

ELEV8 MARKETING

Home, Your Way

A digital marketing strategy for Sofa Symphony

Prepared by: [add your team members' names here]

Digify Pro Online Learning | Client: Sofa Symphony

Who Sofa Symphony serves, and why it wins

1

Target audience

Adults 25-45: first-time homeowners and renters, young families, couples furnishing new homes, property investors and Airbnb hosts who love modern, contemporary, luxury-inspired interiors.

2

The problem it solves

Buying custom furniture online feels risky. Shoppers want quality and personalisation but hesitate to commit sight-unseen, especially against established retailers.

3

What makes it unique

Affordable customisation paired with genuinely personalised service throughout the buying journey, an edge the big retailers can't match at scale.

Three people we're designing this campaign for

N

Nomsa, 29

First-time homeowner, Johannesburg

Just bought her first flat. Wants a statement sofa that looks custom without the big-retailer price tag. Follows decor accounts on Instagram for ideas.

T

Thabo & Lerato, 34 / 32

Young family, Pretoria

Growing family furnishing a new home on a budget. Need durable, family-friendly pieces that still look modern. Research heavily before buying.

K

Kevin, 41

Property investor & Airbnb host, Cape Town

Furnishes multiple short-term rental units. Values speed, consistency, and reordering the same pieces across properties. Cares about guest reviews.

Where the big three are losing customer trust

Coricraft

DELIVERY & QUALITY CONTROL

Customers report repeated delivery delays, sometimes stretching months past the promised date, inconsistent follow-up between stores and call centres, and pieces needing multiple replacements before they're right.

Zorora

POST-SALE SUPPORT

A strong influencer and social presence builds interest, but when something goes wrong (wear claims, warranty disputes) customers describe the response as defensive rather than understanding, undoing the trust the marketing built.

Decofurn

IMPERSONAL, TRANSACTIONAL SERVICE

Positioned as a low-cost, high-volume factory-shop option. Customers report stock that wasn't actually in the country at time of sale, hard-to-reach support lines, and no single point of contact when issues come up.

The gap none of the big three are built to fill

Coricraft

High-end feel, but slow delivery and inconsistent quality control

Zorora

Loud on social media, defensive when problems arise post-sale

Decofurn

Cheapest option, but impersonal, factory-shop experience

THE NICHE

Reliable, personal furniture for people furnishing spaces that matter to their next chapter, first homes, growing families, and rental or Airbnb properties they're building income from.

HOW THIS SHOWS UP DIGITALLY

Built for real life stages

Content speaks to first-time buyers, growing families, and property investors alike, a combined audience none of the big three target directly.

Customisation without the wait

Every post backs up on-time, made-to-order delivery, the exact point where competitors lose trust.

One relationship, not one sale

WhatsApp concierge for repeat and multi-property orders, built for landlords and Airbnb hosts who reorder.

Campaign objective and key message

CAMPAIGN OBJECTIVE

Grow brand awareness and drive online sales among first-time homeowners and renters in South Africa over one month, positioning Sofa Symphony as the trustworthy, customisable alternative to big-box furniture retailers.

KEY MARKETING MESSAGE

“Furniture that fits your life, custom-made, delivered with care, without the big-store price tag.”

RECOMMENDED CHANNELS

Instagram

Primary - visual showcase & Reels

Facebook

Ads, retargeting & investor reach

TikTok

Growth - reveal & transformation clips

WhatsApp Business

Personalised service touchpoint

07 BUDGET ALLOCATION

R20,000 campaign spend, itemised to the rand

PAID ADS (IG + FB)	40%	R8,000
Instagram feed ads		R3,000
Instagram story ads		R2,000
Facebook retargeting (website visitors)		R2,000
Facebook prospecting (lookalike audiences)		R1,000
CONTENT PRODUCTION	27.5%	R5,500
Photography — half-day shoot (product & room sets)		R2,500
Photography — editing & retouching		R500
Video — half-day shoot (Reels)		R1,800
Video — editing & captions		R700
INFLUENCER PARTNERSHIP	17.5%	R3,500
Micro-influencer fee (1 feed post + 2 stories)		R3,500
TESTING & GIVEAWAY	15%	R3,000
Ad creative A/B testing		R1,200
Organic post boosts		R800
'Home, Your Way' giveaway voucher prize		R1,000

TOTAL BUDGET

R20,000.00

(12 line items, fully allocated, no cents unaccounted for)

WHY THIS MIX

Every rand is tied to a specific, bookable deliverable, not a rounded category. Paid ads carry the largest share because awareness is this month's primary goal; content and influencer spend fund the assets those ads run.

How Sofa Symphony shows up online

PLATFORMS Instagram (lead), Facebook (ads), TikTok (growth), WhatsApp (service)

POSTING FREQUENCY 4x/week Instagram, 3x/week Facebook, 2x/week TikTok

CONTENT TYPES Room styling reels, transformation stories, behind-the-scenes craft, styling tips, UGC reposts, Q&As

TONE OF VOICE Warm, confident, approachable, like a knowledgeable friend helping you furnish your home

COMMUNITY ENGAGEMENT Reply within hours, monthly ‘style my space’ challenge, weekly customer home features

Three posts to launch the campaign

“Room reveal” Reel

CAPTION

*From empty corner to cosy centrepiece.
Swipe to see how we customised this sofa for
a first-time homeowner in Joburg.*

SUGGESTED MEDIA

Before/after room transformation video

CTA: DM us to start customising yours

“Meet the maker” carousel

CAPTION

*Every Sofa Symphony piece starts with a
conversation, not a catalogue. Here's how we
build yours.*

SUGGESTED MEDIA

Photo carousel of the customisation process

CTA: Tap the link to build your own

“Which sofa are you?” poll

CAPTION

*Modern minimalist or cosy maximalist? Take
our 60-second style quiz and we'll match you
to your perfect sofa.*

SUGGESTED MEDIA

Instagram Story poll stickers + graphic

CTA: Swipe up to shop your match

10 CAMPAIGN CONCEPT

“Home, Your Way”

Every home has a story. Let your sofa tell yours.

OBJECTIVE

Drive awareness and website visits by showcasing real, customised homes over one month, positioning Sofa Symphony as the brand that furnishes your life, not a showroom floor.

DURATION

One month, aligned to the R20,000 media and content budget.

WHY CUSTOMERS PARTICIPATE

Entry into a monthly ‘Home, Your Way’ styling voucher giveaway for anyone who shares their space using the campaign hashtag, turning pride of ownership into free, authentic UGC.

11 SUCCESS MEASURES

How we'll know the campaign worked

Follower growth

+15% target across platforms in one month

Engagement rate

Likes, comments, shares and saves

Website visits

Traffic driven from social to
sofasymphony.co.za

Customer enquiries

DMs, WhatsApp messages, contact form
leads

Cost per click / impression

Efficiency of paid ad spend

Return on ad spend

Sales value generated vs R20,000 spend

Thank you

Elev8 Marketing | Ready to bring “Home, Your Way” to life for Sofa Symphony

[add your team members' names here]