

A modern living room interior featuring a light-colored wooden bench with a grey cushion and three patterned pillows (one with a black and white zigzag, one white, and one with black and white stripes). On the wall behind the bench is a large framed abstract painting with yellow and white dots. To the right is a tall, thin wooden shelving unit with several shelves. The top shelf holds a small black-framed picture and a potted plant. The second shelf has three small grey and orange containers. The third shelf has a wire basket filled with oranges. The fourth shelf has a wooden crate with green plants. The bottom shelf has a white ceramic pot. The floor is covered with a grey rug and a large, round, woven straw ottoman. The background is a light grey wall. The image is overlaid with a geometric pattern of overlapping squares and lines in shades of green, blue, and white.

NOWSPEED

Social Media Competitive Insight for Furniture Retailers

Introduction

The top furniture retailers have learned how to effectively use social media. This report will show how they've built their followers and used content to gain an advantage in the marketplace.

Nowspeed conducted extensive research on the social media campaigns of the top furniture retailers in all 50 states in the USA, and uncovered:

- The best content they use to drive engagement
- The optimum posting frequency across channels
- The number of followers they've gained on the major platforms

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Executive Summary

Social Media Analysis of Top Furniture Retailers

- Top furniture retailers are promoting their brand on social media by sharing style guides and tips on how to put together a space that works for their consumers.
- Facebook, Twitter, and LinkedIn are the most popular platforms in the furniture industry, followed by Instagram and Pinterest. Out of the top 100 furniture retailers, 92% use Facebook, 90% use LinkedIn, 87% use Twitter, 76% use Instagram, and 82% use Pinterest.

In terms of number of followers on each platform, we noted that there is a clear difference between the top 10 companies and the remaining 90. The top 10 possess at least 750,000 Facebook followers, while the next retailer, Gallery Furniture, drops to about 500,000.

When comparing the content published by each retailer, there is only a slight variation in the type of content being published. All their content is branded content, driving their audience to their website. Macy's Furniture Gallery and JC Penny Home Store differ from IKEA because they are large department stores that have a focus in other areas as well, like clothing, makeup, and other consumer products. IKEA's content focuses only on furniture.

Social Media Marketing Strategies

Social media allows you to engage and interact with your audience and become a part of the conversation that may be happening around your brand. It's important to maintain a regular posting schedule and post with some degree of frequency to stay relevant and consistent for your audience. If remembering to post one or more times per day seems daunting, consider scheduling your posts in advance. Facebook has a scheduling feature built right in and there are many free third-party tools available that will allow you to schedule posts for other social media platforms. Scheduling also allows you to reach your target audience at the times they're online, even if that time is inconvenient for you to post regularly.

Branded content includes blog posts and white papers that are written and posted by companies themselves. Branded content is a useful tool for providing quality information to your audience without it being seen as disruptive, direct selling. In terms of furniture retailers, branded content often takes the form of tips about decorating and furnishing a room.

A second type of content companies post on social media is industry content, which are articles pertaining to their industry written by a third party such as an analyst. While you may not necessarily want to promote a direct competitor, third-party content provides the opportunity for you to share content from a trusted source that aligns with your brand's personality and showcases you as an influencer within your industry.

Another type of content is community posts. These can be produced internally or written by a third party about a topic not directly related to your industry. A common community post is promoting an event happening in the company's local area. Community posts are a great way to build a positive brand persona and engage with your local community.

Social Media Analysis of Top Furniture Retailers

An analysis of the top 3 furniture retailers uncovered the optimum posting frequency, and best types of content for the furniture industry. On average, IKEA, Macy's Furniture Gallery, and JCPenny Home Store posted 10 times on Twitter, 9 times on Facebook, and 1 time on LinkedIn each week. Each of these three furniture retailers focus on the style and functionality of their products through branded content.

IKEA

In comparison to the other two top furniture retailers, IKEA's content strategy is strongly focused on furniture promotion. They emphasize affordability, functionality, and modern style. On average, IKEA posts about 10 times per week on Twitter, 5 times per week on Facebook, and 0-1 time per month on LinkedIn.

| Retailer | Social Media Followers | | | | |
|----------|------------------------|---------|----------|-----------|-----------|
| | Facebook | Twitter | LinkedIn | Instagram | Pinterest |
| IKEA | 24,310,101 | 372,709 | 528,386 | 1,251,256 | - |



Social Media Analysis of Top Furniture Retailers

Macy's Furniture Gallery

Macy's Furniture Gallery posts similar content to that of JCPenny. While many of their posts involve other consumer products, their furniture content takes the form of style advice. On average, Macy's Furniture Gallery posts about 14 times per week on Twitter, 14 times per week on Facebook, and 5 times per month on LinkedIn.

| Retailer | Social Media Followers | | | | |
|----------|------------------------|---------|----------|-----------|-----------|
| | Facebook | Twitter | LinkedIn | Instagram | Pinterest |
| Macy's | 14,403,401 | 954,598 | 294,513 | 1,012,204 | 247,525 |



