

GETTING THE MOST OUT OF YOUR CONFIGURATOR

Mastering the Prospect-to-Sale Workflow



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Congratulations!

You are ready to put an IdeaRoom configurator on your consumer-facing website. We commend you for taking the next step towards growing and scaling your business, and enhancing efficiency while you do.

It is important to note that a configurator in and of itself is not a full-stop solution to selling more online. 3D configurators are one tool within a broader kit that when used effectively can generate tremendous results for your business.



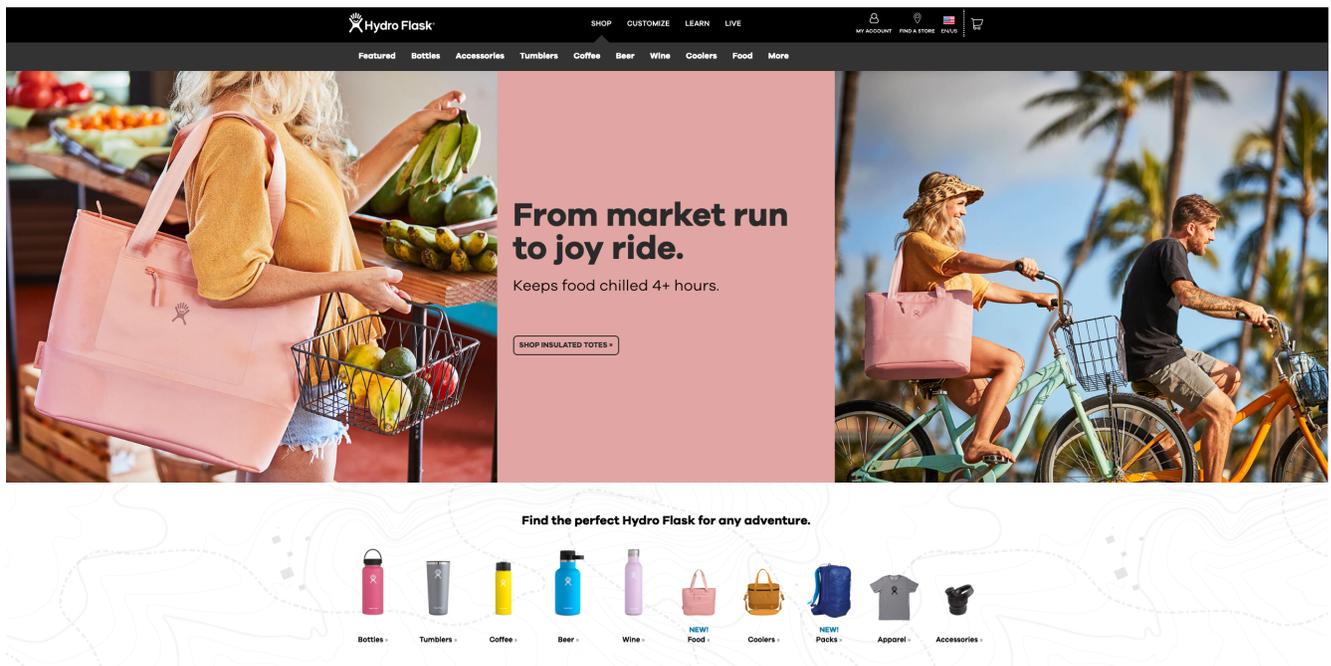
The checklist that follows represents all of the other "must-haves" in order to make your configurator as successful as it can be.

