



Your Strategic Showroom

Sarah Reep

**Director, Designer Relations
and Education
Masco Cabinetry**

Denise Butchko

**Business Advisor, Author,
Professional Coach and Trainer
Butchko & Company**



HOW TO PLAN AND PROMOTE Your Strategic Showroom TO BRING BUYERS TO YOUR DOOR

What We'll Cover

- Making Showroom Trends Work for You
- Marketing Your Showroom
- Q & A



Denise Butchko

- Certified closet designer for 15+ years and author of two books on closet design
- Consultant, teacher, coach, and trainer
- Judge for the closet industry's annual Top Shelf Design Awards
- Writer/blogger for The Wood IQ and The Woodworking Network
- Specialized expertise in content marketing, including blogs, email, and social media

Denise Butchko, Registered Storage Designer
denise@butchkoandcompany.com

www.butchkoandcompany.com – 312.880.7307



Software You Can Build On™

**Woodworking
Network**



A Selection of Denise's Courses

- Closet Design 101
- How to Design a Walk-in Closet
- Boutique Inspired Closet Design
- How to Sell the Value of Closet Upgrades
- How to Do Online Closet Design Consultations
- How to Reach Architects, Remodelers, and Designers
- Do You Struggle with Creating Content?
- How to Make Social Media Work for You



Denise Butchko, Registered Storage Designer
denise@butchkoandcompany.com

www.butchkoandcompany.com – 312.880.7307

Sarah Reep



- Kitchen and bath industry expert for 20+ years
- Featured columnist in *Kitchen & Bath Design News*
- Advisor to ABC-TV's *Extreme Makeover: Home Edition*
- Tracks tastes and trends through the lens of the homeowner and the kitchen and bath designer

Sarah Reep, ASID, IIDA, CMKBD, CMG, CAPS

Sarah.Reep@MascoCabinetry.com

734.205.5658

Offer Clients a Hands-On Experience

"As much as our new online age has reshaped our shopping habits, what happens in the showroom continues to drive the sale."

20 Kitchen & Bath Design News • September 2010

age has reshaped our
pens in the showroom

2010

- **Make it real** – with samples. Some customers may have more of a practical or physical idea of what a product or service is than others. So, use a real-life example, or a working prototype, to show them that it's a digital product in the end. For example, send them a physical prototype of a new product or service.

Year	Current (%)	Alternative (%)
1950	7.0	7.0
1960	7.5	7.5
1970	8.0	8.0
1980	8.5	8.5
1990	9.0	9.0
2000	9.5	9.5
2010	10.0	10.0
2020	11.0	11.0
2030	12.5	12.0
2040	14.5	13.5
2050	16.0	14.0

And it's not high-contrast lighting that complicates the trip. Good lighting is critical to preventing production-line errors and color differences, especially. Consider what lighting setup will work best with your ceiling. Or worse: How can your

STYL GUIDE



DESIGN



2



kitchen & bath DESIGN NEWS

The leading business, design and product resource for the kitchen and bath industry.

**2016 CABINET
STYLE & DESIGN
GUIDE**

**Creating Usable
Spaces for All**

**Open & Adaptable
Shower Designs**

KITCHEN & BATH INDUSTRY ASSOCIATION

Sarah Reep, ASID, IIDA, CMKBD, CMG, CAPS
Sarah.Reep@MascoCabinetry.com
 734.205.5658

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KITCHENS FOR THE **REAL** LIVING ROOM[®]



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MASCO
C A B I N E T R Y

A red octagonal sign with white text that reads "PLEASE NOTE!".

**PLEASE
NOTE!**

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Your aim is to create showroom spaces that make it easy for homeowners to:

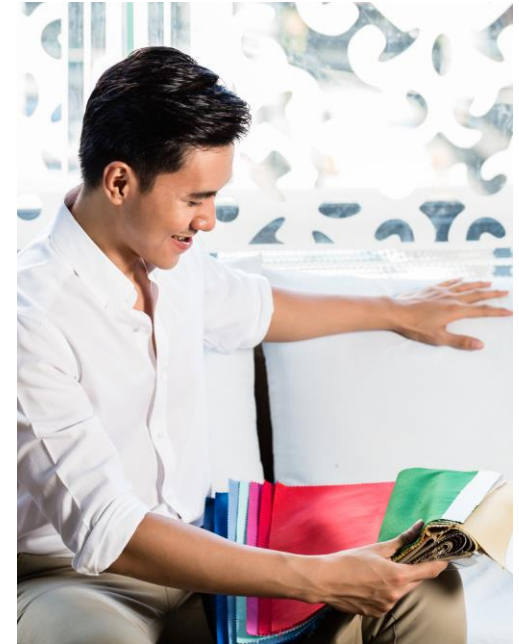
See



Touch



Feel



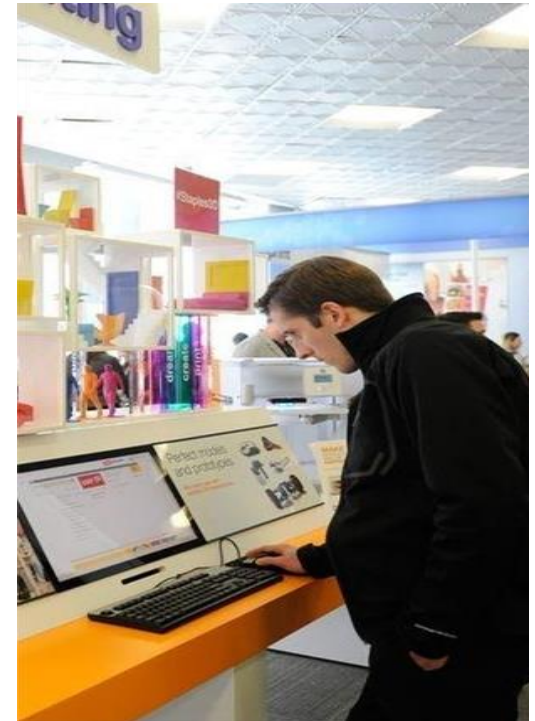
Consult



Select



Buy



Design your showroom to support your buyer's journey.



