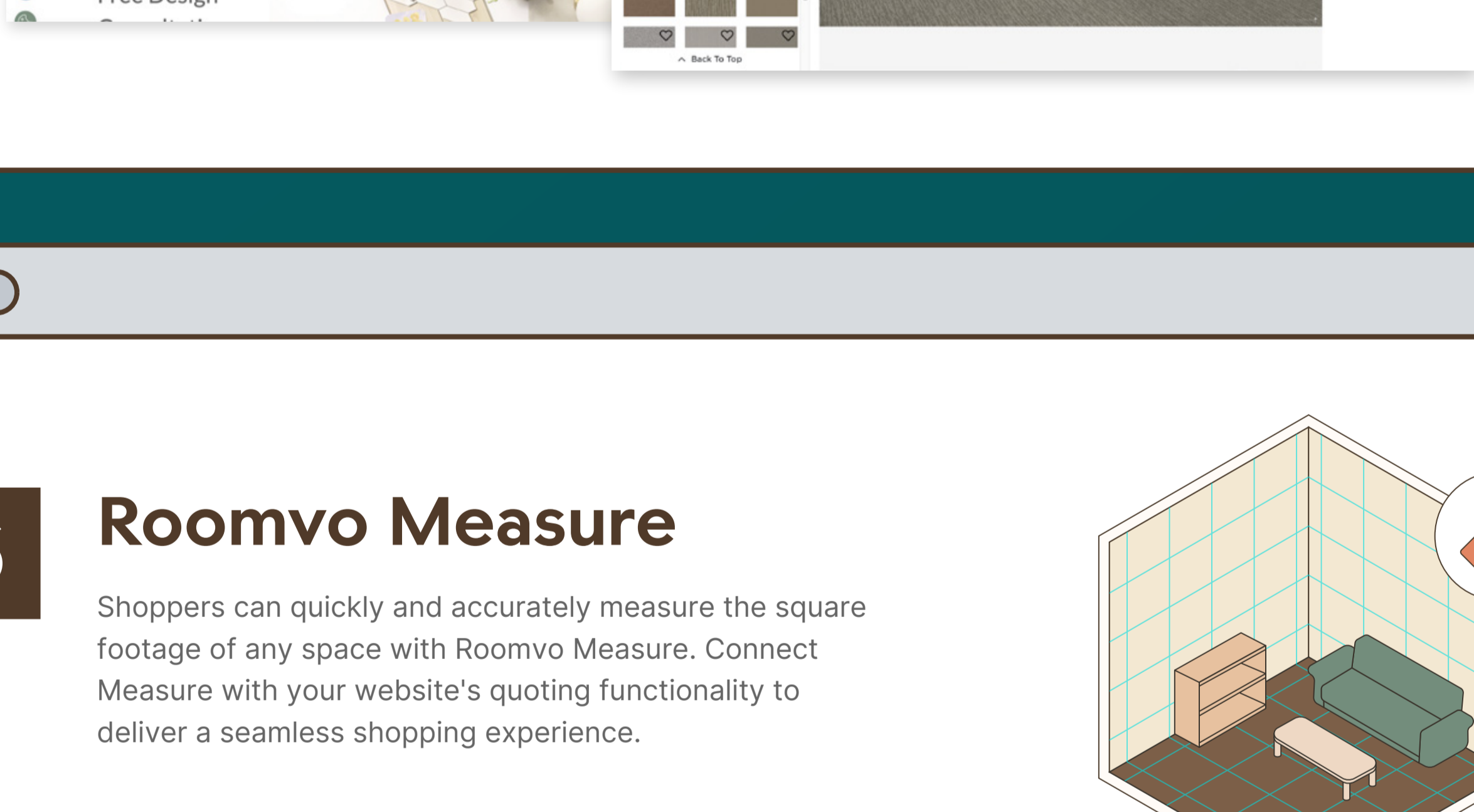
5 Roomvo visualization

Roomvo visualization is an essential component of any home decor website. With Roomvo, shoppers 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 homes.



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.