✓ A clear, concise website

As soon as your website loads, visitors should have a clear, immediate understanding of what it is that sets you apart. Make sure this includes:

- **Bold fonts against a contrasting background**
- **A short, simple statement that articulates your offer**
- **A Call to Action (CTA) that can be seen *without having to scroll***

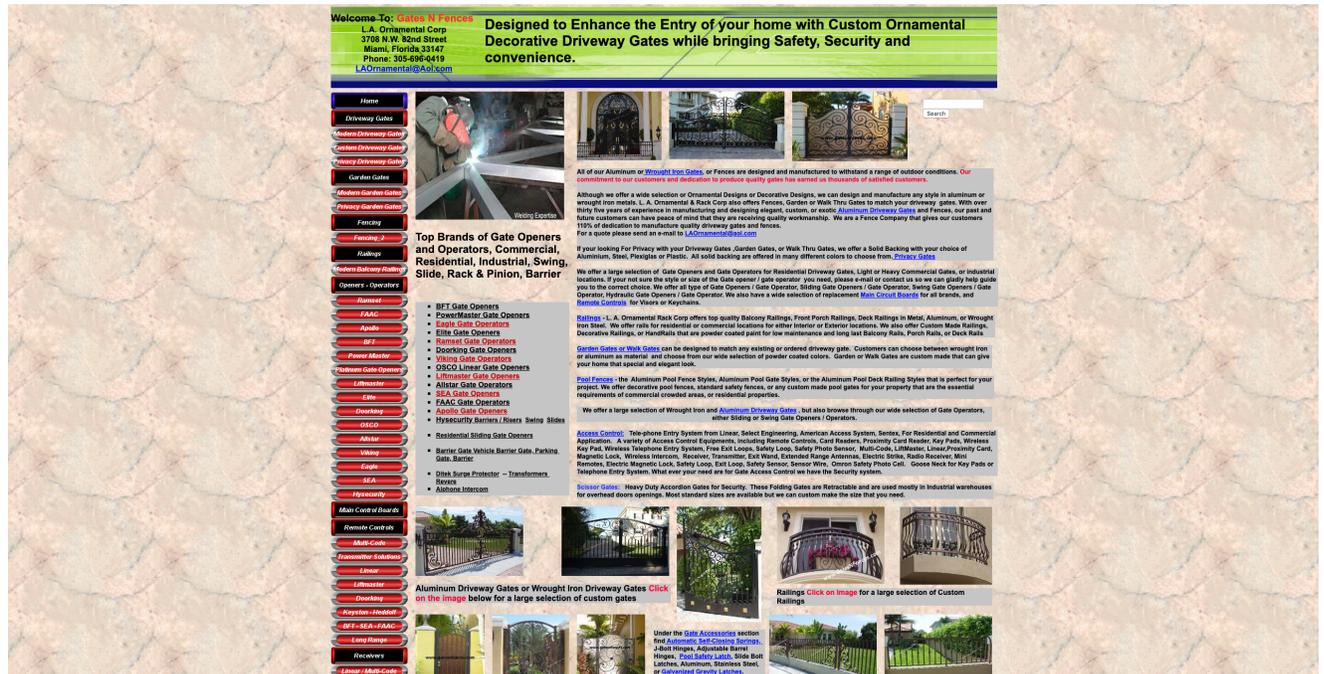
Here is an example of a great product website:



Hydroflask is a company that sells bottles and coolers to keep food and drinks cold and fresh. We understand this from two simple sentences on their home page.

Their CTA gives us an option to shop, and can clearly be seen against a contrasting background. The list of products beneath the home screen banner is a bonus that allows us to dive deeper into additional offers.

Here is a website style that we *do not* recommend:



White space is the simplest way to create a beautiful website.

Clutter and lengthy text will distract your visitors, and make them feel as if your business itself lacks organization. Large paragraphs, randomly scattered hyperlinks, an infinite scroll will bombard visitors with information overload.

The greater the number of choices you present to a potential buyer, the greater the amount of time they will take to render a purchasing decision. The greater amount of time they take to render a purchasing decision, the less likely they are to buy.

Make it as seamless as possible for your website's visitors to land on what they want.

