



**IDEAROOM
INC.**
Boise, ID



SO YOU'RE READY TO **MARKET WITH IDEAROOM**

IdeaRoom is an end-to-end sales suite, aimed at providing the best possible experience to your customers. As a marketer, you can use this guide to incorporate the IdeaRoom experience into your existing practices to maximize lead quality, conversions, and sales prices.



www.idearoom.com



Boise, ID



208-954-8578

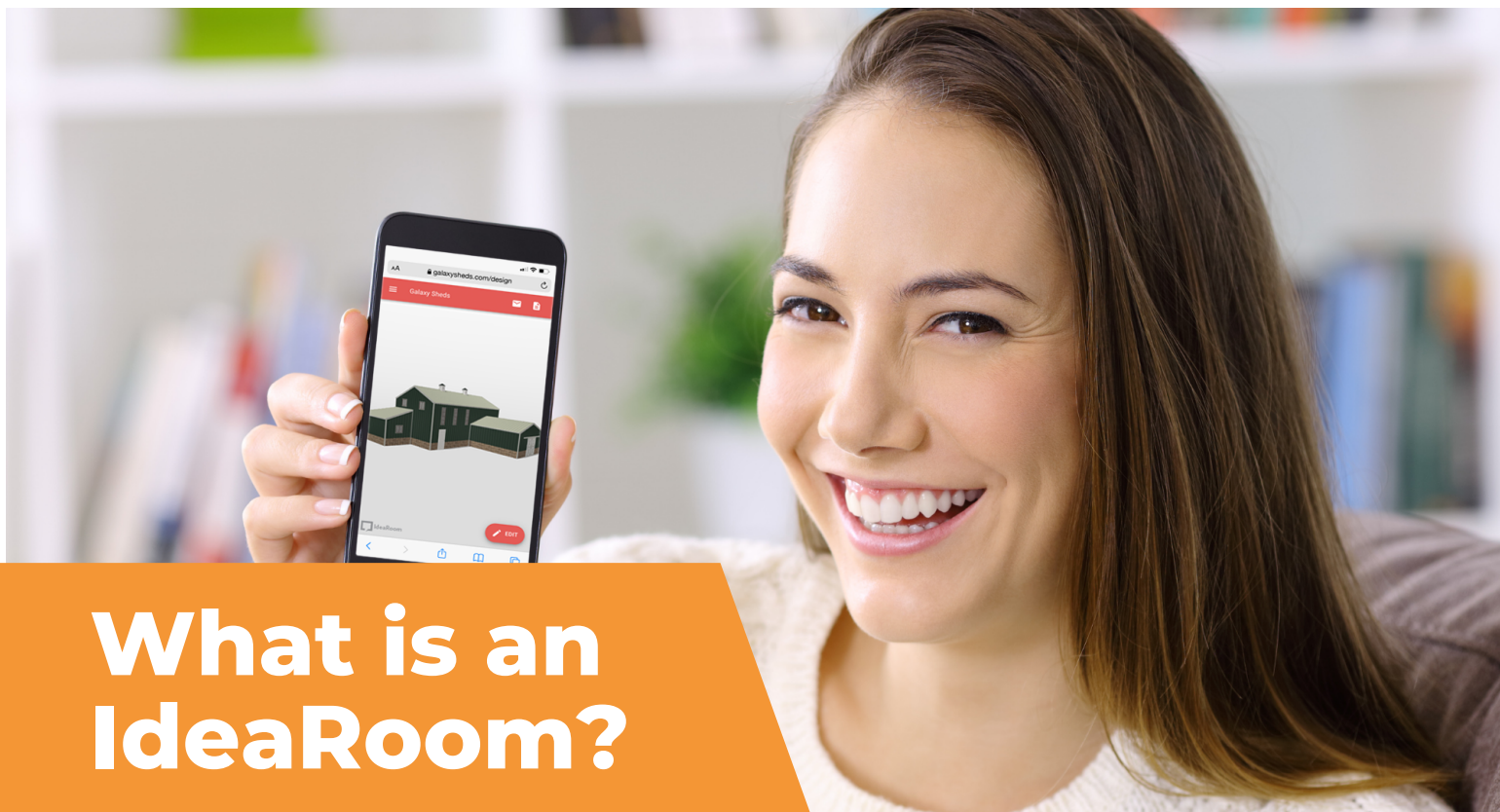


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What is an IdeaRoom?