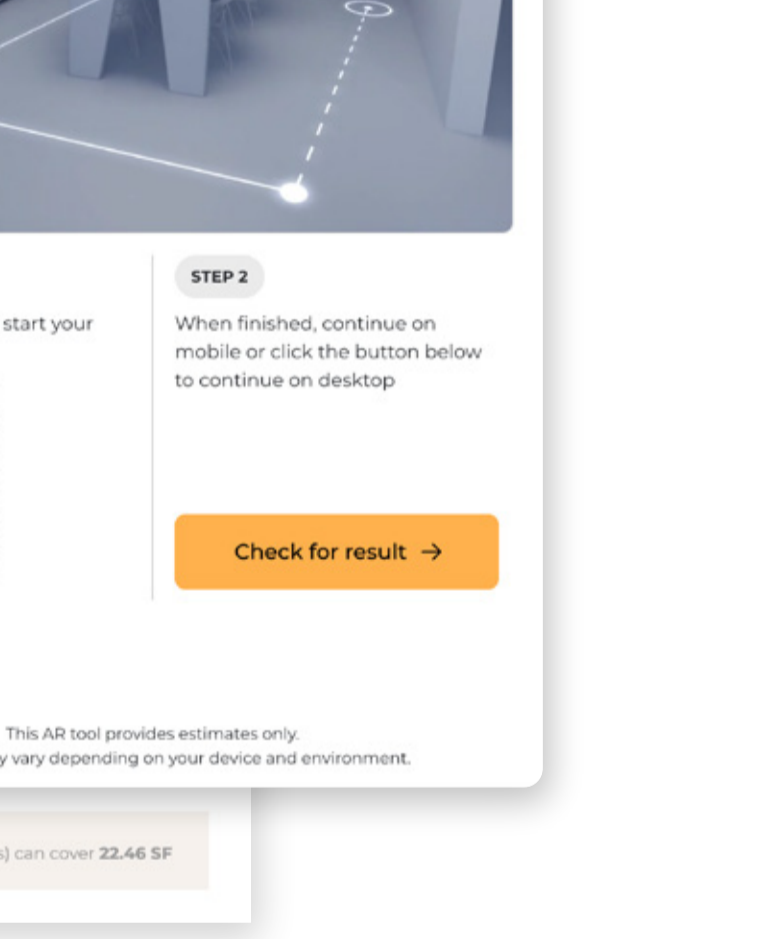


Dropdown option

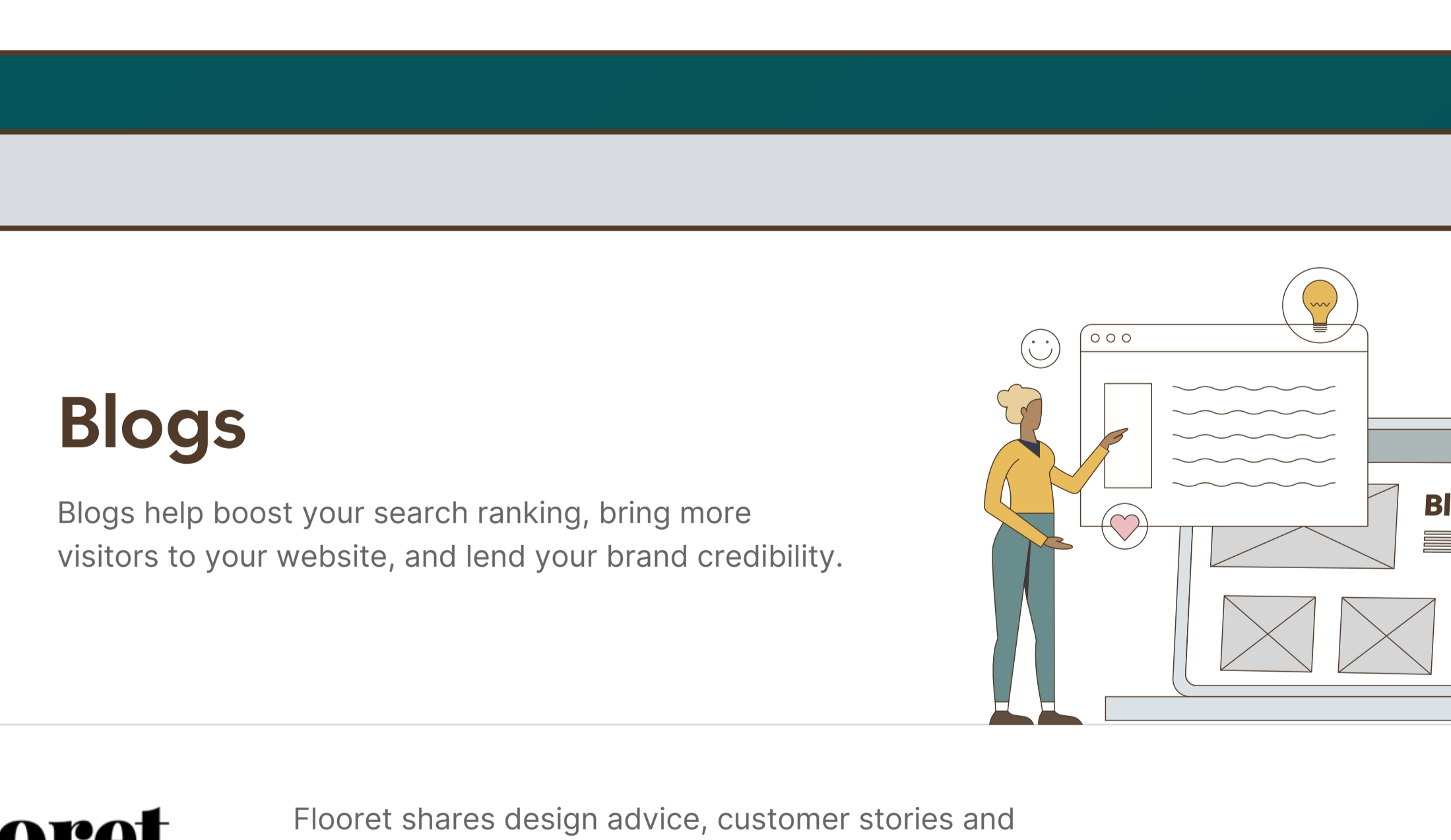
Roomvo-powered visualizer

6 Roomvo Measure

Shoppers can quickly and accurately measure the square footage of any space with Roomvo Measure. Connect Measure with your website's quoting functionality to deliver a seamless shopping experience.



