Gold Bond Gets Social

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Mattress supplier Gold Bond has jumped into the social media scene with a strategy to grow its brand and product awareness among consumers and retailers.

The content developed as part of this strategy will highlight the company's history, products, informative articles related to home décor, sleep and sustainability, and ultimately direct conversation and foster a community centered on the company's goals and products. In addition to planned posts, Gold Bond intends to share timely and relevant content, media coverage, images and more—all specifically designed to boost connections, facilitate conversation and drive key messaging.

"Consumers are drawn to companies and brands that provide them with more than just marketing materials online," said Skip Naboicheck, 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."

Naboicheck said the social media program will be an asset to its independent dealer base.

"The retailer presents Gold Bond as the right choice for the customer, but they may not have heard of the brand," he 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."

Designed to draw in and maintain followers, each post will be created to disseminate key messages, all under the umbrella of a fresh, unifying topic. Planned themes 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.

The company is on Facebook and on Twitter.

Link: http://furniturecore.com/hfbusiness/HFBNow/ArticleId/13374/gold-bond-gets-social.aspx#sthash.jQ4FIfST.dpuf