Break down the barriers.



Provide good sightlines and flow.



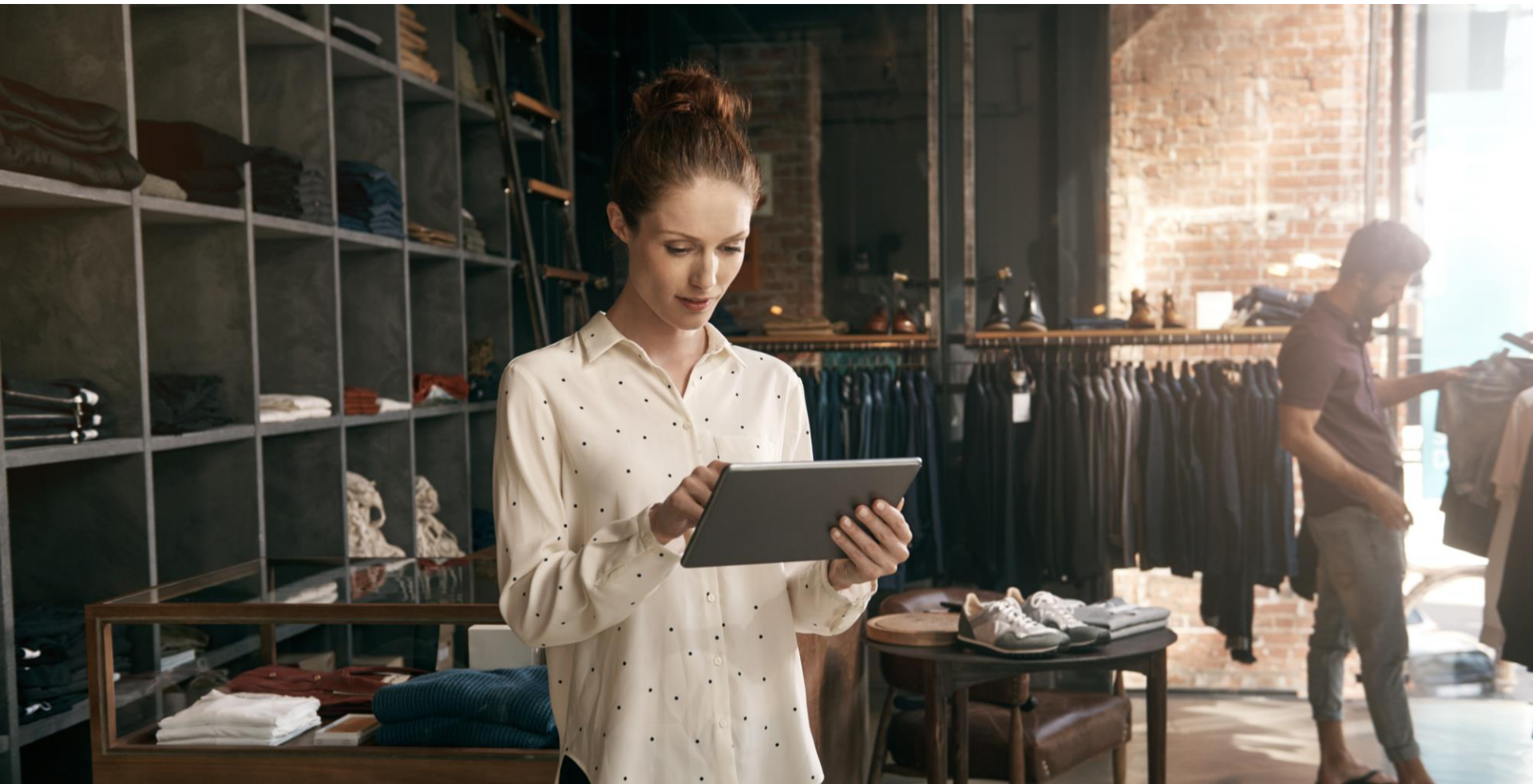
Be prepared for your well-prepared customer.





Relate to your customer's online shopping.

Provide a showroom experience both real and virtual.



Engage and personalize to them and their project as quickly as you can.



Create collaboration stations, strategically placed.



Consider having an in-showroom Design Studio.



Remember the lighting and times of day's opportunities



Think like a theater director.



Light for accuracy and acuity.



Plan for 24/7/365 lighting.



You'll lower your costs by improving your showroom's results.





Let's work together to make the trends work for you – and **Your Strategic Showroom.**

Sarah Reep, ASID, IIDA, CMKBD, CMG, CAPS

Sarah.Reep@MascoCabinetry.com

734.205.5658



In **Your Strategic Showroom**,
to sell more...
...you shouldn't need to sell at all.

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Experience Marketing
Storytelling Marketing
Human-centered Marketing
Connection Marketing
Getting It Done



Forget the “have’s.”

Focus on the “have-done’s.”

