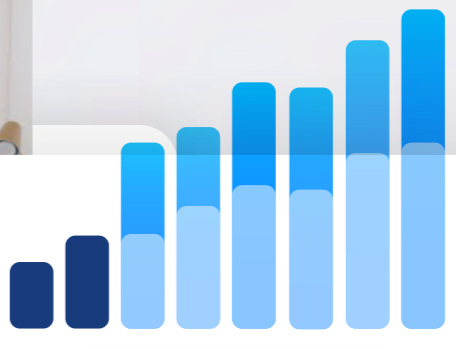





# Guide to Influencer Marketing for Home Brands

How to Leverage Content Creators to Succeed in Home Goods



**65% Increase**  
in Posts over 8 weeks

**Posting Frequency**  
365 Brand Mentions  
24k Followers





Page 3

Introduction >

Page 4

Guide to Earned Media Value (EMV) >

Page 5

Identifying Creators Who Will Expand  
Your Reach >

Page 7

Build Mutually Beneficial Partnerships  
Using E-commerce >

Page 9

Retain Your Creators for Sustainable,  
Long-term Growth >

Page 11

The Power of Product Collaborations >

Page 12

'Tis the Season: Align Your Campaigns  
With the Holidays >

Page 14

The Takeaway >

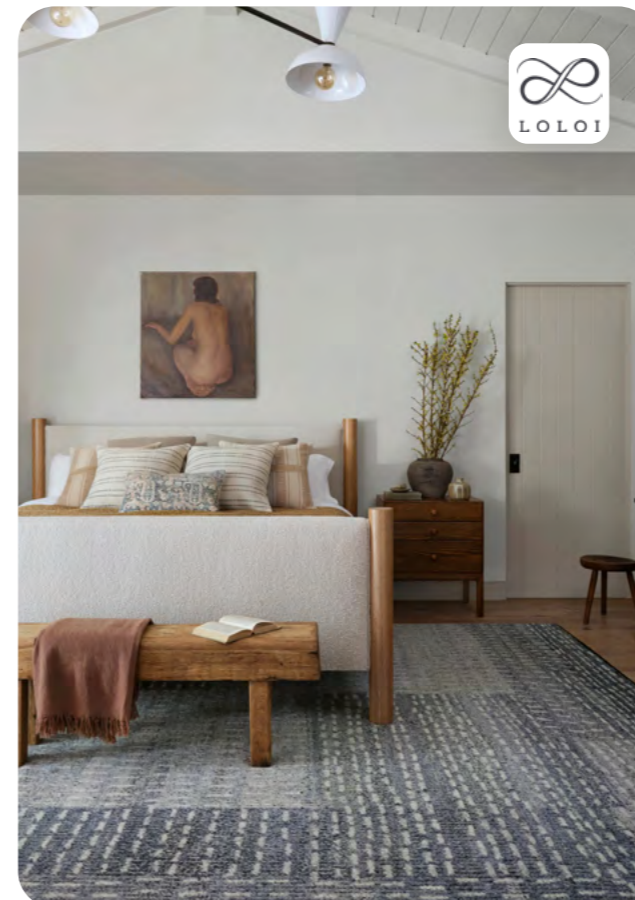
## Introduction

# Revamp Your Home Goods Marketing Strategy

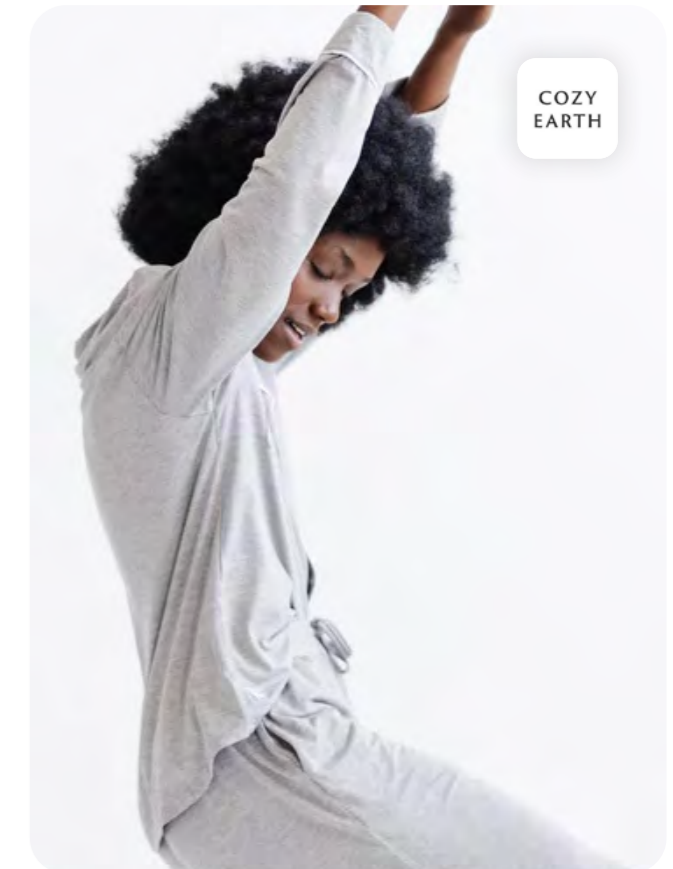
Enthusiasm for the home-decor and improvement industry is on the rise. Many consumers are looking to upgrade their homes and discover gadgets that will boost their quality of life. This search is only getting easier, with more platforms embracing e-commerce and product-tagging. Even so, strengthening your influencer marketing strategy and mobilizing your brand's creators is no small feat.

The home goods industry is uniquely positioned to take advantage of influencer marketing in order to build brand awareness and create targeted campaigns that drive conversion. Consumers look to creators for guidance on how to arrange their space to reflect their lifestyle or personality. They expect to learn from creators what products will provide comfort, ease, or aesthetic pleasure. Many consumers still make purchases based on word-of-mouth recommendations, a trend amplified many times over by social media. By leveraging influencer marketing, you can increase qualified leads for your home offerings.

In this report, we will outline the influencer marketing strategies of three brands in the home-decor and improvement industry that have experienced notable growth in their Earned Media Value (EMV) over the last year. You'll learn how to create incentives for creators to post about your brand, how to build mutually beneficial partnerships with creators, and how to leverage the holiday season to advance your campaigns. To succeed in the home industry, it's essential to incorporate creators into your marketing strategy. Let's dive into the influencer marketing strategies that top-performing brands are leveraging to boost their performance.



