

New Book to Help Interior Designers Be as Exceptional Marketers, as They Are Designers

Interior design business is disrupted by new competitors out to steal market share. Designers need more effective marketing strategies. This new book shows how.

STEVENS, PENNSYLVANIA, UNITED STATES, May 24, 2017 /EINPresswire.com/ -- The traditional business of interior design has been disrupted by a rapidly growing range of competitors out to steal market share from designers' elite clientele. Designers must fight back against the onslaught with more effective marketing strategies. This new book, [Marketing the Luxury of Interior Design](#), will show designers how.

More retailers are moving upscale with increasingly sophisticated design resources (RH, Crate & Barrel). Others are offering complimentary design services (Ethan Allen, Pottery Barn, West Elm) and emerging internet-age retailers and design services (Wayfair.com, Havenly.com) offer the promise of 'internet-easy, internet-fast' design solutions. What these competitors share is expert marketing.

Complicating matters further, consumers are increasingly taking a do-it-yourself approach to home design and decorating challenges, empowered by HGTV and other sources of information that portray a oversimplified and unrealistic picture of home improvement projects.

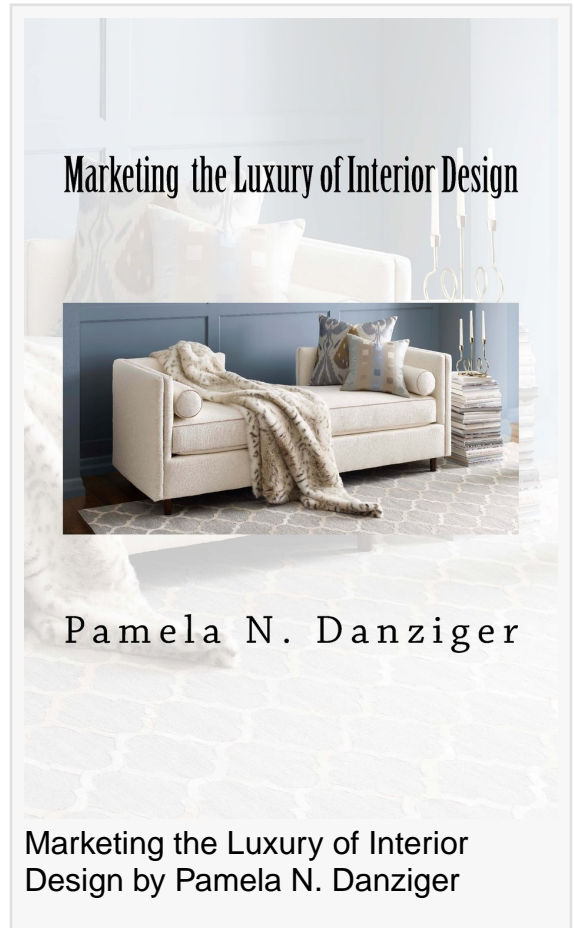
Pamela N. Danziger, president of [Unity Marketing](#) and an authority on luxury market, has written a guide for interior designers to combat these disruptive influences with powerful marketing. With a foreword by Cary Kravet, President and CEO of Kravet Inc., a leader in to-the-trade design resources, *Marketing the Luxury of Interior Design*, it gives designers the most up-to-date tools of luxury marketing to help them super-charge their marketing and branding strategies.

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Pamela N. Danziger

“Designers dedicated to providing customized, professional interior design services need new marketing strategies to succeed in today's competitive, rapidly changing and complex market,” Danziger says. “To win in this new marketplace, designers must be exceptional marketers, as well as exceptional designers.”



The opportunities & challenges of marketing interior design services

The best potential interior designer customers are the affluent with high incomes and discretion to spend. To succeed in marketing their services, designers need to understand the motivations that drive the affluent customers their purchases. This is where luxury marketing strategies come into play, because interior design services are first and foremost a luxury, not a necessity.

Luxury consumers today have a much wider range of home products to buy and places in which to buy them than they did a mere two years ago, not to mention five or ten. And many of these new competitors are offering complimentary interior design services, positioned to compete against independent professional designers, in order to attract a more discerning and affluent customer.

On the plus side, the marketing opportunities for professional interior designers are huge. Unity Marketing's research reveals that at any one time between 40-50% of affluent consumers are currently engaged or planning a major home improvement project. "That represents a great potential market for interior designers who can assist and support these affluent customers select the right furnishings to improve their homes, enhance their enjoyment of their home spaces, and increase the home's investment value," Danziger explains.

But designers are challenged to make the value of their services clear to target consumer. "This is where interior designers are failing," Danziger says. "And that is the power of marketing." UM's research shows that less than one-third of those engaged in such projects used the services of an interior designer. What's more, among those luxury consumers who used the services of an interior designer, a significant share (43%) turned to a designer provided by a retailer for advice, rather than to an independent professional.

This is a sobering finding, as it indicates independent professionals are losing the marketing battle against retail competitors offering the illusion of professional design support at no added cost, though these 'designers' are most often sales people masquerading as professional designers.

About Marketing the Luxury of Interior Design

This concise book is a designer's guide to marketing success. Based upon research that author [Pam Danziger](#), president of Unity Marketing, is known for, this book identifies the best clients for interior designer services and reveals how to reach the target customer with branding and marketing that connects.

With a foreword by Cary Kravet, President and CEO of Kravet Inc., a leader in to-the-trade design resources, this book helps prepare interior designers to be more proficient and effective marketers as they confront today's changing market for professional interior design services.

About Pam Danziger & Unity Marketing

Speaker, author, and market researcher Pamela N. Danziger is internationally recognized for her expertise on the world's most influential consumers: the American Affluent, including the HENRYs (high-earners-not-rich-yet) mass affluent.

As founder of Unity Marketing in 1992, Pam leads with research to provide marketers with actionable insights into the minds of their most profitable customers.

Pam is a member of the renowned Leaders in Luxury + Design panel recognized by The Home Trust International. She received the Global Luxury Award for top luxury industry achievers presented at

the Global Luxury Forum in 2007. She was named to Luxury Daily's Luxury Women to Watch in 2013. She is a member of Jim Blasingame: The Small Business Advocate's Brain Trust and a contributing columnist to The Robin Report and Forbes.com.

A prolific writer and blogger, Pam is author of eight books, including Home for HENRYs: Meet the New Customers Home Décor Marketers Are Searching For — High-Earners-Not-Rich-Yet, which launches a series focused on the mass-affluent HENRYs who are the changing face of America's affluent consumer marketplace.

In 2016 she added Shops that POP! 7 Steps to Extraordinary Retail Success, to her bibliography. It reveals the secrets to crafting a retail shopping experience that's irresistible to high value shoppers. As a luxury market expert, Pam is frequently called on to share research-based insights with audiences and business leaders all over the world.

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