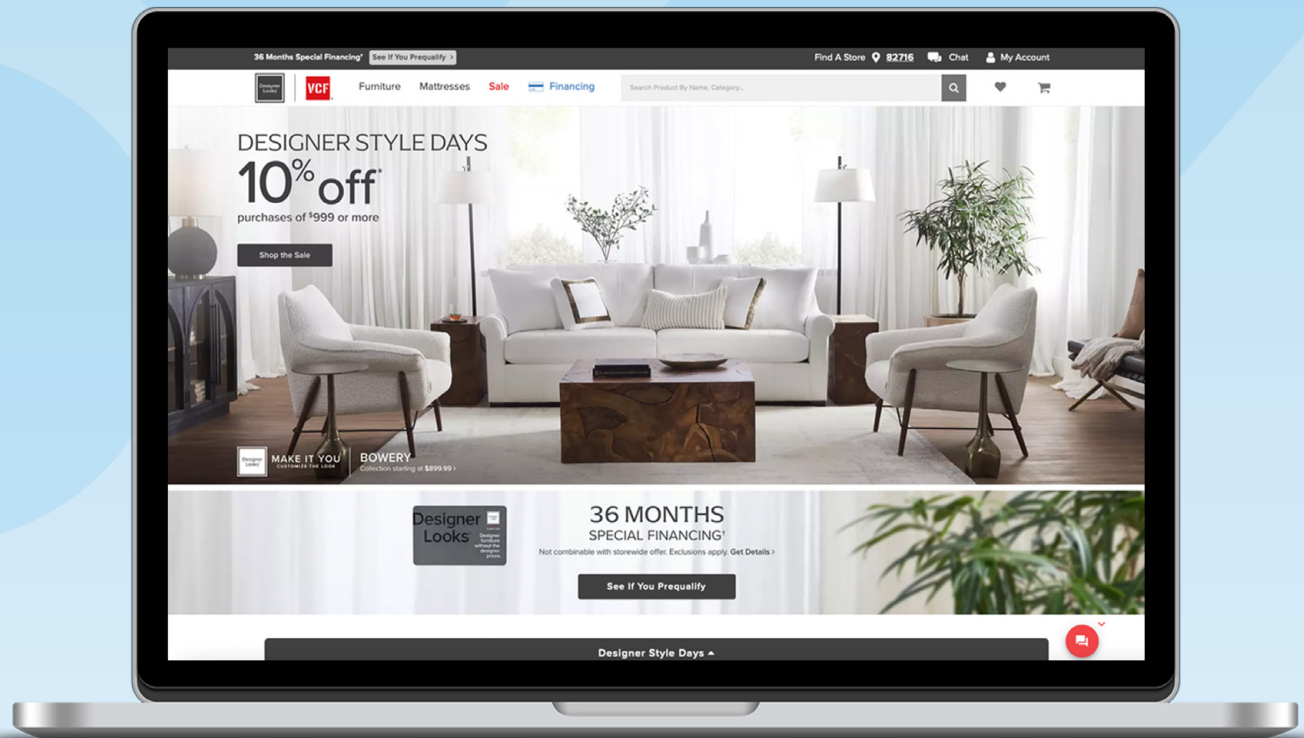




Furniture Ecommerce:

# A Digital Marketer's Guide

Nearly all customers visit your website before they walk into your stores, making your website a critical component of your overall marketing strategy.



In today's digital-first landscape, you need a website that offers:

- Tools to create, manage, preview, and schedule content and promotions
- The ability to create and execute complex online promotions that align with your stores
- Personalization and segmentation tools to offer curated landing experiences.

Traditional ecommerce platforms are not designed for the complexities of furniture, making it difficult to implement these critical marketing tactics. That's why we built the Blueport platform.

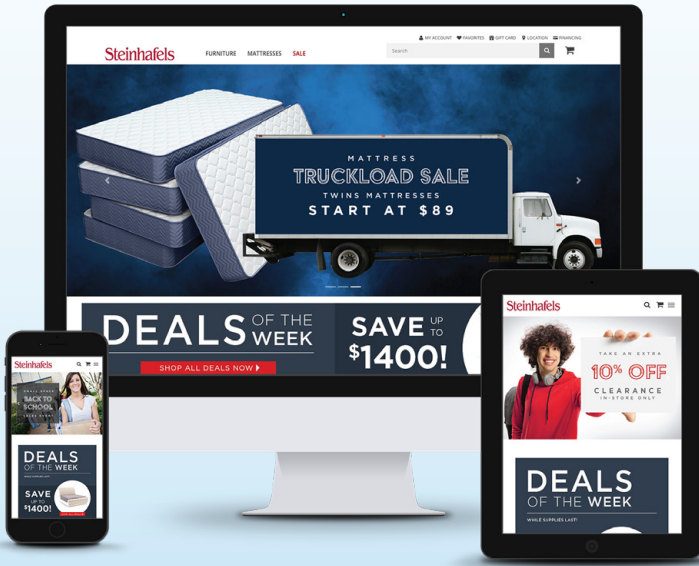
# The Blueport Solution

Blueport offers your marketing team a comprehensive suite of tools to power your online marketing strategy.

## Why Blueport?

With Blueport, you can...