Loloi Rugs



Cozy Earth










Amazon Home

## EMV








# Introduction to Earned Media Value

Earned Media Value, or EMV, quantifies the estimated value of consumer engagement with digital earned media. Our holistic approach assigns a unique value to a piece of content based on the platform it was published on and engagement received from followers and consumers. This value is then attributed to the specific brands mentioned within the post. EMV can be used to evaluate the earned performance of individual marketing campaigns and benchmark brands within the competitive landscape.





### Platforms Including

-  Instagram
-  YouTube
-  Facebook
-  Twitter
-  TikTok
-  Pinterest
-  Blogs

### Engagement Via

-  Comments
-  Tweets/Retweets
-  Favorites
-  Likes
-  Pins/Repins
-  Shares
-  Video Views

### Posts By

-  Influencers
-  Brands
-  Retailers
-  Publications

1.2M Followers \$2.3M EMV



854k Followers \$1.8M EMV



66k Followers \$14k EMV



10k Followers \$11k EMV



## Expand Your Reach

# Identifying Creators Who Will Expand Your Reach

When ramping up your influencer marketing strategy, start by selecting creators who are aligned with your brand. In the home decor and improvement industry, consumers may not be after a specific product, but rather what the product provides. On the whole, home goods consumers look for comfort, functionality, uniqueness, sustainability, and/or aesthetics. They rely on content creators to show them how to set up their home space to achieve their aims. Meanwhile, creators in the home industry often provide a funnel for more than one purchase, as consumers target different areas of their home or a larger home improvement project. Therefore, identifying the right content creators for your influencer marketing strategy is crucial for sustained growth.

