

Simple Marketing Now's Social Flooring Index Captures Social State Of Flooring Industry

By C.B. Whittemore

Dated: Nov 30, 2009

Simple Marketing Now LLC has issued an update to the newly established Social Flooring Index. It examines the flooring industry's involvement with social media marketing tools and underscores opportunities to strengthen customer ties.

Kinnelon, NJ – Simple Marketing Now LLC has issued an update to the newly established Social Flooring Index. It is available on <http://www.socialflooringindex.com> and examines the flooring industry's involvement with social media marketing tools such as Twitter, Facebook and blogs.

“Social media marketing tools – in this case, blogs, Twitter and Facebook – offer companies, including floor covering industry companies, an effective means for connecting with core customers,” says Christine B. Whittemore, chief simplifier of Simple Marketing Now. “The Social Flooring Index monitors the progress of the industry in the use of these tools and highlights success stories as well as failures.”

The Index, which has been issued in three separate parts, was issued in Beta version in July 2009. This latest update includes additional data points that better capture how the industry overall has started to experiment with the tools of social media marketing.

More specifically, the Social Flooring Twitter Index, the Social Flooring Facebook Index and the Social Flooring Blog Index now all include a measure for monitoring the frequency and quality of update [i.e., whether updates broadcast messages or welcome and acknowledge interaction] – critical elements for media that are considered ‘social.’

The Social Flooring Index highlights social media marketing success stories. These are of benefit not just to the flooring industry, but also to any industry or company getting started with social media. “The Index includes companies that are just starting out with social media, those that have dabbled and aren't sure how to proceed, and those which fully embrace the interaction that these tools enable with customers,” says Whittemore.

Home Depot [@HomeDepot] and UK-based McKay Flooring [@holeinhiseye] are two active Twitter flooring examples. Lowe's Home Improvement and Palmetto Floors represent examples of active Facebook Fan pages. The Carpet and Rug Institute Blog, Canadian Build Direct's blog and Carlisle's Wide Plank Flooring Blog are successful blog examples. In all three categories, best practice calls for engagement with readers, fans and followers, and frequent, consistent updates that offer relevance and value in a conversational tone.

The Social Flooring Index provides a direct measurement of flooring industry companies and how they use and integrate social media tools into their day to day business. It also clearly highlights who is, and who is not, making use of the new tools.

“I see opportunity for the flooring industry to make use of the tools of social media to strengthen relationships with their customers. Not just with consumers, but also with Business to Business customers,” adds Whittemore.

The Social Flooring Index will be updated quarterly and will continue to evolve. Included are fiber manufacturers, retailers, manufacturers, associations and publications – all affiliated with the floor covering

industry.

For more information about the Social Flooring Index, visit <http://www.socialflooringindex.com>. For information about Simple Marketing Now, visit <http://SimpleMarketingNow.com>. Or, simply contact Whittemore at cbwhittemore@SimpleMarketingNow.com.

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About Simple Marketing Now LLC: Simple Marketing Now is a marketing communications consultancy that provides organizations with the right combination of traditional marketing and new and digital tools to improve the customer experience and build brand.

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