



Gold Bond launches social media program to boost brand awareness

Posted: October 20, 2015

HARTFORD, Conn. – Independent mattress manufacturer Gold Bond is getting more social to boost its brand awareness and support its online and brick-and-mortar retailers.

The company has launched what it calls an “adaptive” social and new media strategy.

It says the content developed as part of the initiative will highlight the company’s history and products, and will include articles related to home décor, sleep and sustainability. The goal is to direct conversation and foster a community centered on the company’s goals and products, officials said.

In addition, Gold Bond intends to share timely content, media coverage, images and more, all specifically designed to boost connections, facilitate conversation and drive key messaging, the company said.

“Consumers are drawn to companies and brands that provide them with more than just marketing materials online,” said Skip Naboicheck, Gold Bond’s vice president of sales. “In this digital and mobile society, it is our belief that an active voice and persona on social and digital media is not only imperative to business growth, but an extremely effective way to communicate with our consumers and industry partners.”

He added that the new social media program is a big asset to its primarily independent dealer base, helping the retailers when they are selling Gold Bond product.

“The retailer presents Gold Bond as the right choice for the customer, but they may not have heard of the brand,” Naboicheck said. “However, when they tap into Facebook or Twitter and see other consumers engaged with our products, they feel quite comfortable and motivated to make the purchase.”

Planned themes for the social media campaign include the “Where’s the Gold Bond Truck” campaign, which will follow the Gold Bond truck on its travels around the country, and “#FutonFashion,” set to include posts about small space decorating, the functionality of a futon, and more.

To connect with Gold Bond on Facebook, visit <https://www.facebook.com/GoldBondMattress1899> or on Twitter by searching @GoldBondSleep or by visiting <https://twitter.com/GoldBondSleep>.

Link: <http://www.furnituretoday.com/article/524938-gold-bond-launches-social-media-program-boost-brand-awareness>