One way to discover creators to partner with is to look at fit. It's likely that the ideal partners who will generate brand awareness and enthusiasm are already posting about you. You can amplify these mentions and nurture these relationships by featuring their content on your owned media. Using software to track your brand mentions is key to identifying creators who are already brand enthusiasts. A discovery tool or an intake form on your site is another way to find qualified creators you might reach out to about working together.



### CreatorIQ Discovery Tool

- ✓ Choose demographic data, audience insights, and historical performance analytics
- ✓ Identify profiles similar to creator profiles you want to work with or have worked with before



### CreatorIQ Influencer Intake Form

- ✓ Create a portal on your website to intake social media information from prospective content creators, and view it in your CreatorIQ dashboard

Tip ▾

## Give Creators a Shoutout on Your Owned Media



**loloirugs** @brookemoraleshome putting it in neutral. (Rug: Layla LAY-03 Olive / Charcoal) #TheLoloiLook

Loloi Rugs' top overall earner from March 2021 to February 2022 was Brooke Morales (@brookemoraleshome on Instagram). Responsible for \$1.2M EMV over that year, Brooke regularly updated her followers with deals in home decor. Loloi Rugs rewarded this dedication by reposting Brooke's content on its owned Instagram account, highlighting the home decor enthusiast's eye for neutrals. As seen from Brooke's example, one of the best ways to figure out which content creators might be a good fit for your campaign is to take note of who is already posting about you, then repost their content when you can.



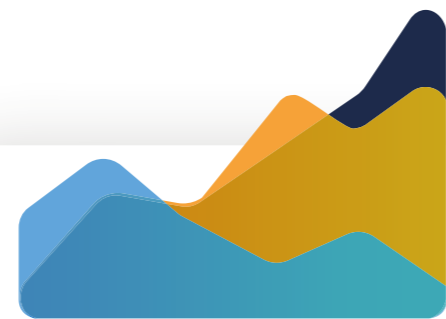


## Brand Spotlight

# How Oprah's Favorite Home Brand Multiplied its EMV by 5x YoY

Cozy Earth is a luxury loungewear and bedding brand. Founded by Tyler Howells to help him and his wife manage their different sleep temperature preferences, the brand has since become a common fixture on Instagram for creators, who typically flaunt its loungewear. More recently Cozy Earth expanded into bath goods, a natural progression for a brand that aspires to give life at home a premium feel. Cozy Earth garnered \$16.0M EMV between March 2021 and February 2022, a 558% boost from the previous year's total. Further, the brand's post count swelled by 1.3k% YoY to 16.9k pieces of content.

Since 2018, Oprah has featured Cozy Earth on her annual list of Oprah's Favorite Things. Cozy Earth displays her stamp of approval proudly on its site: visitors need only scroll down a little to "Shop Oprah's Favorites." Apart from Cozy Earth's packaging, the branding as a consistent Oprah-favorite is a moniker that content creators can leverage when posting about the brand's products. In November, Cozy Earth's biggest month over the past year, #OprahsFavoriteThings contributed \$36.3k EMV.