An IdeaRoom is a delightful, effective experience that enables customers to build, price and purchase a customized product with real-time visualization in a 3D environment.

The IdeaRoom 3D sales suite includes four core components:

- A web-based 3D designer
- An augmented reality viewer
- A back-end CRM & data management system
- An API for flexible system integrations

As a marketer, you can think of IdeaRoom as the most engaging and high-conversion toolkit for qualifying, catering to, and closing consumers in search of a customized building. We make it simple and easy to plug IdeaRoom into your existing advertisements, text & email marketing campaigns, automation and sales practices for supercharged results.



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You are either designing or supporting a website for a shed, carport, or building company.

Put simply, IdeaRoom can be the highest converting form of lead capture in your arsenal. Leads that submit a building design in IdeaRoom are 2X more likely to convert to a sale than other methods of lead capture such as forms on your website.

Therefore, we advise our clients to utilize IdeaRoom as the primary Call to Action (CTA) on their website. Here are some practicals to note:

- IdeaRoom is a standalone web application. We handle all of the hosting on the 3D designer and will simply deliver you a link with instructions for configuring DNS settings.
- As a result, there is no complex integration required. Simply place the link into a button or menu. When a visitor clicks on the link, the web application will open.
- Each 3D designer is branded to the look and feel of the client's website to produce a seamless experience for the customer.

Let's take a look at two IdeaRoom clients who do this very well, and adhere to some basic, repeatable principles of web design.

The first is [Dakota Storage](#). The second is [R&B Solutions](#).





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PRODUCTS ▾

LOCATIONS

PAYMENT ▾

GALLERY

ABOUT ▾

3D BUILDER ▾

R&B SOLUTIONS

You Design. We Build.

Customize and personalize your very own building with our 3D Design Builder.

POLE BARNs

CARPORTs

SHEDs

Product websites should serve one primary purpose: getting visitors to take the next step. Whether it's submitting contact information or making a purchase, you want the people who land on your page to be moving forward in the sales process as quickly as possible.

In general, you have roughly 90 seconds before a visitor has made up his/her mind about your company and products. For better or for worse, your website is your main source of credibility, and what visitors will use as the primary point of comparison between you and your competitors. Here are some bullets on what Dakota Storage & R&B Solutions are doing very well:

● **Clearly articulating their value propositions.**

As soon as their websites load, visitors have a clear, immediate understanding of what it is that sets these businesses apart. They use clear fonts against a contrasting background banner to prioritize the value they aim to deliver to customers. Both have a very bold, easy to understand tagline, followed by a smaller, more descriptive value proposition. You know exactly what you're getting within 90 seconds.



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Built Well. Built Tough.

Experience the convenience of a new storage building without hurting your wallet.

CONFIGURE YOUR STORAGE BUILDING

● Making it easy to take the next step with a high-converting CTA.

Your primary CTA should be placed at the forefront of your website, above the fold. Anything that requires a scroll to reach will not be seen by the majority of visitors who land on your website. These lead capture opportunities can also be lost if they are buried within a dropdown menu. Dakota and R&B Solutions do an awesome job of prioritizing opportunities for next steps with large, interactive buttons right there on the home banner.

● Enabling self-service.

At a minimum, consumers will use your online presence to research your products or services. This process should be self-service, requiring minimal interaction with a physical salesperson in order to understand what you offer, what it costs and how it can be purchased. Interacting with your business online must also be pleasant and easy to navigate. If a website visitor cannot easily design and tailor a product that is advertised as customizable, you risk confusing (and losing) a potential customer.





