

Want to slay in a
sometimes *Unoriginal*
market?



Get inspired by food delivery apps

Have you ever ordered food from an app like Uber Eats? These apps make it incredibly easy for customers to get exactly what they want, when they want it. Take a page from their book and make your interior design business just as accessible. Offer virtual consultations and make it easy for customers to shop online for decor and furniture items.

Take a cue from makeup brands

Makeup brands are constantly releasing new collections and collaborations with influencers. Apply this strategy to your interior design business by partnering with a popular blogger or influencer to create a line of home décor items. This will help you reach a wider audience and bring in new customers who might not have heard of your business before.

Borrow from fitness brands

Fitness brands are all about inspiring their customers to achieve their goals. Take that same approach and apply it to interior design. Use social media to showcase inspiring before-and-after transformations, and create a sense of community among your followers. You could even create a "design challenge" where customers submit photos of their space and you provide design recommendations.

Use the "Buy One, Give One" model like TOMS Shoes. For every project you complete, offer to decorate a room for a family in need. Not only does this help those less fortunate, but it also shows potential clients that you have a heart of gold. You'll be surprised at how this can increase your client base and help you make a difference in your community. Maybe you can't do it the time to be quite so generous but how about a certain amount of money towards a charity close to your heart from every deposit?

Host a giveaway like Ellen DeGeneres.

Ellen loves giving away prizes on her show, and you can do the same! Offer a free design consultation to one lucky winner on social media. All they have to do is like and share your post. It's an easy way to gain new followers and showcase your design skills. Please make sure to assess you ROI, if you're very new this might be something better done in collaboration with a bigger account.



Look to clothing retailers

Clothing retailers are masters of creating a cohesive aesthetic that resonates with their customers. Take inspiration from their visual merchandising techniques and use them to create a memorable shopping experience for your interior design customers. Experiment with different colour schemes and create eye-catching displays that showcase your décor items.

Be inspired by travel companies

Travel companies know how to create a sense of wanderlust in their customers. Apply that same sense of adventure to your interior design business by creating themed collections inspired by different parts of the world. For example, you could create a collection inspired by the colours and textures of Morocco or the minimalist design aesthetic of Japan.

Take a page from the beauty industry and offer mini makeovers. Just like how Sephora offers mini makeovers to entice customers to purchase their products, you can offer mini design consultations to show potential clients your skills. Set up a booth at a local event or offer free mini consultations at your studio. Give people a taste of what you can do and watch the referrals roll in!

Take a cue from the food industry and offer a tasting menu. Restaurants offer tasting menus to show off their culinary skills, and you can do the same with your design expertise. Host an open day where potential clients can see your work and get a taste of what you can do. Offer small bites and drinks to really set the mood.

Use the "As Seen On TV" tactic

like the ShamWow! If you've ever watched late-night TV, you've seen the infomercial for the ShamWow! Use this same tactic and showcase your work on social media and your website. Highlight your best projects and showcase any media coverage you've received. It's an easy way to build trust with potential clients and show them that you're a reputable designer.



Use social media like a fast food chain
If there's one industry that's killing it on social media, it's fast food. Brands like Wendy's and Burger King have gained millions of followers with their sassy and irreverent social media posts. Take a page out of their playbook and use humor and wit in your own social media marketing. You don't have to be a comedian, just show off your personality and have some fun!

Offer loyalty programs like an airline
Airlines know how to reward their frequent fliers, and you can do the same for your loyal clients. Offer incentives like discounts or exclusive access to new product launches for clients who work with you repeatedly. Make them feel special and they'll keep coming back for more.

Host events like a fashion brand
Fashion brands are known for throwing fabulous events to showcase their latest collections. Take inspiration from them and host your own design-related events. You could host a "Design 101" workshop for beginners, or a cocktail party to celebrate the launch of your latest project. Get creative and make it a night to remember!

Create video content like a beauty brand
Beauty brands like Glossier and Fenty Beauty have exploded in popularity thanks to their visually stunning video content. Create your own video content to showcase your design skills and give potential clients a taste of what you can do. Whether it's a time-lapse of a room transformation or a behind-the-scenes look at your design process, video content is a great way to stand out.

Collaborate like a music artist
Musicians are constantly collaborating with each other to create something new and exciting. Take a cue from them and collaborate with other designers or creatives to offer something unique to your clients. Partner with a local artist to create custom wall art, or team up with a furniture designer to create a one-of-a-kind piece for your next project.



Take a cue from the tech industry. The tech industry is always looking for ways to streamline processes and make things more efficient. As an interior designer, you can do the same by embracing technology to make your business more efficient. Use online tools and software to manage your projects, schedule appointments, and communicate with clients. This will save you time and allow you to focus on what you do best – designing.

Take a leaf out of Ronald's book.. We all know fast-food chains are pros at getting people in the door. One strategy they use is creating limited-time offers and special deals to entice customers to try something new. As an interior designer, you can do the same by offering limited-time discounts or special package deals on your services. This will give potential clients a reason to try your business and see what you have to offer.

Borrow more from the fashion industry. Fashion designers are masters of creating a cohesive brand image. They use consistent colors, fonts, and imagery to create a recognisable brand that stands out. As an interior designer, you can do the same by creating a cohesive brand image across all your marketing materials. Use consistent colours, fonts, and imagery in your social media posts, website, and business cards to create a brand that people will remember.

Take a page from the entertainment industry.

The entertainment industry knows how to create a buzz around their products. They use teasers, trailers, and other promotional materials to get people excited about their upcoming releases. As an interior designer, you can do the same by creating teaser images of your upcoming projects or showcasing sneak peeks of new design trends on social media. This will get people excited about your work and keep them coming back for more.

So there you have it – so many super fun ways you can take inspiration from other industries and apply those strategies to running your interior design business. Now go out there and get creative! Remember, think outside the box always, there are no rules when it comes to innovation and creativity, so don't be afraid to experiment and try new things,

I promise they'll make your business stand out from the rest!

