

Simply Floored Launches New Website and Marketing Campaign, Atlanta Flooring Discounts

Simply Floored announces the release of new Atlanta Marketing campaign and website, AtlantaFlooringDiscounts.com.

Dec. 29, 2009 - [PRLLog](#) -- Simply Floored, an Atlanta based company that sells and installs hardwood flooring, tile and carpet for homeowners at discount pricing throughout the Atlanta area, announced today the launch of its Atlanta Flooring Discounts marketing campaign. Simply Floored brings the discount flooring store experience directly to their customer's home. They provide a complimentary in-home consultation by an experienced and knowledgeable designer. This approach offers homeowners better product selection, shopping convenience and flooring discount pricing.

Simply Floored offers the wide selection and pricing of a large warehouse store with the convenience and personal attention of an in-home shopping experience. Once the flooring choices are made, the dedicated Simply Floored installation team makes sure the flooring is professionally installed the right way the first time. Homeowners can choose from more than 3,000 different product selections in the comfort of their home. Working with the Simply Floored design consultants in their own home, consumers can perfectly match the flooring choices with their wall colors, lamps and lighting. Homeowners can schedule to meet with the consultants at a time that is convenient for them, including nights and weekends.

The Atlanta Flooring Discounts campaign will be a multimedia operation that will include the website, Atlanta Flooring Discounts, plus ad placements in various media outlets, supported by online promotions including blogs, newsletters, articles and other online strategies to help inform homeowners about their options to select flooring that is value priced to fit within their budget. Homeowners can learn how to decide between hardwood floors, carpeting, tile, and laminate flooring. Each flooring type is discussed in great detail with a photo gallery of completed rooms and testimonials from many satisfied customers. Homeowners can save even more with an internet-only promotion by visiting the website and using the Promo Code "PPRESS".

The site and campaign will be managed by Panorama Press, an Atlanta based marketing firm specializing in strategy, sponsorships and web development. Robert Sheft, CEO of Simply Floored selected Panorama Press based on their successful track record of working with other Atlanta Home Improvement companies including G&L Marble, Premier Indoor Comfort Systems, and many others. "The primary objective of the Atlanta Flooring Discounts campaign is to inform the public in Atlanta that Simply Floored offers outstanding flooring selection, quality, and pricing that is available in a unique shop-at-home experience. Not only does Simply Floored offer the quality that consumers are looking for, they also provide the financing that is so critical in the current economy. Homeowners can not only receive 15% off Simply Floored's already low prices, they can qualify to receive three year no interest financing," said Manuel Enrique "QuiQue" Lopez, spokesman for Panorama Press.

Simply Floored is located at 3200 Cobb Galleria Parkway, Suite 200 Atlanta, Georgia 30339. Simply Floored Design Consultants are available for consultation 9am to 9pm EST Monday through Saturday at 770.984.9414 or you can visit AtlantaFlooringDiscounts.com. For more information about Panorama Press please call John Davis at 678.391.9134 or visit www.PanoramaPress.net.

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Panorama Press is an Atlanta based marketing firm specializing in strategy, sponsorships and web development.

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State/Province Georgia
Zip 30188
Country United States
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