



Furniture Marketing Pros Reveals 90-Day Digital Marketing Framework to Counter Industry Downturn

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Furniture Marketing Pros, a digital marketing agency serving independent furniture and mattress retailers, has introduced a 90-day marketing framework intended to help showroom stores respond to the current industry slowdown without relying on deep discounting.

The framework addresses a challenge facing furniture retailers in 2026. Advance estimates published by the U.S. Census Bureau on July 16, 2026 put total US retail and food services sales for June at \$768.6 billion, up 6.7 percent from June 2025, with a margin of error of plus or minus 0.5 percentage points. Sales at furniture and home furnishings stores rose 0.2 percent from the previous month. Census data for the first four months of 2026 show the category at approximately \$42.32 billion in sales, roughly 3 percent below the same period in 2025. Advance estimates are drawn from a subsample of the Census Bureau's full retail sample and are revised in later reports.

The 90-day framework, detailed in founder Ahmet Yavuz's book Furniture Marketing: The Complete Guide to

Digital Marketing for People in the Furniture Industry, emphasizes winning the online research phase before the showroom visit. The book is available at <https://go.furnituremarketingpros.com/furniture-marketing-book-page>. Research by HomeByMe, cited by the Home Furnishings Association, indicates that 63 percent of consumers begin their furniture journey by seeking inspiration online, while 43 percent complete a purchase online. Industry estimates also place showroom visitors at 80 to 90 percent of the way through their decision-making process, although that figure is a widely repeated industry estimate rather than a measured average.

The approach measures success through showroom visits, phone calls, and financing inquiries rather than clicks or impressions, a standard the agency applies to its marketing for furniture stores programs.

"The instinct during a downturn is to discount, but in a category with long sales cycles and thin margins, that becomes a race to the bottom," said Ahmet Yavuz, founder and CEO of Furniture Marketing Pros. "Stores that remain invisible during the weeks of online research never get the showroom visit, regardless of their pricing. The solution is to meet customers where they start their journey, which is online."

The framework follows a deliberate sequence that reverses common marketing practices. Week one focuses on foundational elements, particularly Google Business Profile accuracy and completeness, which the framework treats as the highest-leverage asset for showroom retailers. Weeks two through eight concentrate on building digital assets, including product and category pages organized around how customers research furniture rather than how it is cataloged.

The plan incorporates furniture SEO strategies across Google, Google Maps, and AI answer engines such as ChatGPT and Perplexity. Email and SMS sequences are timed to furniture buying cycles measured in weeks rather than hours, with abandoned-cart flows stretched across two to three weeks instead of the few hours typical in other retail sectors.

Paid advertising is activated last rather than first. Once the website and follow-up systems can convert traffic, ads run on furniture-specific economics, with financing offers as the primary hook, remarketing windows of 30 to 90 days, and budgets concentrated around major revenue periods such as Memorial Day and Labor Day.

Furniture Marketing Pros provides furniture digital marketing services for independent furniture and mattress retailers. According to the company, it integrates more than 80 furniture brand catalogs and 100,000 products into Shopify stores, handles catalog data integration and local search, and sets up financing options at checkout. Founder Ahmet Yavuz is available for comment on how independent stores can compete during the current slowdown.

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Furniture Marketing Pros

Furniture Marketing Pros, based in Woodland Park, NJ, is a results-driven digital marketing agency dedicated to furniture and mattress retailers.

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