

The Ultimate Guide to

# Navigating the Flooring Market During a Recession



Think bigger



## Why do Flooring Retailers love Visualsoft?

We've proudly driven eCommerce success through our platform, marketing services and strategic advice for a wide range of online Flooring Retailers, many just like you. Are you ready to remove your limits to grow too? If you are, you're in good company.



## Recession, you say? Been there, done that, **built sustainable businesses online.**

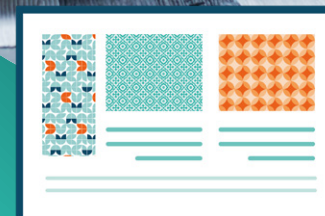
We're under no illusion that the next few years could be an uphill battle for many businesses all around the globe due to world economic factors and inflation.

With over two decades of eCommerce experience, we've been there and done this before. Even in tough times, we've helped our clients navigate the course, to secure sustainable growth.

Visualsoft is specialised in delivering exponential online growth for Flooring Retailers and Merchants through a combination of innovative websites, best-in-class marketing services and in-house eCommerce experts. In other words, we deal with your online presence, so you can do what you do best, and well, sell flooring!

We are proud to be powering many of the leading flooring eCommerce platforms in the UK, and with over 300 creative visionaries, ahead-of-the-curve developers and expert digital marketers across three UK locations we are uniquely positioned to support Flooring Retailers to drive their online growth potential.

On average our flooring clients achieve **520% return** on their ad spends





# Why do customers love our Flooring Retailers websites?

Grow online sales by 20%

Augmented Reality allows users to preview the flooring in their own room prior to purchase



**Flooring Retailers love Visualsoft because we get it!** This sector is filled with untapped potential, and with a number of leading Flooring Retailers already on our books, including **RunRug**, **Leader Floors** and **Flooring Direct**, we have fully immersed ourselves to understand the challenges, requirements and expectations of the customer when landing on a flooring site; powering us with the intelligence to carefully construct a site fit for Flooring Retailers and Merchants.

Flooring websites have complex needs, and it can be hard to find a website provider who can meet them all. But at Visualsoft, we love a challenge. And what some providers may see as an ambitious project to take on, we take the **learnings from our portfolio of Flooring clients**, and **over 20 years experience to drive innovation.**



## Flooring Your Clients

The online landscape is ever-growing, and constantly evolving. It is vital your website delivers a unique, seamless experience centred around **conversions**. People don't buy flooring every month, however online flooring sales have spiked since COVID. So to leverage this demand, your website must be at the top of its game. It needs to look the part, and provide an experience your customers will remember.

We know you need **Sizing Calculators** to easily calculate how many packs of flooring customers need to buy by simply entering their room dimensions. You need **Sample Requests**, allowing shoppers to request a sample prior to making a purchase. We get all of that.

We also know that to be a cut above the rest, you need **Augmented Reality (AR)** to allow a user to preview the flooring in their own room prior to purchase to grow sales by 20%. And that you need a **Basket Recovery System** to recover the abandoned baskets of shoppers who don't complete the checkout because 81% of shoppers abandoned their items at least once in 2020.

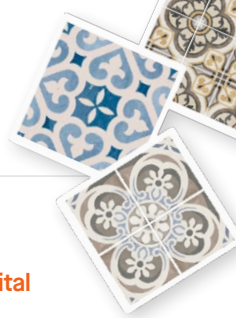
These are just some of the stand-out features Flooring Retailers should be maximising on and have as part of their arsenal to dominate the online flooring market. But the features we have don't just stop there.