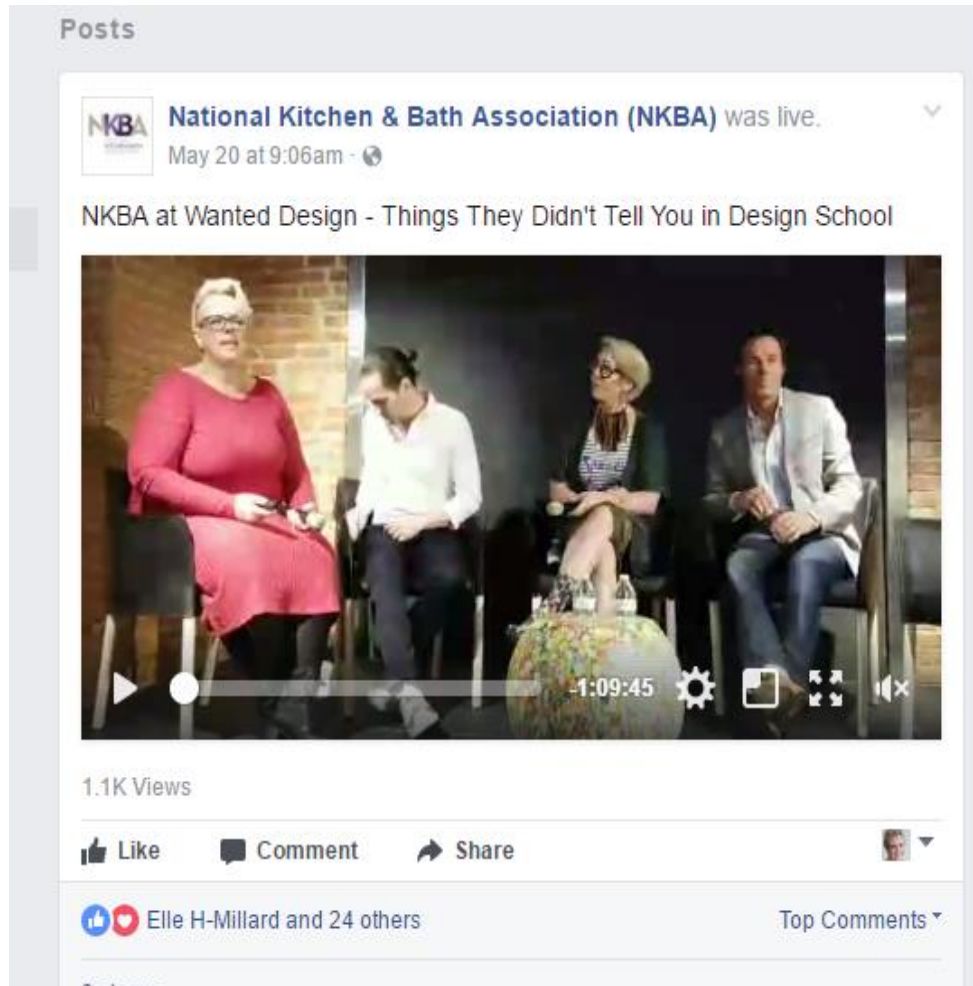


“If you’re gonna own something, own the experience.”



What experience does your showroom provide?





Feature your showroom
on Facebook LIVE.

Food and drink bring people in ... and keep them hanging around.



Three rules:

1. Video

2. Video

3. Video



A photograph of a woman with dark curly hair, wearing a patterned top, standing in front of a green wall. The image is framed by a concrete ledge at the top and bottom. Text is overlaid on the right side of the image, and a logo is at the bottom right.

To be at the top
of the kitchen game,
you need talent,
experience, and Yadira.

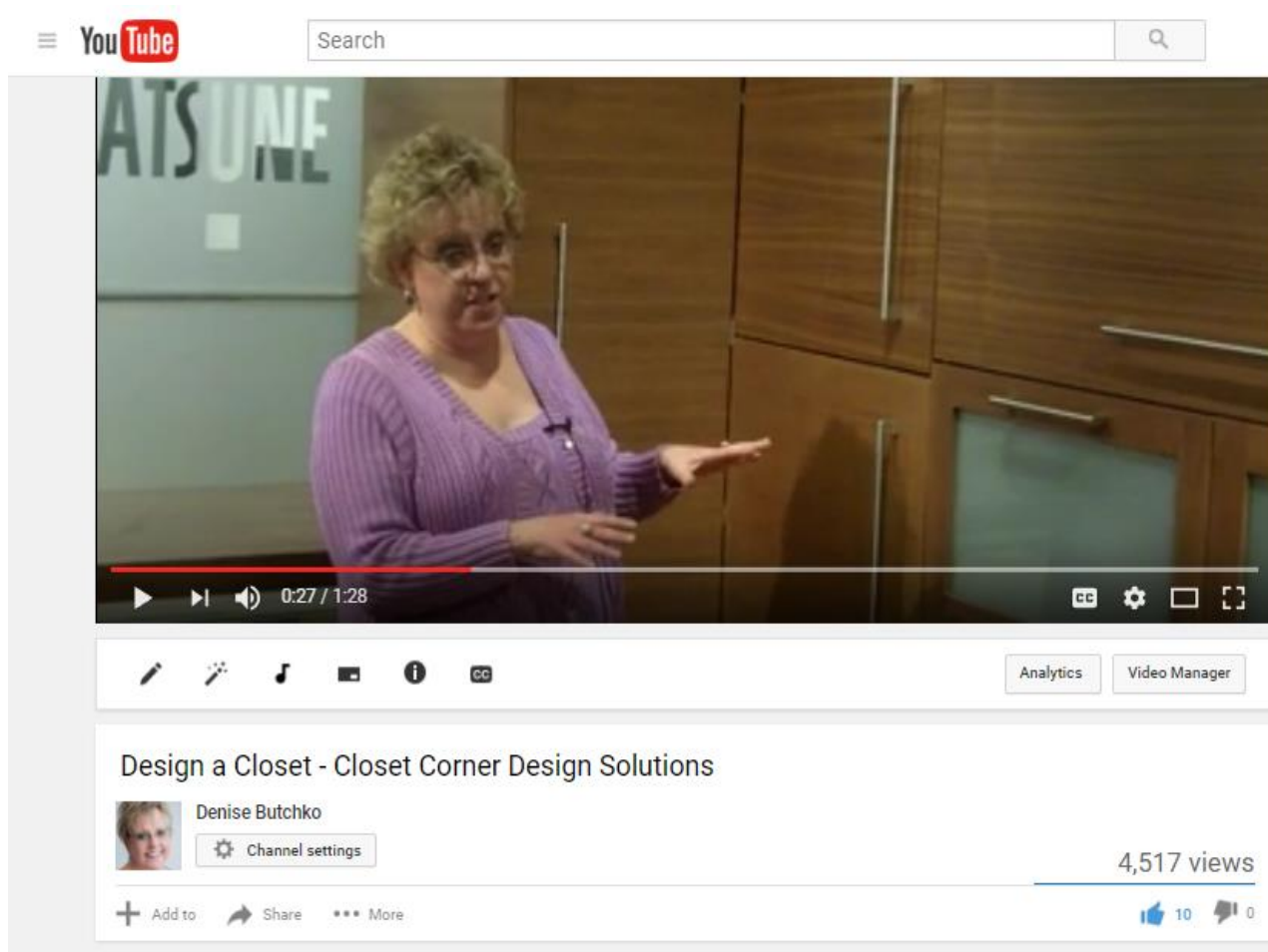
Yadira Hernandez
Sub-Zero and Wolf
Trade Rep
Northeast Region