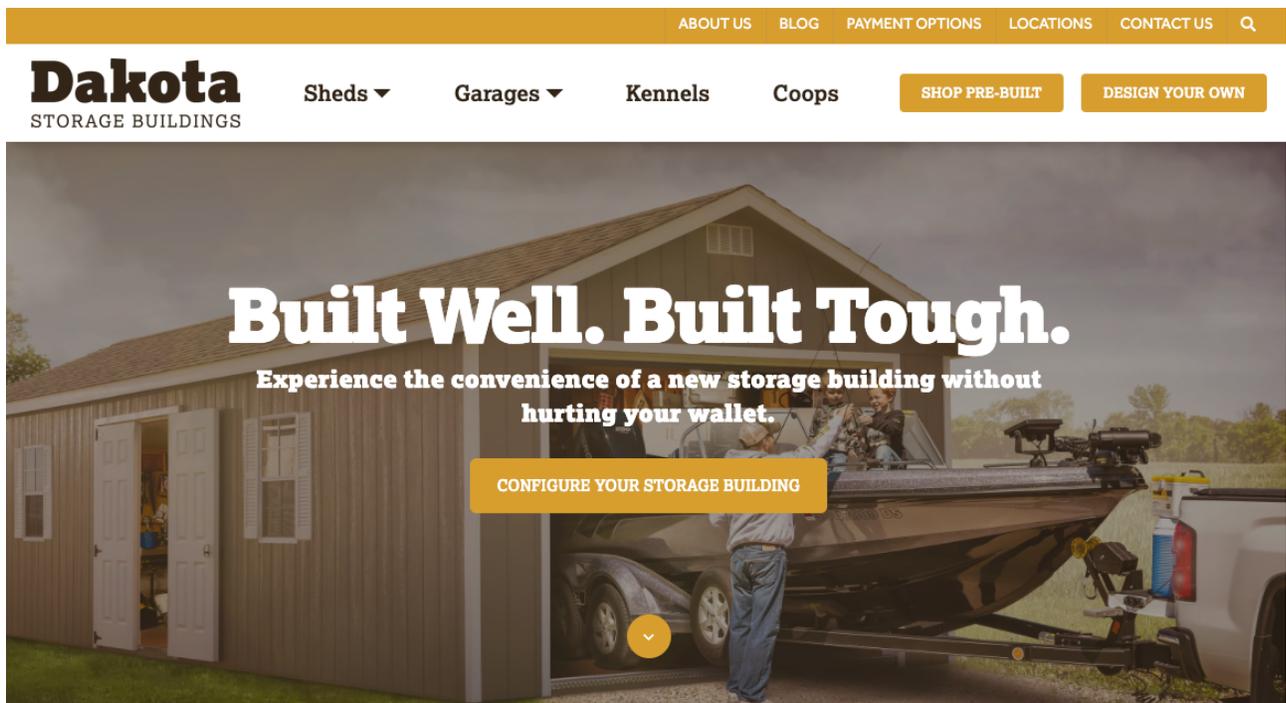


The configurator as your primary CTA

Leads that come through an IdeaRoom configurator are more likely to close, because they are *more qualified* and *closer to their dream structure*. Your configurator will give prospects instant feedback and a beautiful, accurate copy of their building design.

Because of this, you should strive to use your configurator as your primary source of lead capture, and prioritize it with a striking CTA. **For maximum effectiveness, your configurator CTA should be on the home page of your website and visible *without having to scroll*.**

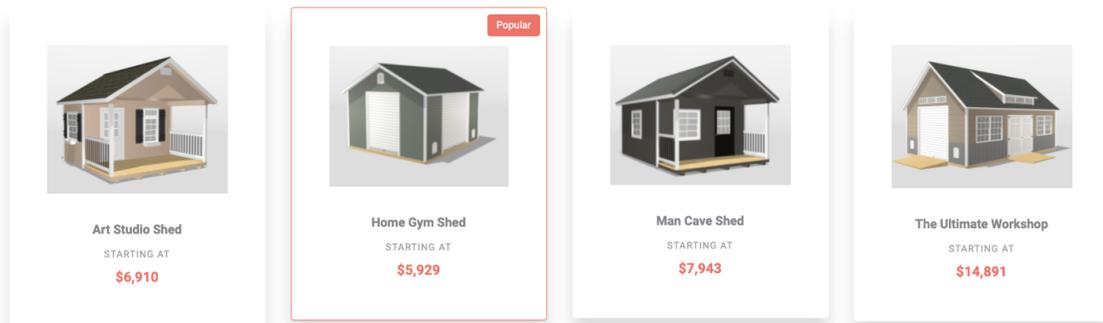
Here is a great example:



This site has an entry point to the configurator on the main home page banner, AND on the menu tab in the upper righthand corner. This is the ideal way to make sure no prospect misses an opportunity to design his/her own building.