**Whatever your ambition or desires for your eCommerce site, however bold or creative, our in-house experts can work up a solution that will leave you and your customers floor'ed.**

Basket Recovery  
**81% of shoppers**  
abandoned their items at least once in 2020



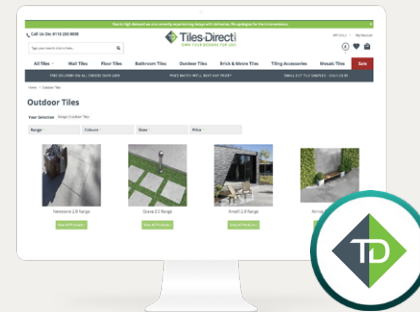
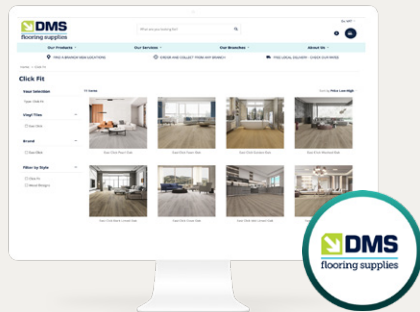
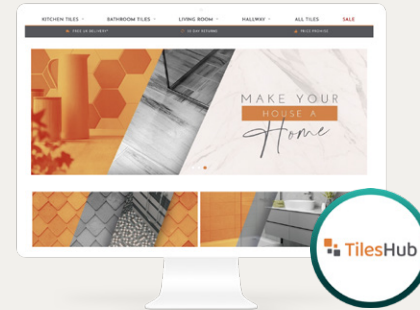
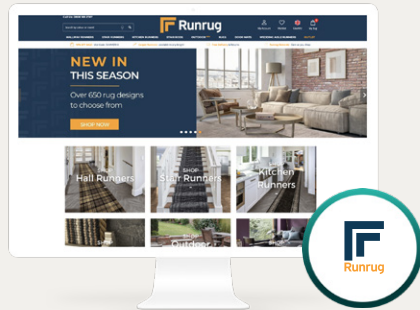
Yep! We've done our homework. We've been there and done this many times before.





# Good Flooring Transforms a Home, Good Websites Transform a Business

We've talked a big game about our ability to create amazing flooring websites, but you don't just have to take our word for it, let some of our sites and customers speak for themselves.



We wouldn't have the multi-million pound turnover we do today if it wasn't for the Optimum partnership. Visualsoft is a fundamental part of our eCommerce growth plans and I couldn't imagine us being with any other platform or marketing agency.



Myles Shaw - RunRug



# Marketing Excellence



Having a reliable site designed to provide the ultimate shopping experience for your customers is the foundation of building your online presence.

But the real icing on the cake is having experts at hand to help put your products in front of the right people at the right time, and that comes with marketing excellence. We're talking about **award-winning marketing teams** who have been there and done it 1000's of times before. Like the teams Visualsoft have in-house.



## Email

We know that Flooring requires more thought when going ahead with it. There's a lot to consider. So **nurturing your customers through email with helpful guides, sales, and inspiration pieces** is essential and very effective. For example, you can not only educate prospective customers you can get feedback or reviews following purchase.



## PPC

**Flooring Retailers are returning 520% of ad spend, this means every £1,000 they get over £5,200.** This is the most aggressive and competitive way to win business, everyone is doing it which means you need someone who is the best at it. And it just so happens **Visualsoft have nearly 20 Flooring Clients and are in the top 3% of PPC Agencies in Europe.**



## SEO

**Content is king.** Especially in the field of flooring. Customers can benefit from how-to flooring guides, inspiration guides and detailed product information. Through this relevant content, you can **drive high quality traffic to your website.**



## Organic Social

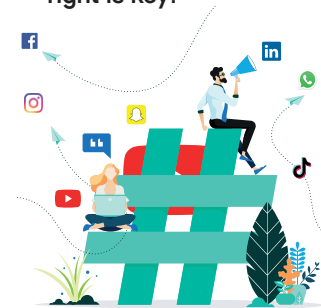
Due to flooring being such a considered purchase, and the competitive nature of the flooring industry, **any traffic you drive to your site needs to be leveraged.** Initiatives such as retargeting is vital in **engaging and converting** those who have found their way to your site. With flooring falling in the realms of home transformation, it comes with a visual and inspiration aspect.

Which is why **maximising the potential of paid** on visual platforms such as Instagram and Pinterest can impact your conversions. In the last 12 months, **4.25 billion impressions, 18.8 million clicks and 12.6 million searches can be associated with flooring on Pinterest alone.** This is a large customer base you could be missing out on.



