

Wood Accent: GTM Expansion into North India

Case Study

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Client: Wood Accent Pvt. Ltd.

Scope: Positioning, Campaign Design, Trade Enablement

Period: 2024

Outcome: +35% increase in inquiries & dealer interest across North India.

Executive summary

Wood Accent Pvt. Ltd., a flooring brand with strong presence in western and southern India, was underperforming in the North. Product appeal and messaging were not aligned to colder-climate needs or Northern aesthetics, limiting dealer pull and customer acquisition. I led a GTM program that reframed the brand around “climate-fit warmth + premium durability”, activated a region-specific funnel (paid + B2B + CRM), and equipped trade partners with the right tools. Within the first cycle, the business recorded a notable lift in qualified inquiries and dealer interest (+35%), delivered a high-performing quarter across targeted cities, and strengthened the brand’s reputation as a climate-conscious, pan-India player.

Background & Problem

Context

Wood Accent Pvt. Ltd. had established strong visibility and sales momentum across **western and southern India**, supported by warmer climates where its product range wooden flooring and laminate designs was already well received. However, the company struggled to translate this success into **North India** (Delhi-NCR, Punjab, Himachal, Uttarakhand, Jammu & Kashmir, and Tier-1/2 cities in Uttar Pradesh).

Despite having a wide catalog and dealer presence, **traction in the North lagged significantly** compared to other regions. The gap wasn’t due to lack of demand, but rather **misalignment between customer expectations and the company’s positioning**.

Root Causes

1. Messaging Misfit

- The company relied on **all-India, uniform messaging** that emphasized general durability and modern design.
- In North India, buyers' decisions are influenced by **seasonal needs** especially flooring that feels warm and inviting in cold winters.
- Without this regional nuance, Wood Accent's brand voice failed to **speak to comfort, warmth, and climate suitability**, resulting in weak customer resonance.

2. Product-Showcasing Gaps

- Dealers often highlighted **standard SKUs**, not the ones best suited for colder climates.
- This led to a **lack of differentiation in showrooms**: customers saw generic displays rather than flooring solutions tailored to **local climate and design preferences**.
- The absence of curated "North-focused assortments" made it difficult for Wood Accent to stand out.

3. Weak B2B Engagement

- Architects and interior designers are critical influencers in flooring decisions. However, **structured engagement in the North was limited**.

- Many professionals were **not educated about the climate performance** of Wood Accent’s offerings.
- As a result, specifiers often defaulted to competitors who provided **clearer guidance, samples, or tailored marketing support.**

GTM Goal

To address these challenges, the objective was to **create strong regional relevance** in North India through:

- **Tailored positioning** around climate-fit warmth and premium durability.
- **Curated product assortments** designed to resonate with Northern buyers.
- **Targeted campaigns and trade engagement** that converted interest into dealer pull, qualified demand, and repeatable growth.

Objectives

1. **Reposition the brand** around “*climate-fit warmth + premium durability*” while preserving Wood Accent’s premium image.
2. **Drive qualified demand** in priority cities using geo-fenced paid media, localized landing pages, and climate-specific creative.
3. **Activate the trade ecosystem:** grow **dealer sign-ups/activations** and **architect engagement** via sample programs, webinars, and POS support.
4. **Instrument a measurable funnel** across Awareness → Consideration → Conversion → Loyalty with CRM-based tracking, SLAs, and reporting.

5. **Build repeatability** so the North playbook can be extended to adjacent Tier-2 cities and seasonal windows (Q4/Q1).

Audience Personas & Jobs-To-Be-Done

B2B Personas

Architects & Interior Designers

- *Pain points:* Need flooring that **feels warm in winter**, resists warping, photographs well, and is easy to specify.
- *JTBD:* Recommend materials clients love in colder months; reduce callbacks; maintain aesthetic integrity across projects.
- *What wins them:* Technical sheets, climate performance education, premium samples, prompt fulfillment, co-marketing (credits, case studies).

Builders & Dealers

- *Pain points:* Limited **differentiated SKUs** for local tastes; inconsistent supplier support; slow turns on special orders.
- *JTBD:* Stock **higher-margin**, region-relevant SKUs with reliable supply, strong display support, and staff training.
- *What wins them:* Quick-ship assortments, display stands, incentive programs, joint promotions, and lead routing from digital.

B2C Personas

Homeowners (Tier-1/2)

- *Pain points:* Homes feel **cold/uninviting** in winter; confusion from generic claims.
- *JTBD:* Choose elegant, **warm-feeling** floors that last—and get reassurance from reviews, displays, and samples.