Flooret

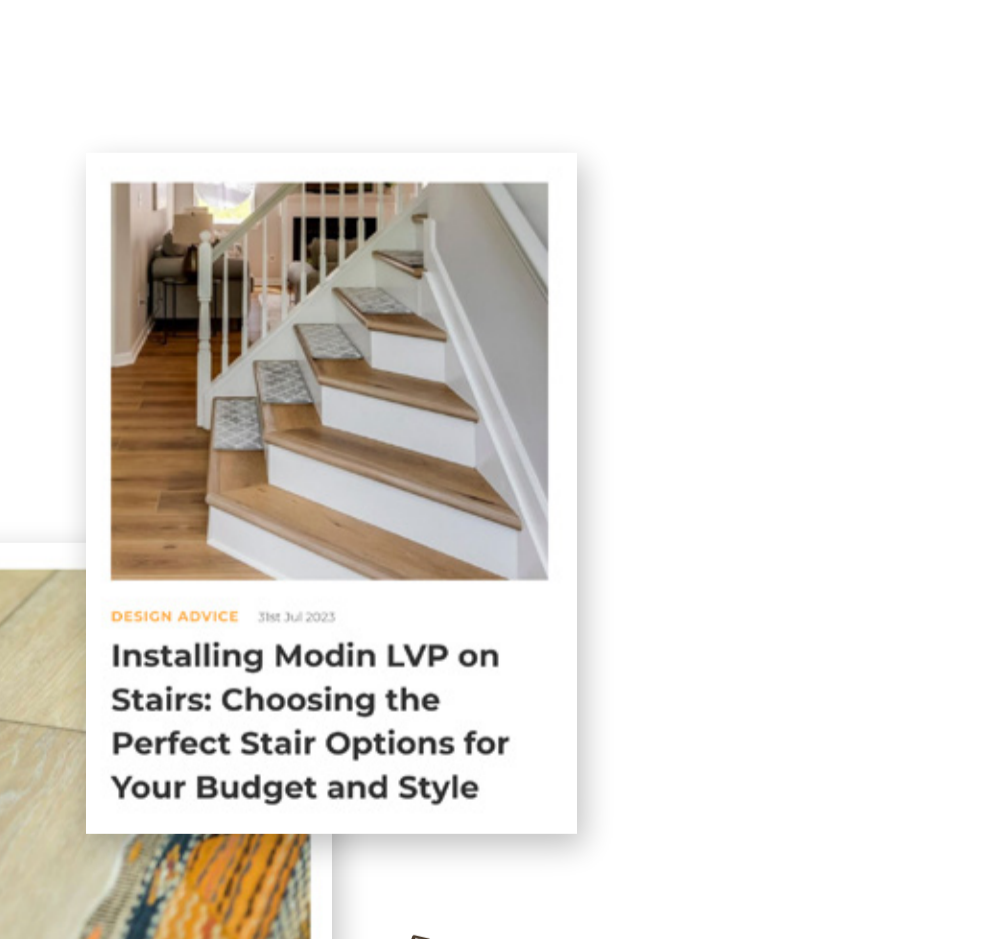


Roomvo Measure

Roomvo measure

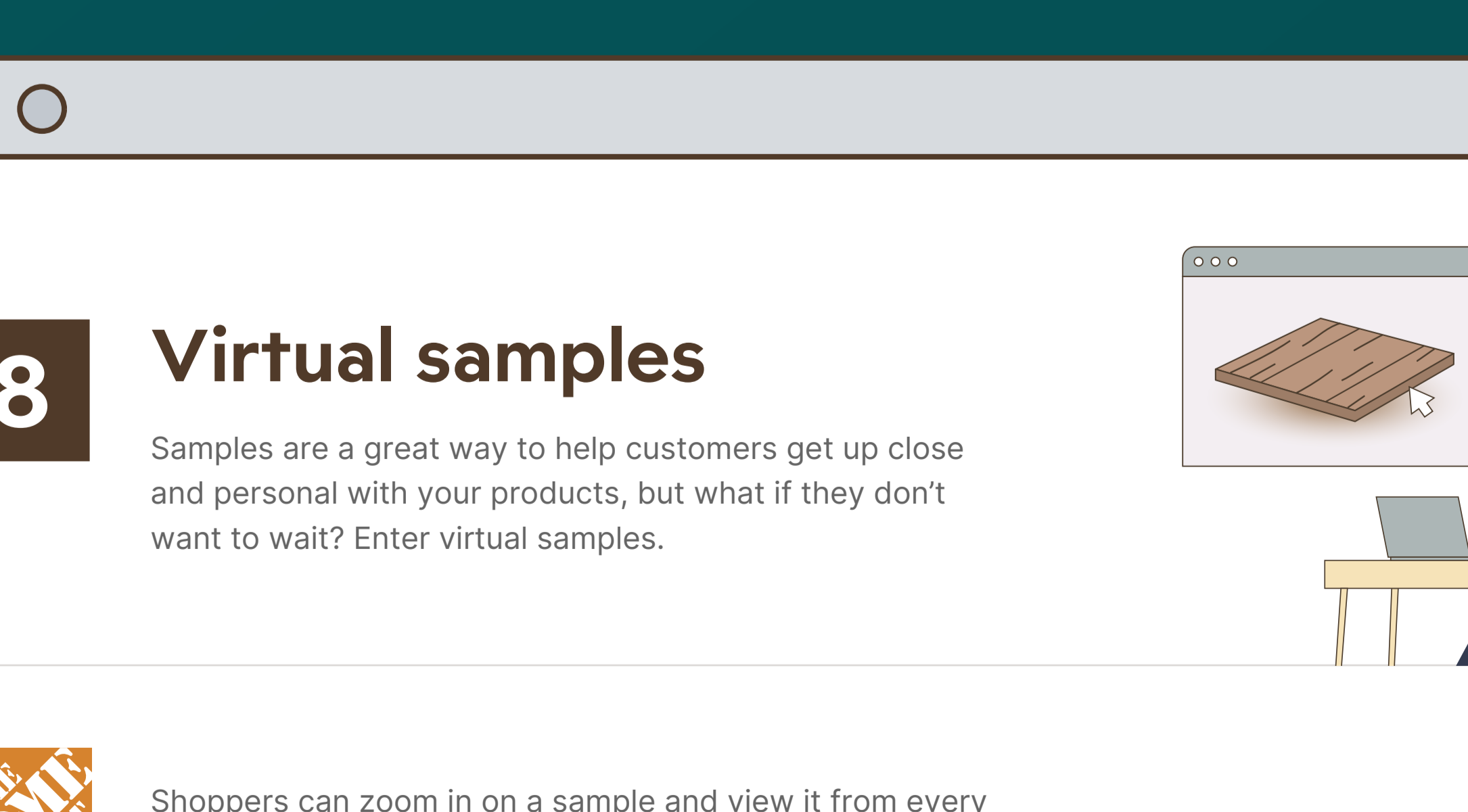
7 Blogs

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



