



Gaining Customer's Trust

Campaign

GIVING THEM THE TOOLS THEY NEED TO
FEEL CONFIDENT IN BUYING OUR SHELVES

By Alyssa Whalen & Kate Rawlins

Campaign Goal

Build customer's trust by providing them easy to access resources that are easy to understand. They need to feel comfortable and confident not only in the quality of our product, but in their ability to execute their projects and home goals.

Additional Benefits

As Ultrashelf grows, the customer service department is also growing. This campaign and the recommendations we give will be a resource for their team as they see an influx of customers with repeating questions. We want to minimize the amount of repeat messages they see on a daily basis by empowering our customers through these resources.

Target Audience

The target audience for this campaign are those who are potential or new customers.

We want those who may have items in their cart but just need that extra push to hit the "purchase" button.

Or maybe those who just received their first order of shelves but have questions.

5 Week Campaign Plan

Week 1: Caring For Shelves

Blog: By Alyssa

Reel: A reel of hands cleaning a shelf, drying dishes, taking a candle off the shelf, putting a plant with a liner on the shelf, etc. No faces.

Week 2: How To Install Corner Shelves

Blog: Already written and published by Maddsion. We can revamp if needed.

Reel: Show how to measure, drill, and hang corner shelves

Week 3: Installing Brackets Into Different Material

Blog: By Kate

Reel: Ultrashelf has footage of Blake installing brackets into different materials. Kate will compile these videos to make a reel

Week 4: Measuring For Shelves

Blog: By Kate

Reel: Film in someone's home different looks and spacing between shelves. This would be beneficial for bathroom shelves above a toilet.

Week 5: How To Shim a Shelf

Blog: By Alyssa

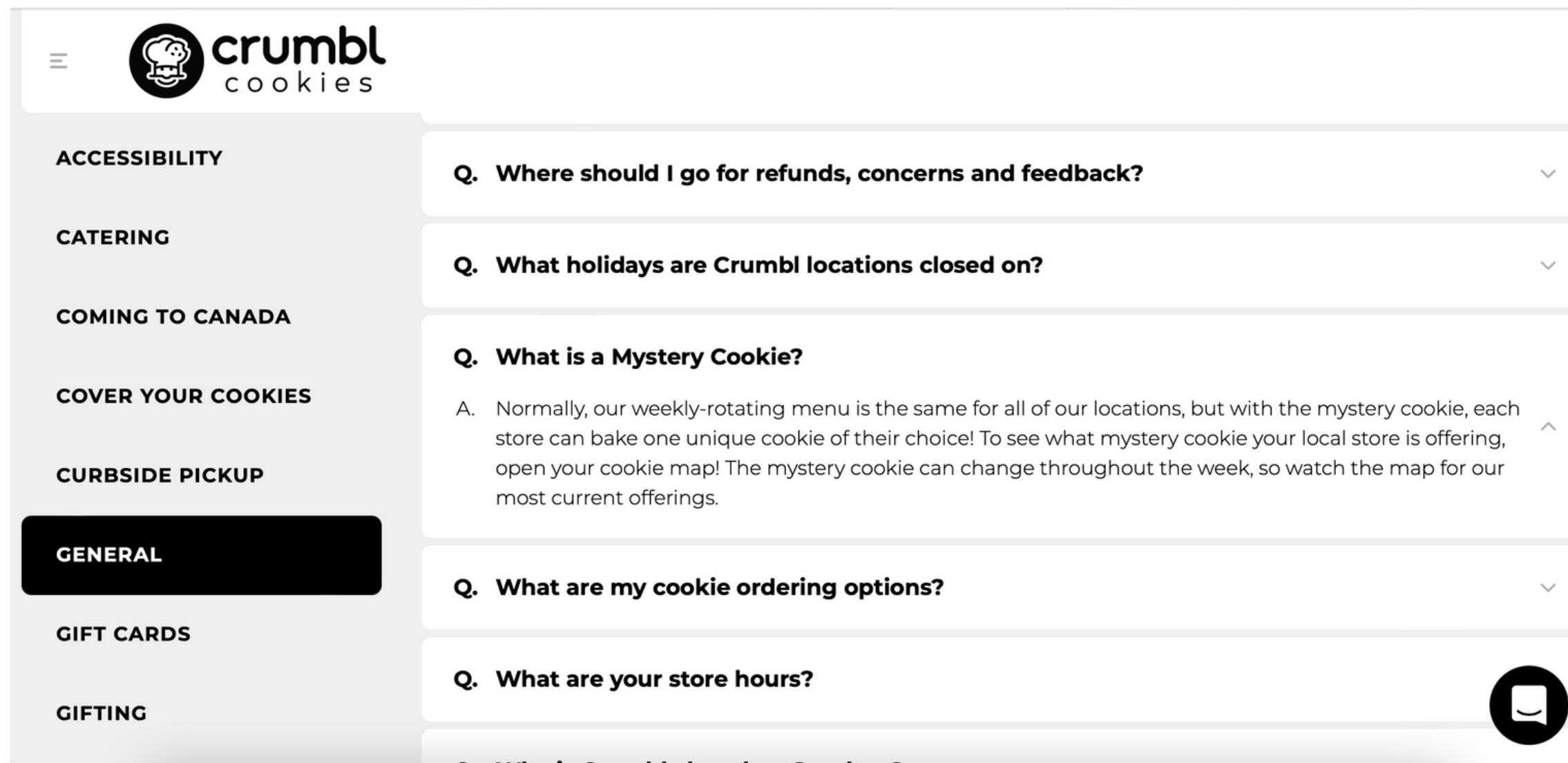
Reel: A reel on the process of shimming a shelf, what shims are, where to get them