Young Professionals & Families

- *Pain points:* Overwhelmed by options; research starts on mobile/social.
- *JTBD:* Shortlist stylish, **durable** options online; confirm by **touch/feel** in showrooms; trust installer guidance.

Insight & Positioning

Core Market Insight

In the North, flooring purchase criteria are **seasonally weighted**: perceived **warmth/comfort** during winter months often outranks generic durability claims. Visual warmth (tones/textures) and proven low-temperature performance build trust.

Positioning Statement

“Wood Accent brings climate-fit warmth and premium durability to North Indian homes and offices, designed for colder climates, built for elegance and comfort.”

Messaging Pillars & Proof

1. **Warmth & Comfort** — “Designed for winter living.”
 - Proof: thermal comfort explainer, customer testimonials from cold regions, winter care guide.
2. **Durability & Premium Finish** — “Long-lasting quality in diverse conditions.”
 - Proof: wear tests, warranty language, install best-practice guides.
3. **Elegance & Aesthetic Fit** — “Northern design tastes with modern interiors.”
 - Proof: curated warm-tone SKUs, mood boards, styled shoot photography.
4. **Trade Confidence** — “A reliable partner for architects, dealers, and builders.”
 - Proof: sample kits, display stands, SLAs, case studies, loyalty tiers.

Offer & Assortment Strategy

- **Curated North-Ready Assortments:** Warmer finishes, texture-forward SKUs, and matte options perceived as cozier in winter lighting.
- **Quick-Ship “Priority City” Packs:** Pre-allocated inventory for Delhi-NCR, Chandigarh, Lucknow, Dehradun, Jammu, etc., to cut lead times.
- **Sample & Display Program:** Architect kits (cut samples + spec sheets), showroom stands highlighting the *Warmth + Durability* story.
- **Trade Commercials:** Dealer incentives tied to display compliance and trainings; architect rewards linked to specs and case participation.

- **Service Layer:** Installation SOPs for colder climates; after-care content; hotline routing for trade partners during rollouts.

GTM Strategy & Funnel

Channel Mix

- **Paid:** Meta + Google (geo-fenced), retargeting pools, seasonal bursts in Q4/Q1.
- **Owned/Organic:** Localized landing pages, SEO for “winter flooring,” Instagram/YouTube showcases, blog education.
- **B2B:** Webinars, lunch-and-learns, showroom events, dealer roadshows, architect loyalty tiers.
- **Lifecycle:** WhatsApp Broadcast + CRM email drips for sample requests, appointments, event reminders, and after-care.

Funnel Stages (with tactics & KPIs)

Top of Funnel — Awareness

- **Tactics:** Climate-specific creatives, trade PR, city-targeted ads with warm interiors.
- **KPIs:** Reach, CTR, video completion rate, cost-per-thousand (CPM).

Middle of Funnel — Consideration

- **Tactics:** Sample-kit CTAs, webinar signups, downloadable spec packs, landing pages with dealer finder.
- **KPIs:** CPL, sample requests, webinar registrations, time on page, LP conversion.

Bottom of Funnel — Conversion

- Tactics: Dealer roadshows, showroom events, limited-period offers, quick-ship assortments, BDR SLA <2h on all MQLs.
- KPIs: Appointments set, appointment→quote rate, quote→install rate, average order value.

Post-Purchase — Loyalty/Advocacy

- Tactics: Architect tiers, dealer recognition, co-branded case studies, referral asks at 30/90 days.
- KPIs: Repeat specs, dealer reorders, NPS, review velocity, referral rate.

Sales Enablement

- Split **architect vs dealer** pitch decks; objection-handling scripts (cold floors, creaks, maintenance).
- Cheat sheets: **climate-fit vs generic** comparisons, install SOPs for low-temp conditions.
- Field playbooks: display compliance checklist, event kit, co-op promo templates.

Execution Plan (90-Day Rollout)

Weeks 1–2 — Foundation

- Market & ICP mapping; shortlist priority cities and dealers.
- Curate North-ready SKUs; finalize price bands and quick-ship quantities.

- Build creative kit (ads, LPs, spec sheets, displays); configure CRM (forms, UTMs, routing, dashboards).
- Finalize dealer incentives + architect rewards; set BDR SLAs.

Weeks 3–4 — Pilot

- Soft-launch ads in 2 cities; A/B test **warmth-first** vs **durability-first** headlines.
- Run first architect webinar; seed 50–100 sample kits.
- Install displays in early-adopter showrooms; collect qualitative feedback.