An expert in Sub-Zero and Wolf products and showroom resources, your local trade rep is your partner in design, your key to smoother projects and a more successful business. To find yours, contact your local showroom. subzero-wolf.com/traderep

SUB-ZERO WOLF
SHOWROOM

This ad appeared on the back cover of *Kitchen & Bath Business* magazine.

The most popular videos are “explainer” videos.



On a lifestyle blog, you never know who will post what.

COOKSMARTS

RESOURCES ▾ MEAL PLAN SERVICE ▾ ABOUT ▾ LOGIN ▾ SHOP SEARCH

easier.

SHARE THE LOVE!



Step #2: Putting Together a List of Professionals to Contact

At this point, I hadn't decided if I was planning on hiring a separate architect + contractor or an all-in-one design-build firm so I reached out to all 3 types of professionals: architects, general contractors and design-build firms.

To find reputable / recommended ones that had a design aesthetic I liked, I:

1. Put up a posting on [Nextdoor](#) to see if my neighbors had any recommendations. I live in a neighborhood of [Joseph Eichler](#) homes, which have a lot of particularities.
2. Walked around my neighborhood and just knocked on doors of homes that had been updated that I liked. I have no fear of talking to strangers, and most people are more than happy to share their renovation stories (or nightmares).

Think of your product as art ... and think of your showroom as the most important leg in your buyer's journey.



Is it a stage?
A city scape?
A product display?



Your goal: make your showroom their "must shop" destination.



To be a “must shop” destination,
Your Strategic Showroom should cut the clutter.
And even more importantly,
it should cut the hard-sell.



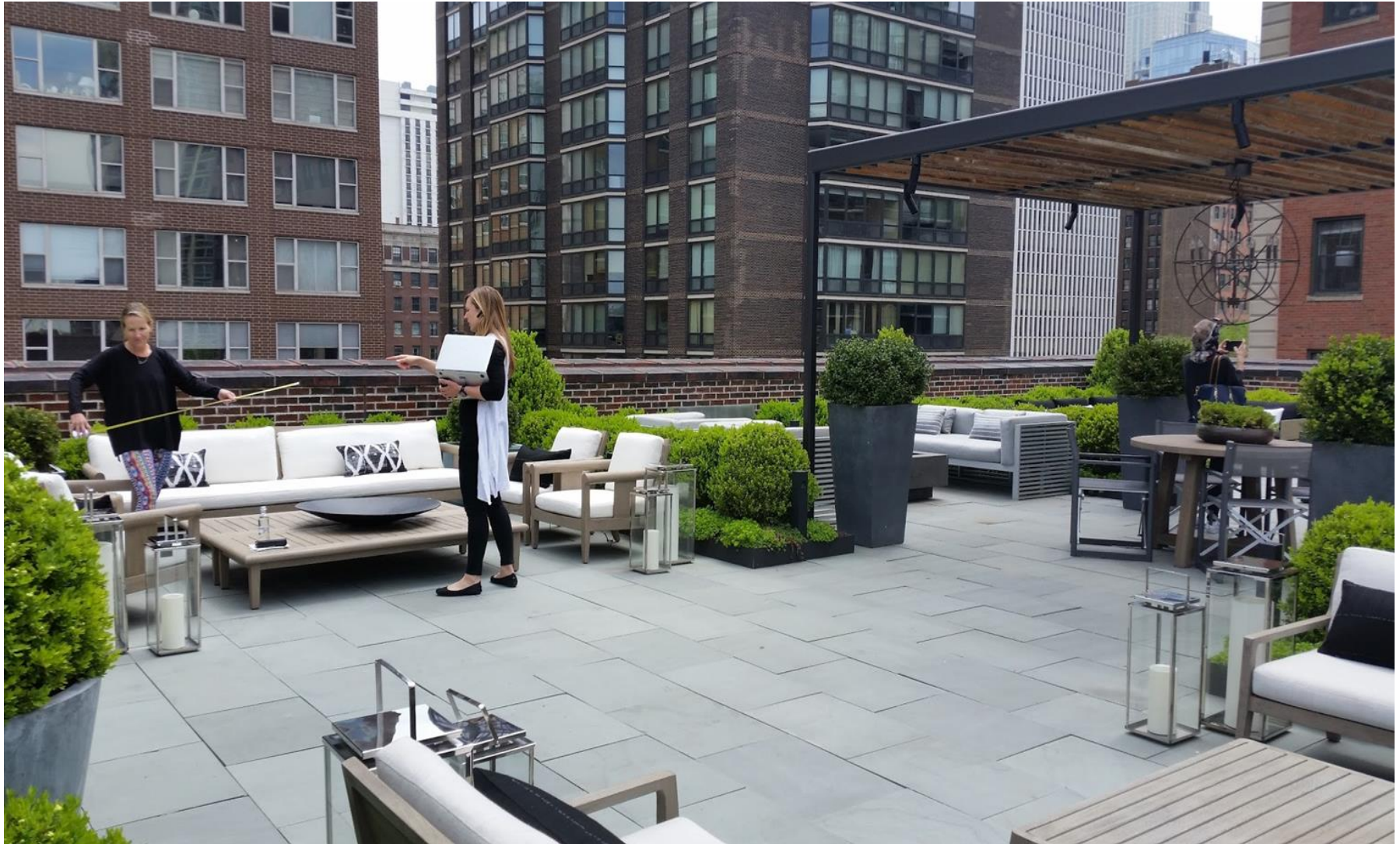
It's your customer's design.
Not yours.



