

Social Flooring Index Tracks Flooring Social Media Conversations

By C.B. Whittemore

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Simple Marketing Now LLC's Social Flooring Index examines the tone and connectivity of social media based conversations in flooring. The Social Flooring Index analyzes the flooring industry's involvement with social media marketing tools.

Kinnelon, NJ - Simple Marketing Now LLC 's latest update to the Social Flooring Index examines the tone and connectivity of social media based conversations in flooring. The Carpet and Rug Institute Blog, established in April 2009, ranks most influential on the Index, which analyzes the flooring industry's involvement with social media marketing tools such as Twitter, Facebook and blogs.

This update of the Social Flooring Index focuses on blogs as the basis for the most meaningful conversations for consumers as they try to make sense of a product as complex as flooring.

The Social Flooring Index includes 88 blogs up from 53 in April 2010. Highlights include:

- 18 of 88 those blogs have high and medium influence in the flooring social media community.
- The Carpet and Rug Institute Blog ranks highest.
- Conversations are primarily product related with over 65% in the past six months relating to carpet, wood, laminate or flooring. 29% address carpet.
- 16.5% of conversations discuss design or fashion.
- Flooring industry blogs are not yet strongly networked.

“Social media marketing tools – and particularly blogs – offer floor covering companies an effective means for connecting with core customers and establishing trust with them,” says Christine B. Whittemore, chief simplifier of Simple Marketing Now.

Credibility and trustworthiness in social media marketing tools is built by publishing high quality and customer relevant content consistently over time. Relevance comes from addressing topics, issues and concerns to customers in terms customers understand and relate to. Credibility comes from being transparent, connected [i.e., ‘social’] with others in the flooring community and willing to interact as human beings rather than as impersonal marketers.

“With consumers becoming more skeptical of marketing claims and overwhelmed with the complexity of the flooring purchase process, it's critical for flooring organizations to develop credibility and trustworthiness with them before they make a purchase decision. When done correctly, blogs are ideal communication tools for engaging with customers!” adds Whittemore.

The Social Flooring Index represents a special case of Simple Marketing Now's Social Ranking Index for business. It provides a direct measurement of flooring industry companies' use and integration of social media marketing tools into their day to day business. It clearly highlights who is, and who is not, making use of the new tools.

Whittemore continues to add new flooring resources to the Social Flooring Index which is available by visiting <http://www.SocialFlooringIndex.com>.

For more information about, to suggest additions to the Social Flooring Index and to learn more about

Simple Marketing Now LLC, contact chief simplifier Whittemore at CBWhittemore@SimpleMarketingNow.com or visit the Simple Marketing Now website [http://SimpleMarketingNow.com] and companion weblog & newsroom – Simple Marketing Blog [http://SimpleMarketingBlog.com].

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About Simple Marketing Now LLC:

Simple Marketing Now, a marketing communications consultancy, helps organizations integrate social media and content marketing with traditional marketing to better connect with customers and improve business profitability.

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