**\$36.3k** EMV  
In November 2021

✓ #OprahsFavoriteThings



Tip ▾

## Use Creators' Preferred Platforms to Expand Your Social Media Presence

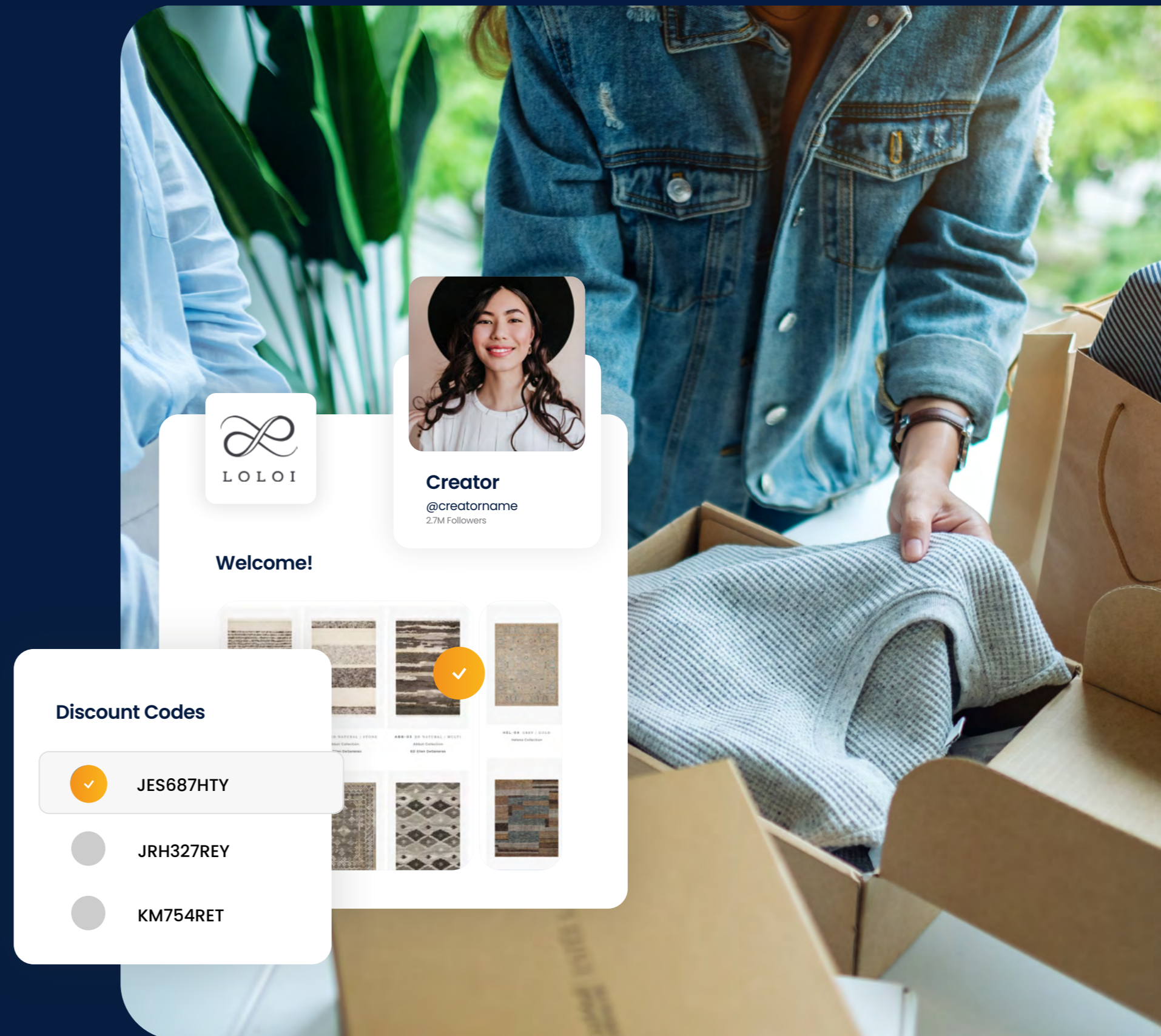
Discovering the right partners is not just a matter of what lifestyle and products creators have historically promoted. It's also important to consider what platform they have a social presence on and whether that aligns with the platform where your ideal audience spends time. If you're a boutique brand or have limited resources for your influencer marketing campaigns, a good rule of thumb is to focus on 1-2 platforms where you can track the performance of creator content. One way to expand your social presence without extensive resources is to partner with creators who have a stronghold on multiple platforms. Since many brands have yet to penetrate TikTok to the degree they have Instagram, cutting-edge brands will often partner with TikTok creators to take advantage of the platform's virality. An example of a brand that has effectively executed this strategy is Amazon Home. Content creators who powered Amazon Home's EMV in the past year had a substantial presence on both TikTok and Instagram, helping offerings from Amazon Home reach different demographics and drive conversion.