Think big. Think globally.











“I have a want.
“I have a need.”
“I want to know.”
“I want to buy.”



Understand and leverage mobile moments.



Make email the center hub of your content marketing wheel.



For every \$1 spent, email marketing generates \$38 in ROI.

– Campaign Monitor



You're 6x likelier to get a click-through from an email campaign than from a tweet. – Campaign Monitor

📧 Campaign Monitor

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RESOURCES

CUSTOMERS

GALLERY

AGENCIES

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Log In

SIGN UP

Campaign Monitor

33) Marketers see an average increase of 20% in sales when using personalized web experiences. – [Monetate](#)

34) 50% of companies feel they can increase interaction within email by increasing personalization. – [Experian](#)

35) Personalized promotional emails had 29% higher unique open rates and 41% more unique click-through rates in 2013. – [Experian](#)

Email engagement

36) You are 6x more likely to get a click-through from an email campaign than you are from a tweet. – [Campaign Monitor](#)

37) Email is 40 times more effective at acquiring new customers than Facebook or

The KLT Factor

Email can provide “snackable” content to warm people up.



Give away information to the point where you feel like you're giving away the store.



Good subject lines
equal good open rates.

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 How it Works

Stay Updated!
 Sign up for our newsletter and we'll let you know when new copy analysis tools are available!

Subscribe:
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Emotional Marketing Value Headline Analyzer

Enter Your Headline Text

Paste your headline in the text area below. The analysis engine will **automatically cut your submission at 20 words**, so we encourage you to do a word count before submitting! This will ensure the most accurate analysis.

Enter a headline here

Please select the type of business or industry that this headline belongs to. This will lead to us being able to show you the industry average for your headline so you can compare how you're doing.

--Select a Category--

What is the Headline Analyzer?

This free tool will analyze your headline to determine the [Emotional Marketing Value](#) (EMV) score. As you know, reaching your customers in an deep and emotional way is a key to successful copywriting, and your headline is unquestionably the most important piece of copy you use to reach prospects.

Your headline will be analyzed and scored based on the total number of EMV words it has in relation to the total number of words it contains. This will determine the EMV score of your headline.

In addition to the EMV score, You will find out which emotion inside your customer's your headline most impacts:

Intellectual	Empathetic	Spiritual
Words which are especially effective when offering products and services that require reasoning or careful evaluation.	Words which resonate in with Empathetic impact often bring out profound and strong positive emotional reactions in people.	Words which have the strongest potential for influence and often appeal to people at a very deep emotional level.

[Click here for a Q&A on the AMI Emotional Marketing Value \(EMV\) system>](#)

The results are in!

Advanced Marketing Institute™ Advanced Marketing Education & Research Search:
[Home](#) [Sales & Marketing](#) [Copywriting](#) [Headline Analyzer](#) [Newsletter](#) [About](#)

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How it Works

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Free Headline Analysis Results

Thanks for using Advanced Marketing Institute's Headline Analyzer! You submitted the following headline for Emotional Marketing Value analysis:

"Are You Ready For Email Marketing"

Your Headline's **EMV Score:** **83.33%**

This score indicates that your headline has a total of 83.33% Emotional Marketing Value (EMV) Words. To put that in perspective, the English language contains approximately 20% EMV words.