Weeks 5–8 — Scale

- Expand geos; increase budget to winning creatives.
- Begin roadshows; PR note to trade media; publish first local install story.
- CRM drips for webinar attendees and sample requestors; retargeting pools live.

Weeks 9–12 — Conversion Push

- Limited-period city offers; showroom weekends; influencer designer walkthroughs.
- Tighten BDR handoffs; add “Find a dealer near you” on all LPs.
- Launch architect loyalty tier-1; schedule case-study shoots.

Weeks 13–14 — Review/Optimize

- Analyze CPL, lead quality, by-city appointment rates; refresh creatives; tune SKUs and inventory allocations.
- Retention nudges at 30/90 days; case studies published.

Measurement & Governance

Core Dashboards

- **Demand:** MQLs, sample requests, webinar reg, appointments.
- **Efficiency:** CTR, CPC, CPL, form→appointment, appointment→quote.
- **Trade:** New dealers, display compliance, training completion, reorder rate.
- **Brand:** Regional search share, content engagement from design community.

Instrumentation & Process

- UTM hygiene; unique LPs per city; pixel events for sample and appointment conversions.
- CRM stages: Lead → MQL → BDR booked → Dealer appt → Quote → Install.
- Weekly GTM stand-up (marketing + sales + ops) with city-wise scorecards; monthly QBR.

Results & Outcomes

- **+35% increase** in inquiries and **dealer interest** from North India post-launch.
- **High-performing quarter** in targeted regions relative to previous baseline.
- Strengthened perception as a **climate-conscious, pan-India brand** among trade and consumers.

- Higher **architect, builder & designer engagement** (webinar turnout, sample requests, and showroom traffic).

Before → After (What Changed)

Area	Before	After
Messaging	Generic, national	Climate-fit, Northern-first warmth + premium durability
Assortment	Broad, undifferentiated	Curated North-ready SKUs + quick-ship packs
B2B Motion	Ad-hoc outreach	Structured webinars, samples, displays, loyalty tiers
Funnel	Light tracking	Full-funnel UTMs, CRM stages, SLAs, city dashboards
Dealer Enablement	Minimal	Displays, training, co-op promos, lead routing

Key Learnings

1. **Comfort narratives outperform** generic durability in colder markets—especially with warm visual cues.
2. **Samples and displays** are the fastest path from consideration to appointment in flooring.

3. **Dealers display compliance** strongly correlates with city-level revenue growth.
4. **PM-led webinars** build specifier trust and accelerate repeat specs.
5. Quick-ship **inventory near demand centers** reduces friction and improves conversion.

Asset Bank (Appendix)

Ad Headlines

- “Warmth that lasts winter after winter.”
- “North-ready premium floors—elegance you can feel.”
- “Climate-fit flooring for homes that host winter.”

3-Step Nurture (Email/WhatsApp)

1. *Why climate-fit matters* → explainer + product card.
2. *Textures built for winter* → sample-kit CTA.
3. *See it installed near you* → event invite + dealer finder.

Webinar Outline (45 mins)

- Climate science of flooring → selecting finishes for winter → installation best practices → live Q&A → sample request.

Conclusion

The North India GTM strategy for Wood Accent successfully addressed a longstanding regional underperformance by aligning product positioning, messaging, and channel execution with localized customer needs. Through a refined emphasis on **climate-fit warmth**, targeted SKU curation, and structured enablement of both consumer and trade audiences, the brand experienced a marked uplift in regional engagement and sales outcomes.

The initiative resulted in a **35% increase in qualified inquiries and dealer interest**, alongside a **high-performing quarter across priority Northern cities**. More importantly, it established Wood Accent as a **climate-conscious, pan-India brand** strengthening its credibility among architects, interior designers, builders, and end consumers in cold-weather markets.

This program did not only generate tactical wins, but also laid the groundwork for a **repeatable, data-driven GTM framework**. With measurable performance across each stage of the funnel and a clear understanding of persona-specific needs, Wood Accent is now well-positioned to replicate this approach in adjacent Tier-2 markets and future seasonal campaigns.

Looking ahead, the focus should be on **scaling this model** enhancing dealer and architect loyalty programs, expanding co-marketing efforts, deepening CRM instrumentation, and further localizing content and assortments. By institutionalizing these GTM best practices, Wood Accent can continue to build regional market leadership and drive sustained, scalable growth across India.