- Optimize all stages of the shopping funnel with native marketing features and tools
- Turn your website into a powerful marketing tool to build brand visibility and drive revenue, in-store and online
- Reach your customers with seamless, personalized online shopping experiences
- Support the entire furniture buyer's journey and drive traffic to your showroom.



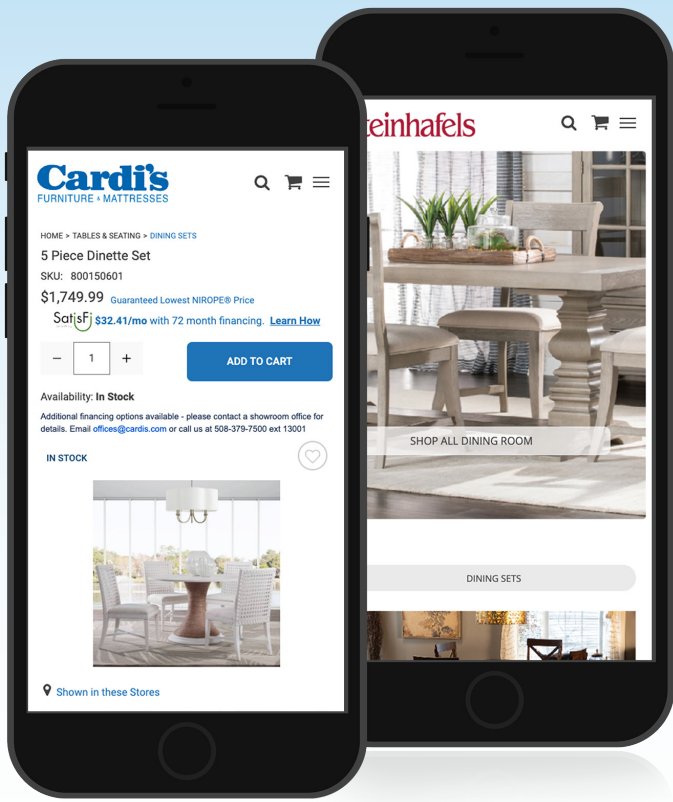
## Features To Features to Power Your Online Marketing Strategy



### Online Promotions and Events

- Create in-store promotions online
- Create urgency with sale-ending messaging, including countdown clocks on the final day of an event
- Build public or private coupons, including one-time use codes
- Configure coupons based on applicability and exclusion rules, including dollars off, buy one get one (BOGO), and more
- Manage promotion combinability rules, allowing shoppers to see the impact of alternate available promotions
- Display financing offers and disclosure requirements
- Create promotions based on date, time, or region





## Scheduling and Previewing Content

- Create, manage, and schedule promotions in advance and preview how the site will render
- Schedule local pages, page content, and promotions to the minute
- Review or preview full site experiences for any region, segment, or time frame — past or future



## Strategic Site Content and Marketing Messaging

- Develop strikingly visual content pages
- Employ easy-to-use tools for real-time marketing asset changes
- Utilize promotional banners, custom landing pages, and location-specific website content for a personalized customer experience
- Create unlimited landing pages and custom pages using either templates or code
- Design relevant, dynamic landing pages for your marketing campaigns
- Communicate the variety of product options with beautiful collections and whole room shopping experiences





## Responsive Design

- Ensure your website renders consistently across all devices
- Enable cross-device shopping
- Keep your site at the top of furniture search results



## Personalization

- Create segments through inbound links or clicks on website content
- Display website content and pages based on segmentation
- Personalize the shopping experience by using easily configured attitudinal segments for content most relevant to a user's journey
- Deliver personalized promotional messaging, landing pages, merchandise, and real-time product suggestions



## Local Marketing

- Use geolocation to locate shoppers and distribute localized content
- Allow shoppers to locate their nearest store and view address, showroom hours, pickup hours, and more
- Deliver consistency between ecommerce and brick-and-mortar locations
- Display localized marketing, sales, delivery options, and more



## User-generated Content

- Utilize social proof to increase brand loyalty and trust
- Inspire shoppers and influence purchasing decisions
- Allow shoppers to ask questions, post reviews, and share pictures and videos of their new purchases



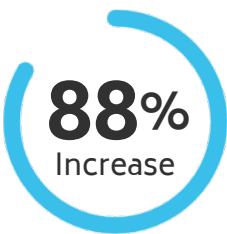
## Measure Marketing Campaign Performance

- Utilize preconfigured Google Analytics tools to continually optimize and improve your marketing strategy
- Track traffic, conversions, and more for informed decision-making
- Compare performance to Blueport Platform benchmarks



## Continuous Improvement

- Use Blueport's native marketing tools to evolve, improve, and refine your marketing strategy
- Rely on Blueport's continual stream of enhancements to provide you with the cutting-edge tools you need



Blueport customers who have leveraged the native marketing tools have seen increases in their website conversion rate by up to 88%.

## Rely on Blueport for Your Ecommerce Marketing Strategy

A solid ecommerce marketing strategy starts with technology that empowers you.

Blueport is the ultimate all-in-one furniture ecommerce platform, giving you the tools you need to implement, update, and optimize your marketing plan.

Contact us today and see our out-of-the-box marketing tools in action.

[Contact us](#)