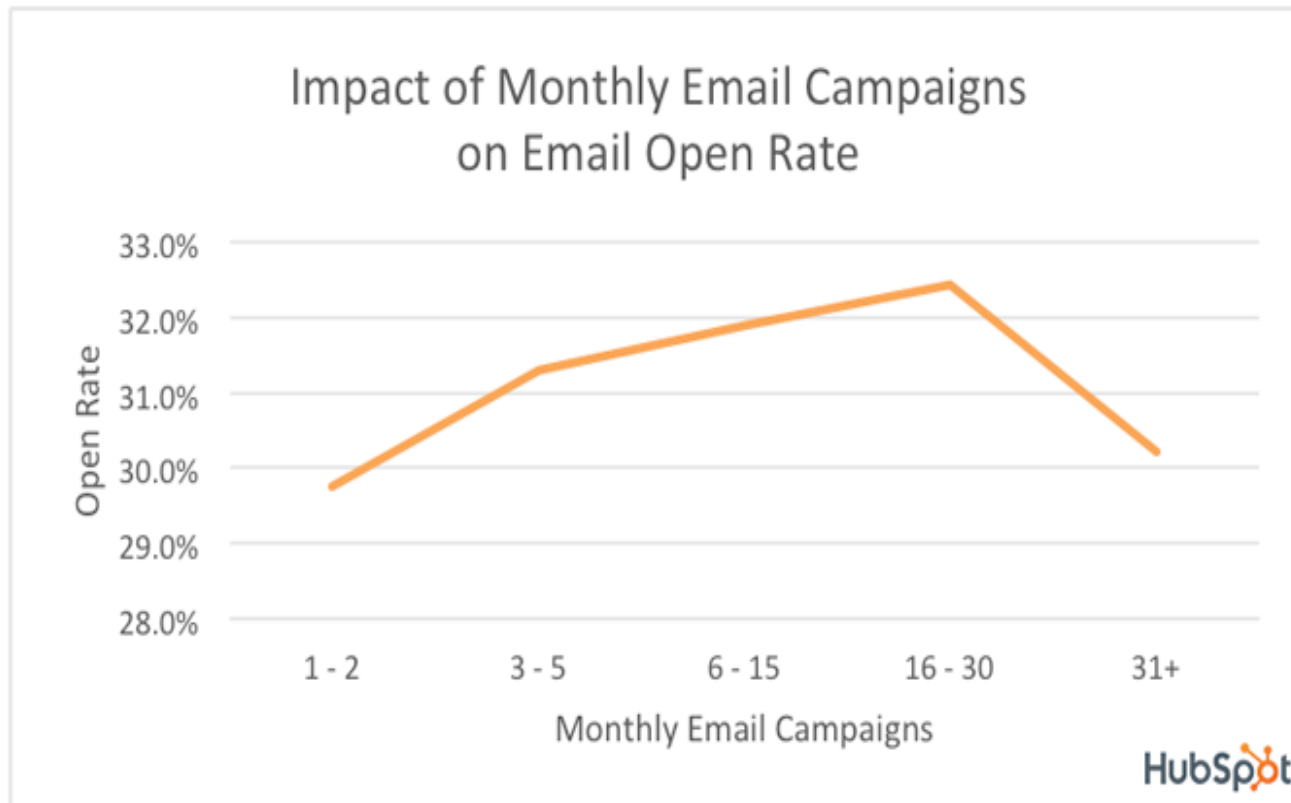
And for comparison, most professional copywriters' headlines will have **30%-40% EMV Words** in their headlines, while the most gifted copywriters will have **50%-75% EMV words** in headlines.

A perfect score would be 100%, but that is rare unless your headline is less than five words.

While the overall EMV score for your headline is 83.33%, your headline also has the following predominant emotion classification:

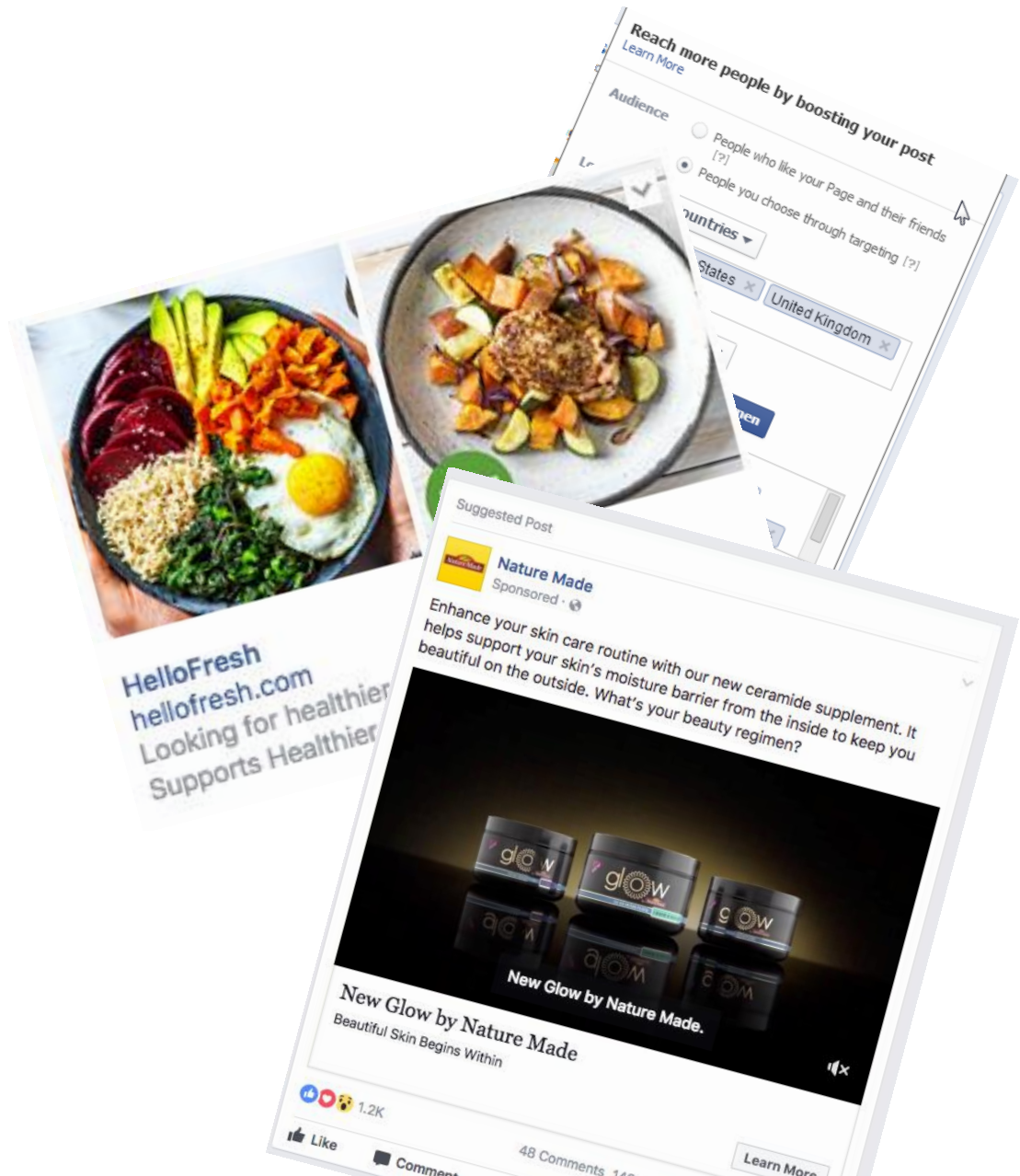
Intellectual	Empathetic
We've determined that your headline appeals equally to people's intellectual and empathetic spheres.	
Intellectual impact words are best used to attune copy and sales messages aimed at people and businesses involved in the fields of education, law, medicine, research, politics, and similar fields. While not restricted to these groups, by giving presentations which are weighted with Intellectual impact words, your clients and customers will be more positively influenced and you are more likely to attain a more favorable response.	
Copy containing empathetic impact words are best used to attune with people and businesses involved with care-giving. For example, nurses, doctors, and counselors all tend to respond easily and favorably to Empathetic words. Women, and especially mothers, are very strong in their use of Empathetic impact words in the language. While use of Empathetic impact words does not have to be limited to these groups, we've found that by selecting more words with Empathetic impact delivers desirable conversion responses from those types of market segments.	

This stat on email open rates will freak you out.

