



Gold Bond Launches 2015 Social Media Plan

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Gold Bond has announced the launch of a strategically designed, adaptive social and new media strategy to grow brand and product awareness with consumers and online and brick and mortar retailers.

The content developed as part of this initiative will highlight the company's rich history; products; informative articles related to home décor, sleep and sustainability; and ultimately direct conversation and foster a community centered on the company's goals and products. In addition to these planned posts, Gold Bond intends to share timely and relevant content, media coverage, images and more—all specifically designed to boost connections, facilitate conversation and drive key messaging.

“Consumers are drawn to companies and brands that provide them with more than just marketing materials online,” said Gold Bond Vice President of Sales Skip Naboicheck. “In this digital and mobile society, it is our belief that an active voice and persona on social and digital media is not only imperative to business growth, but an extremely effective way to communicate with our consumers and industry partners.”

Naboicheck added that the new social media program was a real asset to its primarily independent dealer base, as it is helpful to them when selling Gold Bond product.

“The retailer presents Gold Bond as the right choice for the customer, but they may not have heard of the brand. However, when they tap into Facebook or Twitter and see other consumers engaged with our products, they feel quite comfortable and motivated to make the purchase.”

Designed to draw in and maintain followers, each post will be created to more creatively and effectively disseminate key messages, all under the umbrella of a fresh, unifying topic. Planned themes include the “Where’s the Gold Bond Truck” campaign, which will follow the Gold Bond truck on its travels around the country and “#FutonFashion,” set to include posts about small space decorating, the functionality of a futon, and more.

Gold Bond can be reached as @GoldBondSleep on Twitter as well as via Facebook.

About Gold Bond Mattress: Founded in 1899, Gold Bond is one of the nation's largest family-operated independent mattress, specialty sleep and futon manufacturers. The company is a leader in mattress manufacturing techniques and more than a century of experience bring product innovations, high manufacturing standards and executive leadership to the industry. Handcrafted in Connecticut with the majority of the raw material made in America, Gold Bond products incorporate the latest comfort technologies in their futons and mattresses, such as Talalay Latex, encased coils and visco-elastic memory foam. Gold Bond currently ships to 40 states and five countries, and its products are available at more than 500 retail showrooms.

Link: <http://bedroomretailers.com/marketing/gold-bond-launches-2015-social-media-campaign/>