Dakota
STORAGE BUILDINGS

Sheds ▼

Garages ▼

Kennels

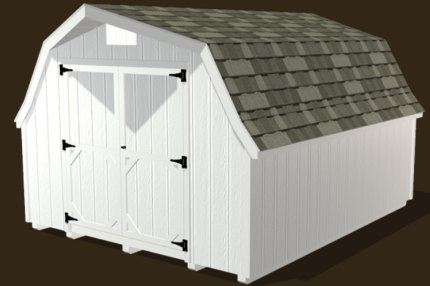
Coops

SHOP STOCK BUILDINGS

DESIGN YOUR OWN

"My wife and I purchased a 12' X 16' shed from you. We were very happy with the entire experience. Your delivery person was on time, very polite, and did an excellent job of placing our shed and making sure we were happy. I have started moving stuff in and am glad I bought the loft. Great idea! Anyway, thanks for the great job and I will recommend your sheds to everyone."

Mark & Linda
Castlewood, SD



● Building Trust.

Testimonials are the social proof of your ability to deliver quality products in a professional manner. Highlighting the reviews of happy customers is the perfect way to boost confidence in new visitors, encouraging them to take the next step. Your testimonials shouldn't block or detract from your CTAs, but they should be featured on your home page. It is always a good idea to include an image of the individual you are quoting, as this makes the reader certain that the review is coming from a real, relatable person. Finally, choose testimonials that are well-written and to the point. Try to avoid snippets that are hyper-specific to a particular customer, and may be difficult for a broader audience to find relevant.

Fun Fact: The shed in Dakota Storage's banner image above is a .png output of a building that was designed in IdeaRoom.

To quickly summarize, these sites are fantastic because they are clean and simple. The bold fonts in dark colors give them an attractive "pop" that is pleasing to the eye. Their product offerings and specific value propositions are readily understandable upon opening the sites, and they have readily available CTAs on the home banner image. They also use our configurator to capture high quality leads that are more likely to convert to sales at higher average prices. Each of these companies is generating an unbelievable number of saved designs and quotes each month.



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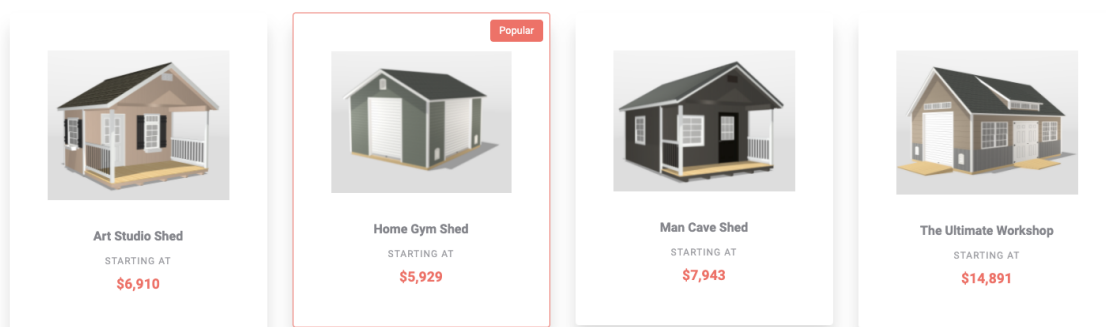


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Utilize Style Pages to Enhance SEO

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.

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](#).

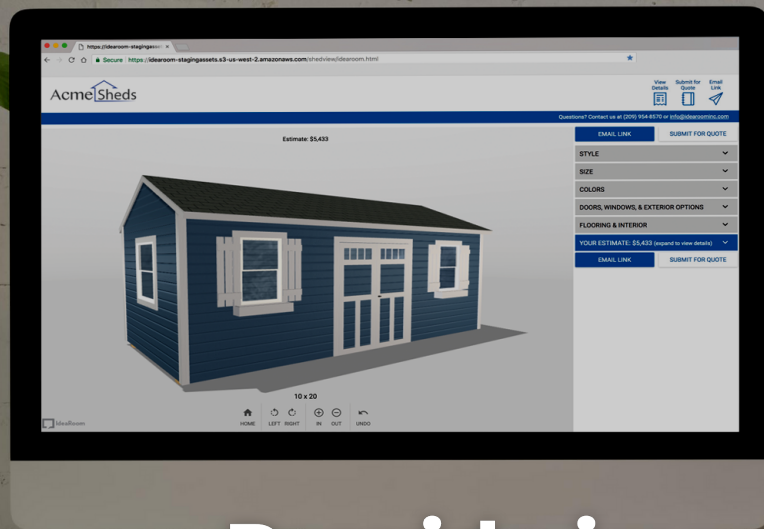
Alternatively, you may consider using Keyword Planner by Google Ads. Similar to Google Trends, you can determine which terms are most commonly searched, yet you have the added advantage of being able to run ad experiments based on specific keywords to improve your search engine ranking. You can use those 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](#).