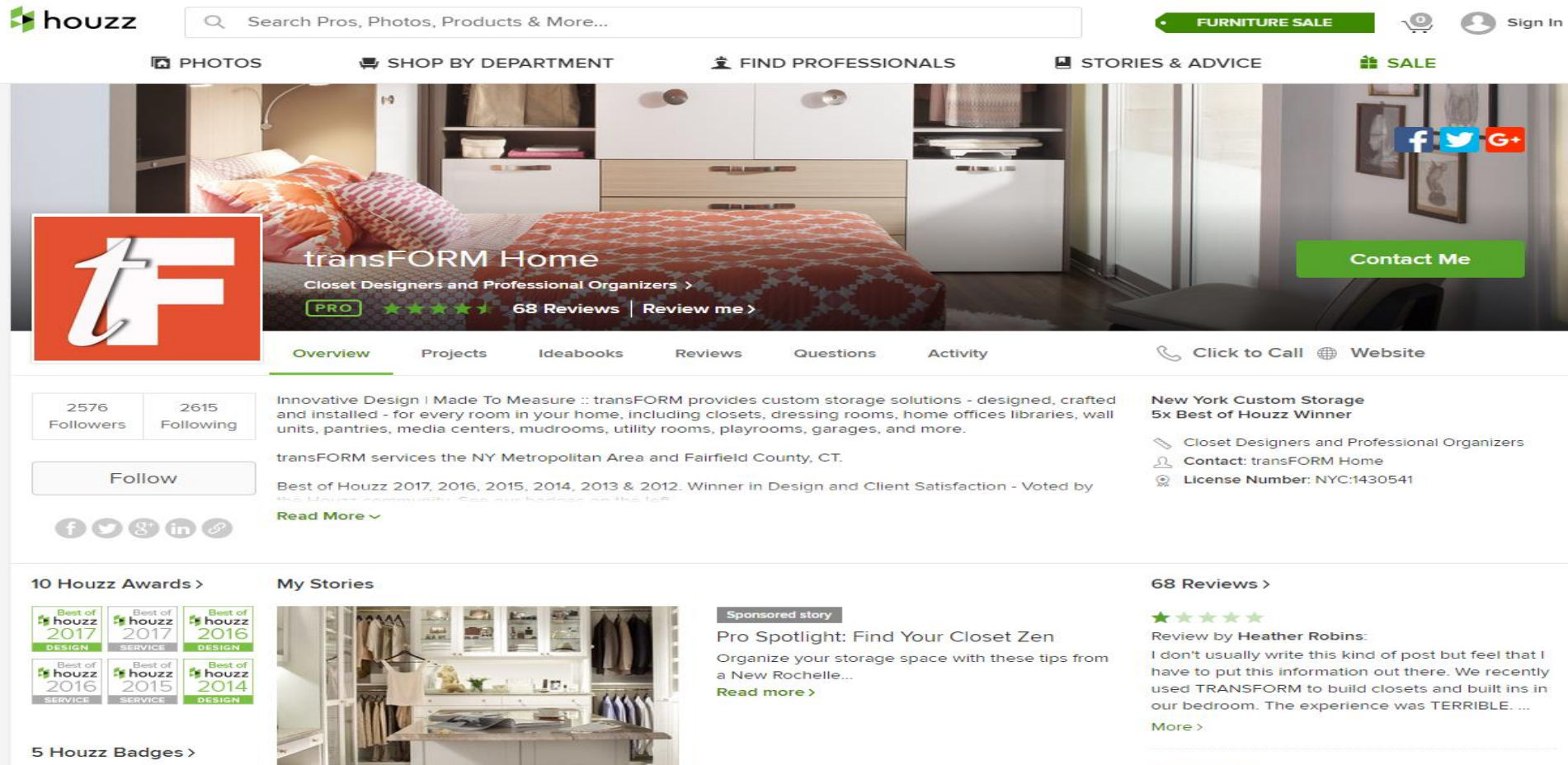


How to Engage Effectively, Not Wastefully, with Facebook

Post Scheduler
No Boosted Posts
Retargeting
Paid Advertising



Build your online portfolio and showroom on Houzz.



houzz Search Pros, Photos, Products & More...

FURNITURE SALE Sign In

PHOTOS **SHOP BY DEPARTMENT** **FIND PROFESSIONALS** **STORIES & ADVICE** **SALE**

transFORM Home
Closet Designers and Professional Organizers >
PRO ★★★★★ 68 Reviews | Review me >

Overview Projects Ideabooks Reviews Questions Activity [Click to Call](#) [Website](#)

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Pro Spotlight: Find Your Closet Zen
Organize your storage space with these tips from a New Rochelle...
[Read more >](#)

68 Reviews >
★★★★★
Review by Heather Robins:
I don't usually write this kind of post but feel that I have to put this information out there. We recently used TRANSFORM to build closets and built ins in our bedroom. The experience was TERRIBLE. ...
[More >](#)

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New York Custom Storage
5x Best of Houzz Winner
Closet Designers and Professional Organizers
Contact: transFORM Home
License Number: NYC:1430541

Innovative Design | Made To Measure :: transFORM provides custom storage solutions - designed, crafted and installed - for every room in your home, including closets, dressing rooms, home offices libraries, wall units, pantries, media centers, mudrooms, utility rooms, playrooms, garages, and more.

transFORM services the NY Metropolitan Area and Fairfield County, CT.

Best of Houzz 2017, 2016, 2015, 2014, 2013 & 2012. Winner in Design and Client Satisfaction - Voted by the Houzz community with 5x Best of Houzz Badges on the List

[Read More >](#)

Remember: This is a process.

The response – in terms of \$\$\$ – will not come immediately.



Distribute content far and wide.

Especially content about your client and their success with you.



Be the art director, not the worker bee.

Determine your needs.
Set your budget.
Align your resources.



Work with a professional who's
perfect for your team.



Find Freelancers

BROWSE

HOW IT WORKS

SIGN UP

LOGIN

Become a Freelancer

**DAN'S BLOWING UP WITH
5-STAR APP RATINGS**

GET MORE DONE WITH FREELANCERS

Get Started



Lessons from Upwork

- Define your project clearly
- Be prepared to communicate electronically and remotely
- Cheapest isn't best
- By hour or by project
- Level of English and testing you want
- There can be fakes



Why blog?





Inc.

iCONIC.
GET TICKETS!

Q SEARCH

NEWSL

4. Listen and Engage

After a century of mass marketing, mass distribution and mass communication where brands learned to push out a message, consumers are now expecting two-way communication and an individualized experience.

Ta listened to buyers.

lis In other words, STOP MAKING THE KIND OF MARKETING YOU HATE.

In Connection fundamentally changes the nature of an item. The winners of the future will be the brands that move from a commodity to a full experience.

Connection fundamentally changes the nature of an item. The winners of the future will be the brands that move from a commodity to a full experience.

-Warren Whitlock, Director of Startup Grind Las Vegas

Target and engage the relevant audiences that will be fulfilled and enriched by what you have to offer.



Surprise and Delight

Break your own marketing rules. Try something new and fresh.

Call prospects and invite them in for lunch. Have them meet your staff. Tell them how much you appreciate their business.

Send a gift. Or give a gift as the customer leaves your store.

Give something they'll value and keep – and that will remind them of you, and tie them to you, as they decide to buy.

My Social Connections

LinkedIn: Denise Butchko

Facebook: Butchko and Company

YouTube: Denise Butchko

Twitter: Denise Butchko

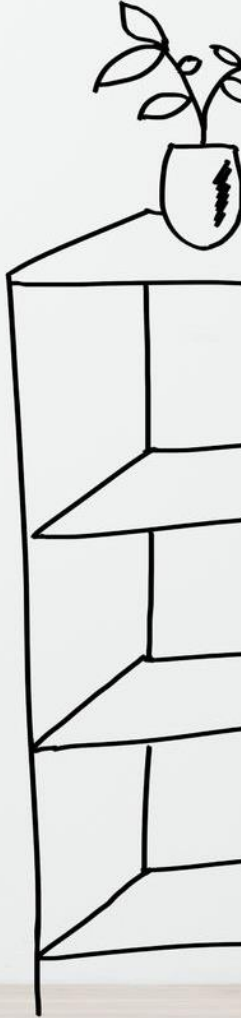
Pinterest: Denise Butchko / Butchko and Company

Houzz: Denise Butchko / Butchko and Company

Instagram: Denise Butchko



Questions?



THANKS FOR INVITING US TO TAKE YOU ON A TOUR OF

Your Strategic Showroom



Sarah Reep

Director of Designer Relations and Education
Masco Cabinetry



Denise Butchko

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