Social Media Analysis of Top Furniture Retailers

JCPenny Home Store

JCPenny Home Store shares all different types of branded content, but not always relating to the furniture industry. When it comes specifically to their furniture content, they use style guides and decorative tips that promote their products. On average, JCPenny Home Store posts about 5 times per week on Twitter and Facebook, and 1-2 per week times on LinkedIn.

| Retailer | Social Media Followers | | | | |
|----------|------------------------|---------|----------|-----------|-----------|
| | Facebook | Twitter | LinkedIn | Instagram | Pinterest |
| JCPenny | 5,224,830 | 468,385 | 107,723 | 401,686 | 84,586 |



Social Media Followers of the Furniture Retailers

Reviewed in this Report

It's important to note that after the top 10 furniture retailers, there is a significant decrease of about 250,000 Facebook followers and 50,000 Twitter followers. The top 5 furniture retailers have a substantially larger following across all platforms, which could have to do with the fact that many of these companies sell more than just furniture, and attract consumers of other products to their social platforms.

| Retailer Name | Facebook | Twitter | LinkedIn | Instagram | Pinterest |
|---------------------------------------|------------|---------|----------|-----------|-----------|
| IKEA | 24,310,101 | 372,709 | 528,386 | 1,251,256 | - |
| Macy's Furniture Gallery | 14,403,401 | 954,598 | 294,513 | 1,012,204 | 247,525 |
| JCPenney Home Store | 5,224,830 | 468,385 | 107,723 | 401,686 | 84,586 |
| Pier 1 Imports | 2,059,832 | 122,094 | 48,133 | 439,031 | 456,998 |
| Cost Plus World Market | 1,426,253 | 115,960 | 18,536 | 399,152 | 259,692 |
| Sleep Number | 937,467 | 42,864 | 8,808 | 12,996 | 2,765 |
| Ashley Furniture HomeStore | 925,294 | 8,345 | 8,903 | 158,290 | 38,944 |
| La-Z-Boy Furniture Galleries | 893,915 | 14,049 | 10,895 | 9,087 | 6,949 |
| Williams-Sonoma | 797,908 | 98,984 | 72,999 | 592,969 | 52,558 |
| Crate and Barrel | 752,020 | 84,159 | 902,734 | 132,155 | 31,168 |
| Gallery Furniture | 504,658 | 30,239 | 3,669 | 4,628 | 5,681 |
| Lovesac | 373,243 | 12,308 | 1,656 | 101,509 | 5,437 |
| FAMSA | 360,842 | 7,252 | 4,795 | - | - |
| Z Gallerie | 340,234 | 18,827 | 7,525 | 908,340 | 102,277 |
| Ethan Allen | 310,975 | 7,161 | 12,862 | 68,529 | 36,814 |
| Rooms to Go | 294,014 | 3,237 | 8,902 | 76,393 | 29,311 |
| Havertys | 290,025 | 12,864 | 5,051 | 3,788 | 10,540 |
| Art Van | 270,097 | 17,134 | 9,409 | 6,033 | 4,716 |
| American Furniture Warehouse | 260,617 | 1,753 | 3,397 | 3,121 | 2,190 |
| Mattress Firm | 215,372 | 33,152 | 11,865 | 3,861 | 365 |
| Badcock Home Furniture & more | 205,988 | - | 1,381 | - | 1,847 |
| Design Within Reach | 203,776 | 46,503 | 16,821 | 289,625 | 42,155 |
| Raymour & Flanigan | 162,291 | 8,545 | 8,777 | 20,391 | 12,961 |
| Living Spaces | 138,280 | 3,785 | 8,159 | 38,922 | 12,381 |
| American Signature | 118,000 | 2,855 | 5,563 | 16,167 | 9,798 |
| American Freight Furniture & Mattress | 108,212 | 3,096 | 1,575 | 1,720 | 12,057 |