Flooret

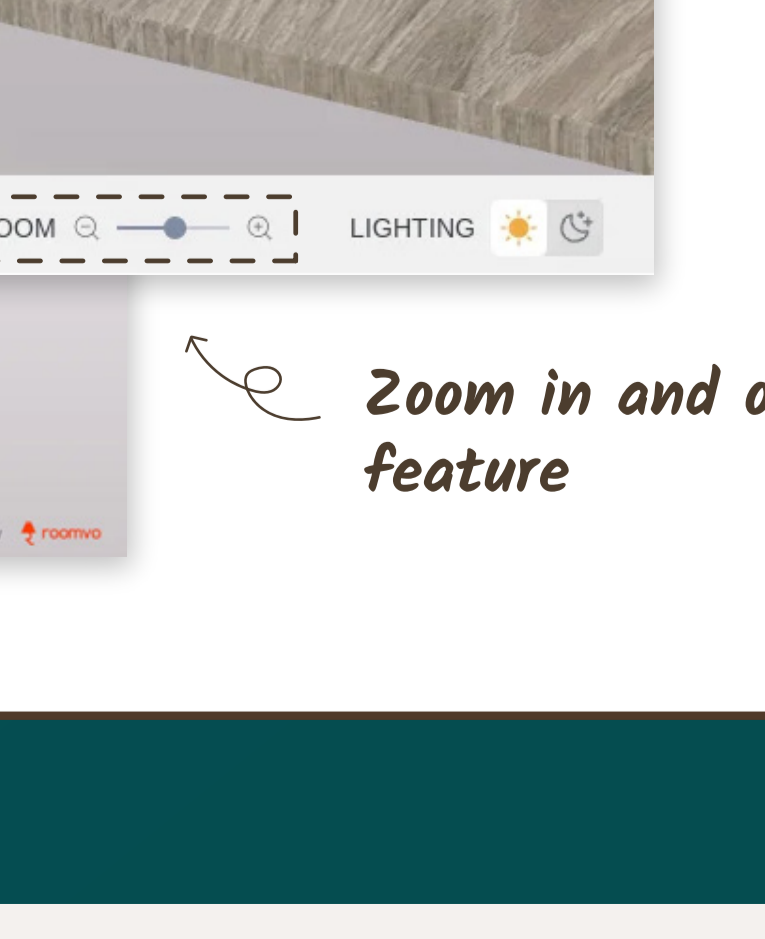
Flooret shares design advice, customer stories and industry trends on its blog.



Blog articles

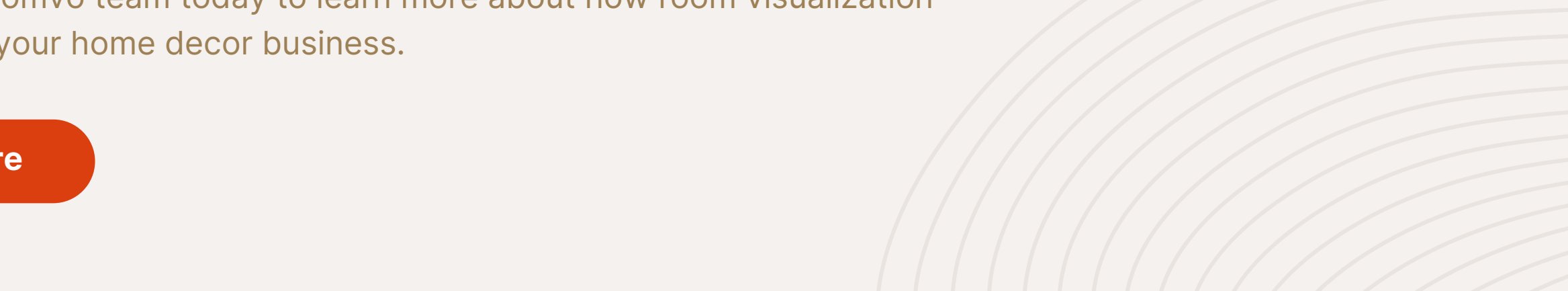
8 Virtual samples

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.



THE HOME DEPOT

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



Zoom in and out feature