Style Pages

The addition of style pages enables your business to qualify and educate potential customers by allowing them to visualize the type of building they are interested in, and continue to expand on which style would work best for their specific needs. You can put the top 3 - 4 styles in a module like this beneath the main banner image on your home screen:



As you can see, each of these images were produced using the configurator. [Follow this article to learn how you can download high-quality images of your buildings directly out of your configurator.](#)

Next, link each of these cards to a corresponding style page for each building type you offer. Featuring a simple and concise phrase to express reasons why a customer would purchase this style of building, or title them with purpose-driven names that can help to increase your search engine ranking when those terms are searched. [For more information on adding style pages to your website, watch this short video.](#)

If a customer is searching for a building to serve as a backyard art studio, they likely will search those exact keywords within a search engine. From the results of that search, they are more likely to visit a website that specifically outlines a structure meant to serve that purpose than a competitor's site that refers to a similar building as a "shed". Utilizing other key phrases like "man cave", "RV storage", or "backyard office" will increase the search engine's ranking for your page when those terms are searched.

Invest in SEO

An array of easily-accessible tools are available to help you determine which keywords will organically increase your ranking on search engines. Google Trends, a free tool by Google, enables you to track different keyword searches across a time period. Google Trends also allows you to reference the geographic region the keyword was searched to determine which phrases will do better in a certain area, as well as compare two similar keywords to select which would produce the best results. Google provides an online lesson on Google Trends available here: [Basics of Google Trends](#).

Alternatively, you may consider using Keyword Planner by Google Ads. Similar to Google Trends, you can determine which terms are most commonly searched, yet you have the added advantage of being able to run ad experiments based on specific keywords to improve your search engine ranking. You can use those ads to capture new leads and direct them to landing pages on your site or Facebook posts related to their search. You can learn more about Keyword Planner by Google Ads here: [Using Google Ads Keyword Planner](#).

Use Facebook to educate & engage

Surprising to some, many companies use their Facebook pages (directly or indirectly) to drive the majority of their sales. To achieve this goal, you are able to use the array of tools provided by Facebook including:

- **Your Facebook Page** to supply fresh content for shoppers to interact with
- **Facebook Messenger** to chat directly with consumers
- **Facebook Ads** to help with targeting and to drive more traffic
- **Facebook Marketplace** to complete building transactions online

Two types of posts you can use to drive more sales are customer testimonials and building spotlights. For customer testimonials, create a post that tells a story about one of your many happy buyers. Use a high-quality photo of the building installed at the purchaser's plot, and include content regarding what type of building they purchased, how quickly their building was installed, how they are using their building, and how happy they are with their purchase. This type of post can often be a more relatable form of content than posting in your own words, which can increase the post's value to other shoppers.

In addition to customer testimonial posts, you can create posts to spotlight specific designs or building types. Some shoppers just aren't able to explain exactly what they want, and benefit greatly from browsing through visual representations of ready-to-buy options. Consistently posting different buildings helps you to build up an album for shoppers to look through at any stage of their buying process. Your page visitors may need more time before purchasing, however if you continue to post relevant and fresh content on your page, they are more likely to come back when they're ready.

[For a deeper dive into leveraging Facebook to maximize your configurator site, check out this video.](#)

Conclusion

Posts and pages that ultimately direct shoppers back to your 3D configurator equips you with instant knowledge about what the customer wants, giving you the opportunity to conveniently and easily fill their needs. IdeaRoom's configurator seamlessly allows consumers educate themselves and instantly interact with your products, while self-qualifying and upgrading their building without ever needing to speak to a sales person. Once your sales team contacts the customer, they already know exactly what they want and why they want it - leading to more easily closed deals.

Did you read this article? Was it helpful? Let us know if you have checked each of these boxes to prepare for your configurator implementation by taking this [brief survey!](#)