Build and Grow Partnerships

# Build Mutually Beneficial Partnerships Using E-commerce

Home goods content creators are often looking for brands with offerings that match their aesthetic, appeal to their followers, or provide novelty. If you want your brand to stand out, your influencer marketing strategy must go beyond outreach to creators with whom you have an affinity. Look to create incentives for creators to post not just for the duration of your campaign, but beyond. By using e-commerce best practices like affiliate and discount codes or personalized storefronts, you create a tangible display of your support for creators and encourage them to continue to post about you.



## Brand Spotlight

# Amazon Home Engages Creators by Cultivating Lasting Relationships

Between March 2021 and February 2022, Amazon Home generated \$102.1M EMV in the U.S., a 114% year-over-year growth. Notably, in the same period, Amazon Home's EMV per creator average was \$22.4k, which marked a 90% YoY jump in potency. These gains were sparked by the brand's ability to build enthusiasm for its products, evidenced by a team of content creators who posted about the brand 32.2k times in all. What strategies did Amazon Home employ to produce a 65% YoY spike in post count during this period?

A remarkable 10.4% of Amazon Home's EMV was generated from a single content creator, Mik Zenon (@mik.zenon on TikTok). A self-proclaimed affiliate marketing specialist, Mik boasts over 2.7M followers on TikTok, where he shares videos of popular Amazon Home finds. He routinely features several of his favorite Amazon gadgets and hacks in his 365 Pt. TikTok Series, a follower-requested expansion of his initial "Amazon Products You Need or Don't" series. In May 2021, one of Amazon Home's biggest months in the past year, Mik posted about the brand 45 times. His posts yielded \$2.4M EMV, 29.9% of Amazon Home's total EMV for May.

Incorporating supportive practices into your influencer marketing strategy is a great way to encourage ongoing collaboration. Through Amazon Home's structured influencer program, content creators are able to create a virtual storefront. Amazon Home can then drive consumers to these storefronts, potentially boosting creators' follower counts. Amazon Home also encourages creators to use affiliate links or discount codes in their posts, allowing content creators to earn fixed income on qualifying purchases made using the link. Mik uses both a storefront and discount codes, rendering his partnership with Amazon Home mutually beneficial.

Another creator who played a key role in Amazon Home's massive EMV growth this year was Allie Hunter (@alliephunter on Instagram), an Amazon Live creator who specializes in product finds across both the fashion and home categories. Allie was responsible for 3.9k posts about Amazon Home between March 2021 and February 2022. In January alone, she posted 1.2k times, generating \$1.1M EMV.