| Retailer Name | Facebook | Twitter | LinkedIn | Instagram | Pinterest |
|-------------------------------------|----------|---------|----------|-----------|-----------|
| Arhaus Furniture | 102,248 | 7,689 | 5,399 | 48,536 | 13,829 |
| Haynes Furniture | 93,181 | 1,474 | 1,564 | 536 | 2,282 |
| Bob's Discount Furniture | 83,858 | 4,694 | 6,490 | 14,182 | 2,810 |
| Room & Board | 77,849 | 6,916 | 6,604 | 54,753 | 19,678 |
| Slumberland | 76,368 | 449 | 475 | 367 | 857 |
| Gardner-White | 57,287 | 7,609 | 735 | 221 | 276 |
| Lacks Valley Stores | 56,873 | - | 120 | 536 | 160 |
| Thomasville Home Furnishings Stores | 55,619 | 1,586 | 1,485 | 143 | 178 |
| Conn's | 49,506 | 1,968 | 15,455 | 1,968 | - |
| Sleepy's | 47,941 | 8,441 | 9,121 | - | - |
| Baer's | 45,497 | 679 | 394 | 1,109 | 5,706 |
| Mitchell Gold + Bob Williams | 45,274 | 8,338 | 2,919 | 16,620 | 4,709 |
| Kane's Furniture | 42,475 | 9,868 | 1,967 | 1,286 | 1,335 |
| ABC Carpet & Home | 40,099 | 25,025 | 6,595 | 85,977 | 23,131 |
| Jerome's | 39,372 | 5,683 | 1,462 | 1,204 | 1,539 |
| Big Sandy Superstore | 38,985 | 229 | 57 | 930 | 118 |
| Mor Furniture for Less | 36,607 | 3,327 | 4,997 | 7,445 | 27,210 |
| Mealey's Furniture | 34,820 | 2,221 | - | - | 496 |
| FFO Home | 34,126 | 419 | 185 | - | 418 |
| Furnitureland South | 28,516 | 4,950 | 1,938 | 6,119 | 5,230 |
| Home Furniture | 27,611 | 267 | - | 53 | 455 |
| City Furniture | 24,692 | 979 | 3,417 | 2,695 | 1,137 |
| Mathis Brothers | 23,743 | 1,722 | 2,178 | 1,557 | 873 |
| Morris Furniture | 23,487 | 1,010 | 690 | 131 | 413 |
| Grand Home Furnishings | 19,941 | 359 | 336 | 462 | 636 |
| The RoomPlace | 19,540 | 994 | 1,134 | 593 | 681 |
| Miskelly Furniture | 18,809 | 1,232 | 47 | 1,229 | 1,034 |
| Bob Mills Furniture | 18,031 | 1,314 | 816 | 451 | 279 |
| Hudson's furniture | 17,975 | 278 | 517 | 756 | 100 |
| Weir's Furniture | 14,837 | 509 | 332 | 1,819 | 732 |
| Sleep Train | 14,753 | 3,910 | 304 | 99 | 1,793 |
| Levin Furniture | 14,592 | 674 | 3,563 | 244 | 280 |
| Weekends Only Furniture Outlet | 14,389 | 816 | 790 | 811 | 918 |
| HOM Furniture | 14,352 | 599 | 4,021 | 84 | 1,097 |
| Steinhafels | 13,353 | 943 | 1,418 | 728 | 661 |
| Sit 'n Sleep | 13,215 | 8,150 | 685 | - | 126 |
| Bernie & Phyl's Furniture | 13,126 | 925 | 639 | 1,381 | 398 |
| Roche Bobois | 13,118 | 6,757 | 44,414 | 2,599 | 492 |
| Walter E. Smithe Furniture | 12,106 | 2,558 | 1,424 | 3,882 | 1,247 |
| El Dorado Furniture | 11,628 | 1,048 | 1,104 | 1,845 | 489 |
| Schewel Furniture | 11,549 | 1,184 | 846 | 2,270 | 336 |
| Furniture Mart USA | 11,437 | 142 | 1,935 | 78 | - |
| Wolf Furniture | 11,349 | 2,038 | 372 | 392 | 1,051 |
| Jordan's Furniture | 11,349 | 544 | 2,600 | - | 528 |

| Retailer Name | Facebook | Twitter | LinkedIn | Instagram | Pinterest |
|---------------------------------------|----------|---------|----------|-----------|-----------|
| Chair King/Fortunoff Backyard Store | 10,285 | 245 | - | 173 | 300 |
| Mattress Warehouse | 8,837 | 1,896 | 483 | - | 44 |
| Olinde's | 8,698 | 247 | 191 | - | 1,008 |
| Kimbrell's | 7,638 | 416 | - | 21 | 413 |
| Conlin's Furniture | 7,401 | - | - | 266 | 1,554 |
| American Mattress | 7,033 | 598 | 620 | - | 15 |
| Darvin Furniture | 6,435 | 437 | 40 | 179 | 676 |
| Kittle's Furniture | 4,364 | - | 358 | 477 | 289 |
| Jennifer Convertibles | 3,509 | 579 | 205 | 49 | 527 |
| Walker Furniture | 3,151 | 473 | 87 | 146 | - |
| Stickley, Audi & Co | 3,064 | 520 | 1,360 | - | 42 |
| Sam Levitz Furniture | 2,981 | 148 | 211 | 217 | 60 |
| Farmers Home Furniture | 2,867 | 65 | 249 | - | - |
| Crest Furniture | 2,689 | 94 | - | - | - |
| Russell Turner Furniture Holding Corp | 2,659 | 553 | 25 | - | 47 |
| America's Mattress | 1,660 | - | 620 | - | - |
| Regency Furniture | 1,640 | 4 | 215 | 32 | 8 |
| C.S. Wo & Sons | 1,612 | 687 | 112 | 592 | 255 |
| Louis Shanks of Texas | 1,318 | 64 | 233 | 320 | 31 |
| EBCO | 63 | - | 277 | - | - |
| RH | - | - | 36,134 | - | - |
| Berkshire Hathaway furniture division | - | - | - | - | - |
| Bassett Home Furnishings | - | - | - | - | - |
| Dufrense Spencer Group | - | - | 486 | - | - |
| Broad River Furniture | - | - | 1,475 | - | - |
| Innovative Mattress Solutions | - | - | - | - | - |
| Wellsville Carpet Town | - | - | 146 | - | - |
| Trivett's Furniture | - | 20 | - | - | - |