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**Provide immediate,
accurate follow up**

Pricing your buildings can be the most important, complex, and time-intensive part of your business. IdeaRoom's strength is that for many of our clients, our software can come to serve as the "source of truth" for both your employees and your customers.

The IdeaRoom 3D designer works to show each of your pricing changes as a customer makes visual edits on a building. Together, you and the IdeaRoom team will often uncover deficiencies with existing pricing documentation and tools or inconsistencies in how pricing is calculated by salespeople and dealers.

The benefit to your customers is that they can see real time pricing without having to wait for a manual quote. When each design is saved, you *and* the customer get copies of a summarized order, instantly.



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Automated quotes & follow up

When a prospect or salesperson saves a building in the IdeaRoom 3D designer, they receive an immediate follow up email that summarizes their building design. Here is an example of what a customer would see in designing a pole barn with a lean on the right side:



R & B Solutions
979 Hwy 42 South
Jackson, GA 30233
770-715-0862
orders@rbbuildings.com

Customer Order - Jun 22, 2022

Ship To		
Name Jordan Miller	Order #	
Install Address 5600 W Apple Avenue		
City Marietta	State GA Zip Code 30014	
Email jmiller@idearoom.com	Phone # 2089548570 Mobile #	
Building Info	Size	Color
Style: Gable	44' X 40' X 16'/10' Width Length Eave Height*	Roof Rustic Red <input checked="" type="checkbox"/>
Roof Overhang: 1'-6" Overhang (all sides)		Trim: White <input type="checkbox"/>
Roof Style: Low Rib (29 Gauge)		Siding: Rustic Red <input checked="" type="checkbox"/>
Leg Style: 6"x6"		Wainscot Galvalume <input type="checkbox"/>
Design Link & Notes		
Notes, Comments, Questions IdeaRoom Testing		
Contact me I'm simply exploring building options right now.		
Building Images		
		
Perspective View	Front	Left Side
		
Right Side	Back	





Each automated email summary will also include line items with detailed pricing, in addition to tax calculations, a summarized total, and various options for collecting signatures and/or facilitating a purchase.

Roll Doors & Ramps			
10' x 10' Rollup Door	1		\$1,172.00
Doors & Ramps			
36" Steel 6 Panel Walk-in Door	1		\$425.00
Additional Options			
Posts in Ground - Center Section			-
Delivery and Installation			\$13,781.07
Posts in Ground - Right Section			-
Subtotal:			\$32,049.00
Non-Taxable Services:			\$13,781.07
Tax Calculated Based Off Delivery Address:			\$2,243.43
Grand Total			\$48,073.50
Deposit Required to Order:			\$3,204.90
Material Balance Due At Delivery			\$32,049.00
Install Balance Due To Third Party Installer:			\$12,819.60

Signatures

Customer Signature:	
Date:	
Delivery Date (may vary depending on weather):	
Delivery Notes:	

Signatures

Dealer or Manufacturer Signature:	
Date:	

Pricing Table (For Internal Use): - Default Region

[Buy This Building Now!](#)

This estimate is provided by R & B Solutions. Use of this estimate with any other company violates the terms and conditions of R & B Solutions and will be subject to legal action.



R & B Solutions
979 Hwy 42 South
Jackson, GA, 30233
770-715-0862
orders@rbbuildings.com





● **Reduce pricing and design errors**

All companies selling customizable structures struggle to an extent with the complexity and difficulty of pricing their buildings quickly and accurately. For example, we've observed the following pricing issues for customers who sell larger metal buildings:

- Error rates on manually prepared quotes often range from 20% up to 40% or more.
- Error rates on larger buildings are higher due to more complex pricing rules and formulas.
- Pricing for certified wind and snow loads adds an extra layer of complexity.
- Salespeople and dealers often vary in how they price the same building.
- Pricing documentation and data are not complete nor consistent.

