

8 DIGITAL MARKETING STRATEGIES FOR INTERIOR DESIGNER BUSINESSES IN 2024 (UPDATED)

- 1 Create a professional website of your business
- 2 optimize your social media profile and website
- 3 create video content as much as possible and create general awareness
- 4 Collaborate with influencers
- 5 provide free digital products to your potential clients
- 6 collect your clients video testimonials
- 7 Run ads for new clients
- 8 Create a "customer avatar" of your Ideal client

There are 148,377 interior designer businesses in the US as of 2023, an increase of 5% from 2022. And as of 2024, there will be exponentially more hikes in 2025 as well. Why not show yourself as an expert in your market without even negotiating with your clients and instead charge for your services as per your choice? It just requires effort and a little understanding of your market, with skills much more important. Make sure you implement all these strategies once before going ahead with another blog because these are tested and proven in the market.

Create a professional website of your business

It acts as an online store of yours that speaks for you; instead, you are promoting yourself by spreading business cards to people. Of course, you can do that while you meet someone in person, but digitally, it provides you with authority as a website of yours. Create a professional email as well as the

domain you have bought.

Blog page optimization

- > add your social handles as well.
- > add a lead generation form smartly in your blog page.
- > Track your blog visitor's insight by using Google analytics.

Optimize your social media profile

Creating a social media profile is a different thing, and optimizing it to get it to work for you and get clients is different; it involves audience awareness and helps you interact with them to convert leads for your business. Facebook optimization and Instagram page optimization both involve different strategies, but we need to create content that is flexible and can go with different platforms.

Facebook page optimization

- > Create a business handle.
- > Add as much details you can add on Facebook handle about your business and fill you're about section.
- > Upload a profile picture which symbolize your brand.
- > Never go for ads if you have just created your page instead create post and upload it at least for 2 days.
- > Then run ads as per your budget, but before that, you make sure you have made your landing pages.

Instagram page optimization

- > Create a business handle.
- > add as much details you can add on Instagram handle about your business and be very precise about it.
- > upload a profile picture that symbolize your brand.
- > never go for ads if you have just created your page ; instead, create post and upload it at least for 2 days.

> Then run ads as per your budget, but before that you make sure you have made your landing pages and URLs.

Create video content as much as possible and create general awareness

Here YouTube works best as it gives you a separate platform to create your brand in terms of videos. nowadays, video content is on trend it can get a high range of reach for you, but make sure to add a link over there for collecting free leads for your business in your caption or in description, Which can be a digital product freebie or just for a consultations.

Collaborate with influencers

Collaboration with influencers can do wonders for you if it is done perfectly. collaborating with the influencers that are in your niche is a perfect strategy to boost your social media handle following and even great in increasing reach , as well but make sure you actually get leads as well while doing that.

You can share a post mutually on your handles.

Or do live on Instagram specifically by aligning your services with well-regarded influencers, you boost your credibility and visibility in the market without putting in so much effort.

Provide free digital products to your potential clients

in this, we will discuss how just by creating a free digital product for you potential clients can provide you converting leads can be shared either through blog post, just by running an ad on your social media handles, or just by creating a simple landing page and adding it to your YouTube channel description or in the video specifically.

Collect your clients video testimonials

If you have already work with your existing client, make sure you are collecting testimonials from them. If you can get referrals from them, that's great, but make sure you at least collect testimonials from them in the form of a video. You can then upload it to YouTube and add a link to your blog post.

Run ads for new clients

Running ads can be a nightmare for a few business owners, but if done strategically, they can give you potential leads for upcoming business. But make sure your purpose of running ads should is to make them click your landing page instead of just running ads straight away for your service. Collect leads from there and nurture them for one or two days first, or straight away book them for your free consultation or for your free workshop if you feel like you can conduct.

Create a "customer avatar "of your Ideal client

Instead of targeting everyone, try to create a perfect customer avatar of your client. This is crucial because it will give you lot more credibility in specific niche of yours. You will get attention from your ideal clients, the probability of converted them as a client will become easy for you. Hence, if you do want to cater everyone, you can do it after doing this for a very longer amount of time. To do that you need this following details:

- > Niche down
- > Choose gender as well "if required"
- > choose occupation of you ideal client.
- > Find amount of time they spend on internet and on which platform.
- > Find out an age range where your ideal client falls.
- > Where they reside can be a block or region.
- > Where you ideal client works (occupation)
- > and there you are, ready to go :)

CONCLUSION

Experiment as much in terms of marketing in your interior design niche and niche down your services as much as you can and create a perfect offer for your clients to help them so that your clients can take your services straight away with a "yes" provide 2x value before pitching for your service