Other Reel & Blog Ideas by Alyssa

-I did not get my brackets/my brackets are stuck in the back of my shelf
-Your brackets are made for wiring lights (this could also be a blog post)
-comparison of samples vs. a shelf in that wood/color

Build Out An FAQ Page on our website

Building out an FAQ page on our website would be beneficial for our customers and our customer service team to have all the information they need in one place and can refer back to. We can also embed long form blog links into these Q&A blurbs as well as video pop ups (created from reels) to live on this page as well. We love how Crumbl Cookies has set up their FAQ page and would suggest a buildout like this.



Frequently Asked Questions

How do I take care of your shelves?

Your floating shelves are real wood, all you need to clean your shelves is a damp cloth. Do not use wood cleaner or any chemicals on it. This can ruin the finish of your shelf. Do not place candles or anything hot or flammable on them. And use a liner when putting potted plants on them. You can read more on taking care of your shelves in this blog.

What if my walls aren't wood?

You can install shelves into a number of finishes, like tile, brick, or stone. For an in-depth description of the installation process for walls that aren't wood, click [here](#)

How do I install corner shelves?

For an in-depth description of the installation process for corner shelves, click [here](#).

Do you sell mitred corner shelves?

While we don't sell mitred corner shelves, we do recommend buying two shelves and installing them in the same corner. For more information on how to install corner shelves, click [here](#).

Can I order lights in my shelf?

Yes! You can customize your shelves with lighting. We do not sell them with lights pre-installed, but your floating shelf brackets are made for wiring lighting.

What are recommended sizes for shelves?

We can customize any size shelf, however here are some standard shelf sizes for different rooms.

How do I shim a shelf?

If you installed your shelf, but the front is tilted down a little bit, you can shim your shelf to make it level. Read this blog post to learn how to shim your shelves and make them perfectly level!

Full Frequently Asked Questions Document

<https://docs.google.com/document/d/1Qx1M4ovfH87SpvQyugQoqzpqI8ciSnGr-qIUxKwYie0/edit?pli=1#>