IdeaRoom focuses on reducing pricing and design errors. This improves the customer's purchasing experience and increases sales capacity and efficiency.

Achieving and maintaining high-quality pricing is a collaboration between your business, your sales people and IdeaRoom, and we work with you to implement best practices for testing, validation, and maintenance.





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Incorporate IdeaRoom in ad campaigns

A crucial component of advertising is monitoring conversions and ROI! IdeaRoom makes it easy to properly and thoroughly track the impact of your campaigns using ad parameters from Facebook and Google ads. Because of the guaranteed conversion rates produced by IdeaRoom configurators, they are an excellent landing page to use in your ad campaigns.

Simply let us know your Google or Facebook Ad parameters, and we will include the parameter and its value in design links created by your configurator. This will allow you to track the effectiveness of your ad campaigns through your complete sales and marketing workflows as customers land in the configurator and submit building designs.

NOTE: When registered with IdeaRoom, the ad parameters will also be included in the IdeaRoom webhook JSON payload. This means that you can ultimately tell which contacts came from which advertisement as we pass data to your CRM system!



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Here's an example:

You've created a Google Ad marketing campaign with three parameters, and you want to determine how many leads generated by that campaign convert to closed sales.

You register these three parameters with IdeaRoom and indicate that you want the parameters to be included on any saves and in the webhook:

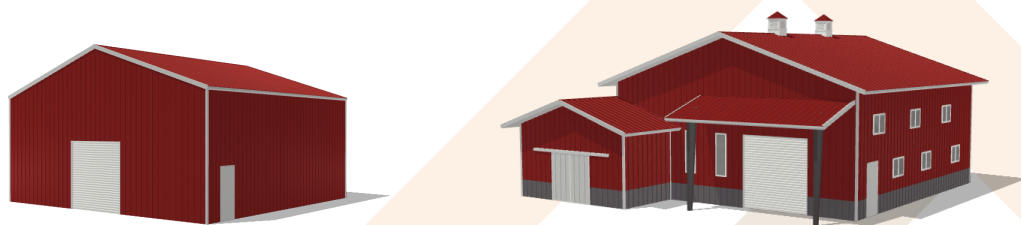
- utm_source
- utm_medium
- utm_campaign

When a user opens IdeaRoom from a link associated with that campaign, IdeaRoom will "inherit" the parameters and include them on any design link saved by that user.

Then, you can use your existing marketing management tools to track performance of IdeaRoom leads within your existing infrastructure.

Beyond just ad tracking, IdeaRoom also makes it easy to capture links to different designs within the configurator. This allows you to send different ad campaigns to different building styles that you may wish use in targeting of particular demographics or audiences.

For example, market simple structural designs at lower price points to audiences in one geographic area, and larger, more expensive buildings to audiences in another.





The screenshot shows the 'Atomic Buildings' SalesView interface. The top navigation bar includes the 'Atomic Admin' profile, a search bar, and a 'Leads' tab. The main content area displays a table of leads with columns for Created, Name, Email, Phone, Dealer, Status, and Design. The table lists several leads, including Joe Blue, Elaine Andersen, Generous Milly, and Kitsap Purchaser. A large text overlay reads 'Collaborate with customers and your sales team'.

Created	Name	Email	Phone	Dealer	Status	Design
Oct 04	Joe Blue	joe-blue@mailinator.com	(208) 555-5555	Kitsap	New Lead	[Edit]
Oct 04	Elaine Andersen	eandersen@mailinator.com	(208) 444-4444	Kitsap	Call Back this Week	[Edit]
Oct 04	Generous Milly	generous-milly@mailinator.com	(555) 555-5555	Kitsap	New Lead	[Edit]
Oct 01	Generous Milly	generous-milly@mailinator.com	(555) 555-5555	Kitsap	Qualified	[Edit]
Sep 30	Andrea Bargholz	akeithline@idearoom.com	(208) 555-5555	Kitsap	Not Assigned	[Edit]
Sep 30					Not a Lead	[Edit]
Sep 30					Not a Lead	[Edit]
Sep 28	Kitsap Purchaser2	kitsap-purchaser2@mailinator.com	(208) 455-5438	Kitsap	New Lead	[Edit]
Sep 28	Kitsap Purchaser	kitsap-purchaser@mailinator.com	(208) 555-5555	Kitsap	New Lead	[Edit]

Each IdeaRoom 3D designer is affixed to a back-end management portal and lead compilation system called SalesView. Every save, quote or design that comes through your configurator will show up here, along with important customer details. For companies who are not yet using a CRM system, the IdeaRoom solution is effective and easy to learn.