**Allie Hunter**  
@alliephunter

3.9k Posts



**Mik Zenon**  
@mik.zenon  
2.7M Followers

**\$10.6M**

EMV  
Mar 2021 - Feb 2022





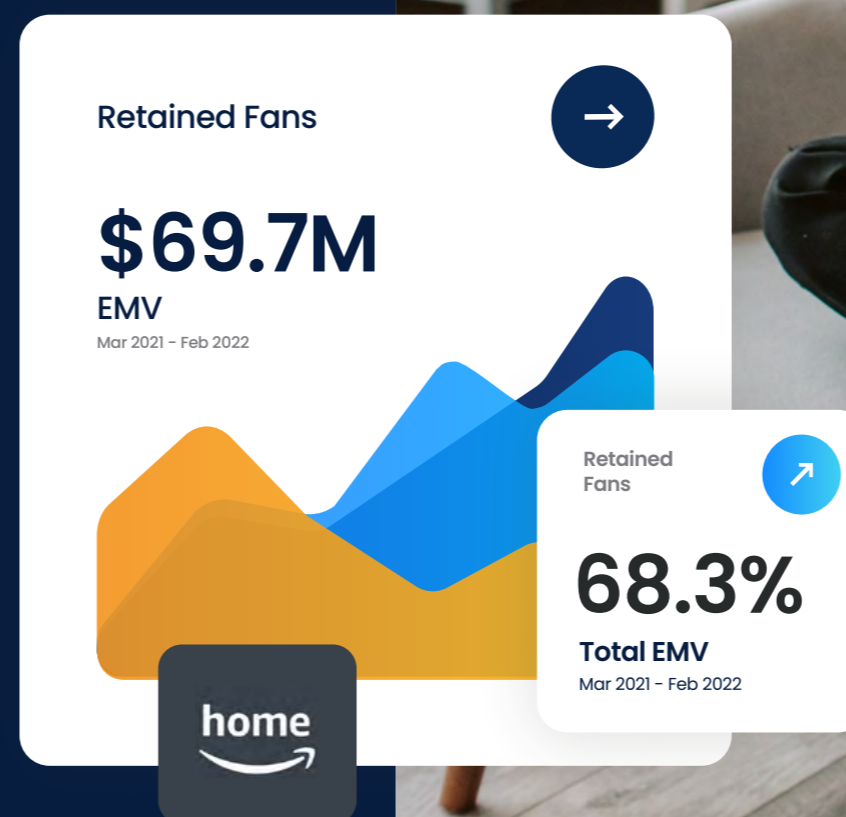
## Retain Relationships

# Retain Your Creators for Sustainable, Long-term Growth

Many brands focus their campaigns on finding new partnerships, but in the home decor and improvement industry, it actually pays off more over time to focus your efforts on retaining relationships with your creators. This often ensures ongoing posting, which can generate sustained revenue and long-term growth. By creating mutually beneficial partnerships, your brand will maximize its potential for conversion.

In the previous Amazon Home example, both Allie and Mik had also posted about the brand during the previous year, indicating that Amazon Home is well on its way to retaining key creators via its influencer marketing strategy. Retained fans accounted for \$69.7M EMV, roughly 68.3% of Amazon Home's total EMV from March 2021 to February 2022. Throughout this time period, Amazon Home worked with its creators to make them feel valued, which in turn helped the brand retain content creators.

After reaching 100k followers on Instagram, Allie referenced her partnership with Amazon, stating that she was "blessed" to "partner with the best of the best with the @amazon fashion & @amazon teams!" As seen from Allie and Mik's example, providing content creators with the space to develop professional skills is a great way to strengthen organic affinity.

