



Furniture Marketing Pros Releases Free Marketing Book for Furniture Retailers

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Furniture Marketing Pros, a Woodland Park, New Jersey-based furniture marketing agency, has announced the release of a new edition of Furniture Marketing, The Complete Guide to Digital Marketing for People in the Furniture Industry. The company is distributing the 206-page resource at no cost to furniture retailers nationwide as the industry contends with declining sales and rising operational costs.

The timing coincides with sustained pressure across the furniture retail sector. According to Commerce Department data reported by Furniture Industry News, furniture and home furnishings stores generated approximately \$42.32 billion through the first four months of 2026, roughly 3 percent below the same period in 2025. At least 17 furniture retailers announced closures or liquidations in the first quarter of 2026, while January orders were flat and shipments fell 7 percent, according to industry analyst Smith Leonard.

Consumer behavior has shifted alongside those conditions. Research reported by the Home Furnishings Association found that 63 percent of consumers begin their furniture search online while only 43 percent complete the purchase there, and that shoppers who reach a showroom are typically 80 to 90 percent through their decision before they arrive.

The book was written by Ahmet Yavuz, who moved to the United States in 2019 and worked in the warehouse and on the sales floor of a small New Jersey furniture store before moving into advertising and web development and founding the agency. It draws on that work and on campaigns the company has run for furniture and mattress retailers since.

"Furniture retailers are being squeezed from multiple directions simultaneously," said Yavuz, Founder and CEO of Furniture Marketing Pros. "They face a declining category, tariff-driven cost increases they cannot absorb at their scale, and a buying journey that begins weeks before anyone walks through the door. Every marketing book I picked up assumed the reader was selling something cheap, something simple, or something that ships in a box. Furniture is none of those things, so I wrote the one that did not exist."

The book addresses conditions the book identifies as particular to furniture retail, including extended buying cycles, high-ticket purchases, and the role of the showroom visit. It sets out approaches to SEO for furniture stores, covering visibility across Google, Google Maps, and AI answer engines such as ChatGPT and Perplexity. According to the book, email and SMS sequences in furniture should be timed to a cycle measured in weeks rather than hours, with abandoned-cart follow-up extended across two to three weeks rather than the same-day window common in other retail categories.

The guide covers seven areas of digital marketing, including website structure built around furniture research patterns, Google Business Profile optimization for showroom retailers, and furniture store advertising built around furniture economics such as financing offers and extended remarketing windows. Yavuz writes that advertising should be activated only after a store's website and follow-up systems can convert the traffic, a sequence set out in the 90-day implementation plan that closes the book.

Retailers face further pressure from trade policy. Upholstered wooden furniture, kitchen cabinets, and vanities have carried a 25 percent tariff since October 2025, with scheduled increases paused for a year in January 2026, according to Retail Dive. Retail analysts told CNBC that smaller retailers are the most exposed to those costs because they lack the scale and sourcing flexibility of larger competitors.

The book is offered in two tiers. A digital edition is free to anyone working in the furniture business. Qualifying U.S. store owners and managers who complete a short survey also receive a printed copy shipped at no charge, typically arriving within two days. Both are requested at <https://go.furnituremarketingpros.com/furniture-marketing-book-page>.

Furniture Marketing Pros specializes exclusively in marketing services for furniture and mattress retailers. The company holds partnerships with Meta, Google, and Shopify, and offers comprehensive marketing programs including Search Everywhere Optimization, paid buyer acquisition, website conversion optimization, and reputation management and press release services designed specifically for the furniture retail industry.

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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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