For companies with dedicated salespeople and/or dealers, this tool is particularly impactful as each team member can be set up with a login that has differential access (for example, dealer A can be assigned the ability to view only the quotes that dealer A generates). Alternatively, salespeople can work together within a shared system, assigning one another leads or statuses that keep the ball rolling on team sales.

Because each saved design populates in SalesView with the appropriate lead information, it is easy to click on these links and *iterate* on customer designs. For example, a salesperson can easily open a design submitted by a customer to make a quick change to the building, or even apply a discount or edit a line item.





[Change Location](#)[Print Quote](#)[Open Quote](#)[View Details](#)[Submit for Quote](#)[Sales Login](#)

[Find an Authorized Eagle Carports Dealer](#)

SERVICES

SALES TOOLS

Sales Rep Email
jmiller@idearoom.com
Verified

Copy Link
Note that copied links do not generate emails or lead records.
COPY LINK TO CLIPBOARD

Deposit Amount: \$580.25
☒ Standard (10%)
☐ Custom Percentage
☐ Custom Amount

Dealer Deposit Discount: \$0.00
☒ Custom Amount
Amount
\$ 0.00
☐ Custom Percentage

Sales Tax: \$406.18
☒ Percentage
Percentage
7.00 %
☐ Exempt - (Exempt Form must be submitted before deal can be processed)

Total Additional Line Items: \$0.00
+ ADD CUSTOM LINE ITEM OR DISCOUNT

In addition to SalesView, IdeaRoom clients have the ability to log into the configurator itself and access a suite of sales enablement tools.

Each sales representative, dealer or team member can be set up with a unique login that opens a private tab within the configurator and enables functions related to updating, editing and ultimately closing the sale.

Specifically, we see our clients leverage sales tools to change deposit amounts, set dealer commissions, edit sales tax or apply exemptions, and add custom line items or discounts to quotes.

These updates are particularly important as customers transition from leads to opportunities who require nurturing and incentives to convert to a sale.





Your company may already be utilizing a set of software programs. The IdeaRoom webhook provides a scheme for connecting disparate internet software services together for the purpose of integration and data exchange. The following are examples of the types of systems with which IdeaRoom can integrate:

- Customer Relationship Management (CRM) system for managing leads and sales conversations.
- Enterprise Resource Planning (ERP) systems for managing orders or generating bill-of-materials.
- Inventory management systems for creating and managing inventory buildings.
- Financing or RTO systems for generating and managing financing contracts.





For quick and easy set up, IdeaRoom offers several "out-of-the-box" integrations that are included in your monthly subscription. For example, you can use HubSpot for a CRM system and Stripe for credit card processing as a part of our Pro package.

Our webhook can be set up to trigger on any of the following events:

- Created: User submits a new product configuration via save, quote, or checkout actions.
- Updated: User opens an existing design from a link and re-submits to the same email address.
- Visited: A user loaded a previously saved design using the design link.
- Checkout Opened: User presses the checkout button and starts the checkout process.
- Payment Prepared: User submits the first checkout step that includes payment method selection.

The data IdeaRoom publishes through the webhook includes:

- Customer Contact
- Order Summary & Line Items
- Product Design Details
- 3D & Floor Plan Images

For an example of IdeaRoom data structure, click [here](#).

IdeaRoom can also facilitate integrations with custom, in-house systems and other programs.





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TAKE ADVANTAGE OF — **THE BEST EXPERIENCE FOR YOUR CUSTOMERS**

IdeaRoom provides the most engaging and frictionless customer experience that turns customers into fans. Need more information? Let's chat!

Schedule a call with IdeaRoom



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