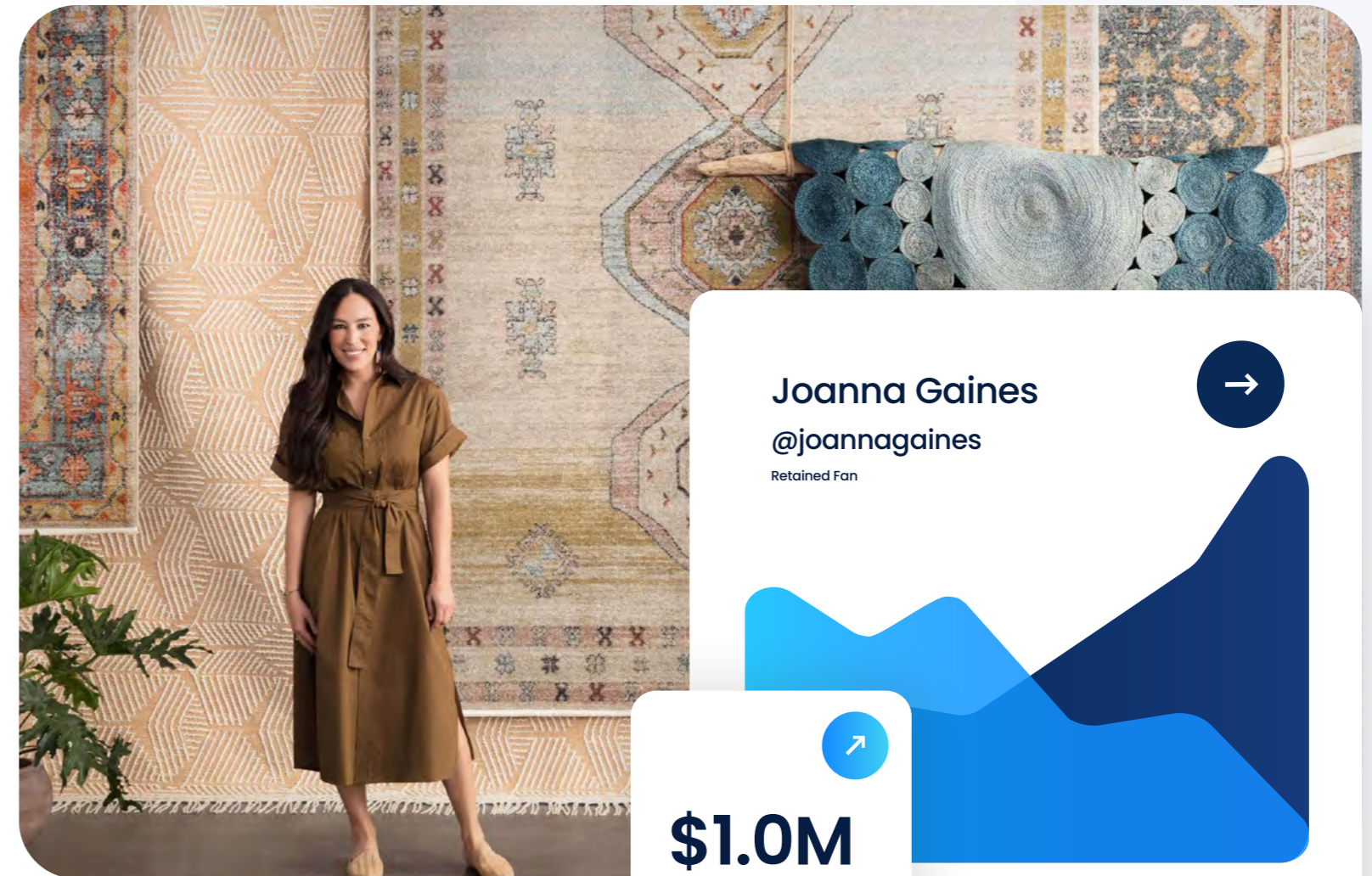


## Brand Spotlight

# Loloi Rugs Invests in Key Partnerships

Loloi Rugs seeks to show how a well-crafted rug can make a home. Founded in 2004, the brand produces rugs, pillows, and throws ethically hand-woven in India, charging itself with “bringing new life to an old craft.” In the past year, Loloi Rugs collected \$29.0M EMV, a 62% YoY growth, and out-performed competitors Boutique Rugs (\$22.6M) and Ruggable (\$20.0M). The brand’s number of posts increased by 74% YoY, with creators generating an impressive 9.8k pieces of content during this period.

Loloi Rugs set itself above the pack by nurturing relationships with content creators. One of the brand’s top content creators during the past year was Joanna Gaines (@joannagaines on Instagram), co-founder of Magnolia and previous “Fixer Upper” host. Gaines’ collaboration with Loloi Rugs first launched in 2016. In June 2021, Loloi Rugs announced it would add to the Magnolia Home by Joanna Gaines rug collections, reinvigorating consumer interest in the offering. Gaines powered \$1.0M EMV over the past year, demonstrating how retaining strong relationships with your collaborators pays dividends down the line.



Joanna Gaines

@joannagaines

Retained Fan

\$1.0M

Total EMV  
Since June 2021



Reward Loyal Fans

# The Power of Product Collaborations

One way that a brand can demonstrate appreciation for its most loyal fans is through product collaborations. In the home goods space, product collaborations have lasting effects, largely because of the ability a content creator has to consistently post a product and tag your brand. Further, because of how much effort goes into product collabs, creators are often excited to post about your brand, as they've had a hand in designing or sharing their expertise with a particular product. Bringing on your most enthusiastic content creators for the product collaboration process is a great way to showcase your appreciation for them.