## Paid Social

For many, Flooring clients struggle to get social to work for them, but due to the visual element and the **importance of social proofing, getting your brand and organic social right is key.**



## CRO

Whilst flooring sites need to look the part to inspire your customers and captivate them to make a purchase that will transform their home, **optimising your site to increase conversions is just as important when it comes to growth.** Our Conversion Rate Optimisation team is specialised in knowing how to improve the customer journey to increase conversions and ROI.

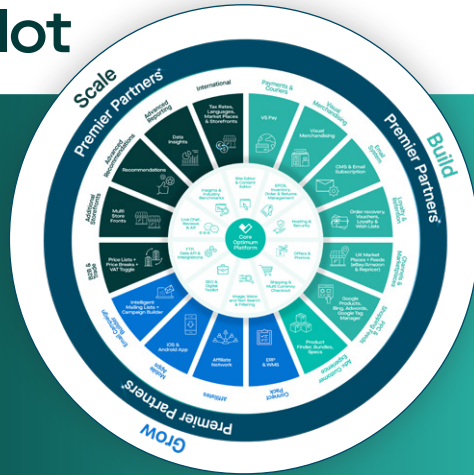




# We've done this 1000's of times and Flooring has taught us a lot

Visualsoft is feature-rich, leverages partnerships with industry leaders, and is reliable.

Using our in-house experts and Smarter eCommerce approach, we align your technology, marketing and strategy to help you achieve your eCommerce ambitions.



The key to **unlocking the door to eCommerce success is strategy**. Everyone has a website and marketing agencies. But much like underlay is the foundation to a long-lasting carpet, **experience and expertise** is what underlies a good strategy, enabling your business to reach long-term sustainable growth. It's what lies beneath that really matters.

We get that whilst you need an **amazing site to engage your customers**, driving growth comes from your marketing and strategy. And at Visualsoft, our **Optimum Solution** means you'll get all three, working together in tandem.

Our reliable, **feature-rich platform** allows you to leverage our partnerships with industry leaders, so you can stand out from the crowd. You'll also have **access to our in-house experts** who align your flooring website with your marketing and strategy, to help you achieve your ambitions.

To find out more about how Visualsoft can help you your flooring business

Visit: [www.visualsoft.co.uk](http://www.visualsoft.co.uk)



# Save On Costs With Our Performance Based Approach To Beat Inflation In 2023



You might be attracted to platform and marketing providers whose monthly fees seem too good to be true. We hate to break it to you, but that's usually because it is too good to be true.

Ever heard of the saying **'you buy cheap, you buy twice'**? This is even more pertinent in the world of eCommerce. As soon as a user lands on your site you have milliseconds to make a good impression before they make a swift exit.

Which means, your **flooring site needs to be at the top of its game** when it comes to **user experience**.

You may be wondering what any of this has to do with total cost of ownership?

Well, for many platform providers, all you'll get is your site. So when you're looking at these low costs, that's because you're actually getting the bare minimum.

For added extras that improve the customer experience, that market your products to your customers, and expert support to ensure you're heading in the right direction, these are all added extras that you'll most likely need to pay for. And we're not talking pennies.

Long term, these added on-going costs for features such as **sizing calculators, find a fitter, upselling, or basket recovery** will soon add up and can be a huge influence on your financial performance.

At Visualsoft, **our prices are transparent. The price you see is the price you pay.** And whilst our prices may initially seem higher than other potential providers, our total cost of ownership is much lower, and includes everything you could possibly need to reach success online - and more. You'll only ever be charged for non-essential ad-ons. So forget the low monthly fees and hidden costs, and opt for transparency in your provider!





Visualsoft

To find out more about how Visualsoft can help you navigate the course to secure sustainable growth for your Flooring Business online, get in touch today by visiting our website [www.visualsoft.co.uk](http://www.visualsoft.co.uk). Through the power of our innovative eCommerce platform, our own industry experts and marketing solutions tailored to you, we can help with your online journey, even through tough climates.

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