Tip ▾

## Take Advantage of Collabs With Interior Designers

In October 2021 Loloi Rugs enjoyed a spike in EMV, raking in \$3.7M. That same month, the brand dropped a collaboration with interior designer Amber Lewis (@amberinteriors on Instagram). Amber brought in \$646.9k EMV, mentioning Loloi Rugs in 74 posts. On Instagram, Amber noted that the collaboration was "a dream come true," sending love and gratitude to her "@loloirugs fam."

Amber generated \$1.2M EMV over the past year, a 526% YoY increase. The hashtag for her collection, #AmberLewisLoloi, netted \$1.7M EMV.



Amber Lewis  
**\$646.9k**  
EMV  
October 2021



'Tis the Season:

# Align Your Campaigns With the Holidays

Brands in the home goods space stand to benefit from being seasonally aware and capitalizing on home decor's proven gifting potential. Ramping up your campaigns around Mother's Day, Father's Day, and the end of the year allows your brand to be top-of-mind in times when consumers are more likely to make purchases. The more you can personalize your campaigns around holiday sales, the better. Offering specific discount codes to your content creators can give you the edge on your competitors.



## Creator

@creatorname  
2.7M Followers

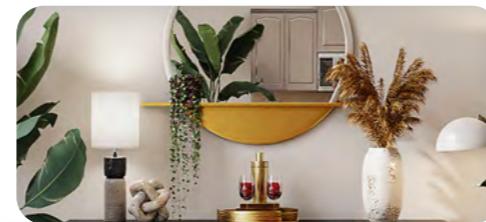
Submit Content

## Discount Codes

JES687HTY

JRH327REY

KM754RET



## Black Friday 50% Discount

JES687HTY

Black Friday  
50% off all products  
For everyone

Active from Nov 6



Brand Spotlight

# Cozy Earth Leverages Holiday Discount Codes and Giveaways

As a small business well-suited to position itself as a luxury holiday gift, Cozy Earth typically ramps up its influencer marketing campaigns during the holiday season. Its biggest months from March 2021 to February 2022 were April and November, corresponding with Mother's Day and Black Friday. In April 2021, Cozy Earth experienced a 222% increase in post count when the brand partnered with its creator community by offering steep discount codes of 40% off for Mother's Day. #MothersDayGift yielded \$62.4k EMV in April, while content creators as a whole produced \$1.6M EMV that month.

November marked Cozy Earth's highest number of monthly posts in the monitored time period, with a whopping 2.7k pieces of content, a 185% rise from the previous month. Cozy Earth's content creator community grew by 127% in November alone, with creators using both discount codes and giveaways to mark the brand's holiday sale. Thanks to all this activity, Cozy Earth soared to \$2.5M EMV in November.



**\$1.6M** Total EMV  
In April 2021

✓ #MothersDayGift - \$62.4k EMV



# The Takeaway

With the home decor and home improvement industries growing at a steady rate, it's critical for brands to understand which influencer marketing strategies correspond to standout growth in revenue and EMV.

Focusing on your brand's relationships with creators will only become more important over time. By identifying your key brand fans and developing strategic, personalized campaigns with them, you can boost your brand's earned media impact and set yourself up for influencer marketing success.



Advance your influencer marketing maturity in the age of the Creator Economy with the industry's most trusted software solution.



CreatorIQ is the industry's most trusted creator marketing software, powering advanced creator marketing insights and program management for the world's most innovative enterprise brands. Supported by cutting-edge data science, our Intelligence Cloud enables creator discovery, streamlines marketing teams' workflow, ensures brand security, and provides customized performance metrics. Our intuitive, comprehensive features have helped make CreatorIQ the chosen creator marketing software solution for brands such as AB Inbev, Airbnb, Calvin Klein, CVS, Disney, H&M, Sephora, Unilever, and more.

Founded in 2014, CreatorIQ is headquartered in Los Angeles, with offices in New York, Chicago, London, and Ukraine. In September 2021, CreatorIQ further bolstered our benchmarking and insights capabilities by acquiring Tribe Dynamics, a leading influencer marketing platform that helps passion-driven brands understand the value of their digital earned media.

**For more information, and to learn how CreatorIQ can help your brand, visit:**

[creatoriq.com](https://creatoriq.com)