



Content Marketing Solutions

Carpet Institute of Australia

About Us



At CIAL, we want to help carpet and flooring businesses grow through content marketing.

Our goal is to connect brands with their audiences through effective social media content, and storytelling.

We understand the carpet industry, and we use this knowledge to build trust, educate consumers, and improve brand visibility.

Concept in Business

Our content marketing services specialize in helping carpet and flooring businesses grow their brand presence and reach their target audience.



- We provide tailored content programs with a strategic monthly calendar.
- We create engaging content that educates consumers, builds trust, and drives business growth.
- We craft editorial articles that integrate your media assets and branding materials.

Our Services



Content Calendar

We design comprehensive content calendar tailored to your brand's objectives. Our strategic planning ensures a consistent online presence, maximizing engagement and impact across your digital platforms.



Content Generation

We create compelling copy and captivating visuals that are attractive for your target audience. Our team produce content that is not only informative but also visually appealing, and has an effective message.



Editorial Content

We create high-quality editorial articles with informative and interesting content that educates, entertains, and engages your audience.



Advice and accompaniment

Our team provides personalized advice and continuous support to help you with your digital marketing. We provide strategic guidance and we are committed to helping you achieve your content marketing goals.

Examples



Content Calendar

SOCIAL MEDIA CALENDAR

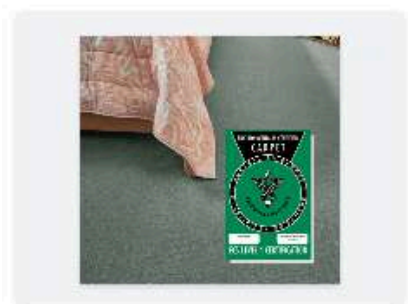


PLATFORM	MONDAY 24	TUESDAY 25	WEDNESDAY 26	THURSDAY 27	FRIDAY 28	SATURDAY 29	SUNDAY 30	MONDAY 31
FACEBOOK	No post	<p>Time: 8:00 pm</p> <p>When you see the ACCS or ECS certification, you know you're choosing quality, safety, and sustainability. At CIAL, we rigorously grade flooring products so you can shop with peace of mind. Look for the certification. Choose quality. Learn about our standards.</p> <p>#ShopSmart #CertifiedQuality #CIALPeaceOfMind #FlooringExcellence #SafeHome</p>	No post	<p>Time: 6:00 pm</p> <p>Shop carpets with confidence by looking for the ACCS label - your guarantee of quality, durability, and safety.</p> <p>Photo: Signature</p> <p>#ACCS Certification #ConsumerConfidence #CIAL #QualityAssurance</p>	No post	<p>Time: 10:00 am</p> <p>Ready to Grow Your Business? Join CIAL for industry reports, ACCS and ECS certifications, marketing exposure, and more benefits! Become part of Australia's leading carpet community.</p> <p>#MembershipBenefits #CIAL #CarpetIndustry #BusinessSuccess</p>	No post	<p>Time: 5:00 pm</p> <p>The Environmental Certification Scheme (ECS) for carpets plays a pivotal role. ECS ensures that carpets are eco-friendly and contribute positively to indoor air quality, resource management, and energy use. Look for the ECS labels!</p> <p>Photo: Godfrey Hirst</p> <p>#ECS #Environmental #CIAL</p>
	No post		No post		No post		No post	
INSTAGRAM	No post	<p>Time: 8:00 pm</p> <p>When you see the ACCS or ECS certification, you know you're choosing quality, safety, and sustainability. At CIAL, we rigorously grade flooring products so you can shop with peace of mind. Look for the certification. Choose quality. Learn about our standards.</p> <p>#ShopSmart #CertifiedQuality #CIALPeaceOfMind #FlooringExcellence #SafeHome</p>	No post	<p>Time: 6:00 pm</p> <p>Shop carpets with confidence by looking for the ACCS label - your guarantee of quality, durability, and safety.</p> <p>Photo: Signature</p> <p>#ACCS Certification #ConsumerConfidence #CIAL #QualityAssurance</p>	No post	<p>Time: 5:00 pm</p> <p>Ready to Grow Your Business? Join CIAL for voting rights, certification programs, marketing exposure, and more! Become part of Australia's leading carpet community.</p> <p>#MembershipBenefits #CIAL #CarpetIndustry #BusinessSuccess</p>	No post	<p>Time: 5:00 pm</p> <p>The Environmental Certification Scheme (ECS) for carpets plays a pivotal role. ECS goes beyond mere quality to assess the environmental footprint of carpets from manufacturing to disposal. With its tiered certification levels, ECS ensures that carpets are eco-friendly and contribute positively to indoor air quality, resource management, and energy use. Look for the ECS labels!</p> <p>Photo: Godfrey Hirst</p>
	No post		No post		No post		No post	

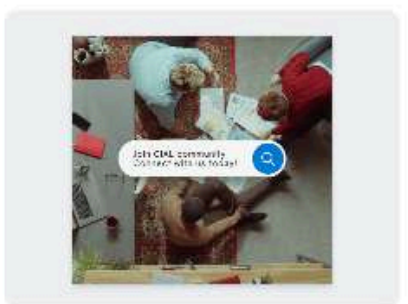
Examples




Content Generation




31 March
Instagram Post • Edited a few minutes ago



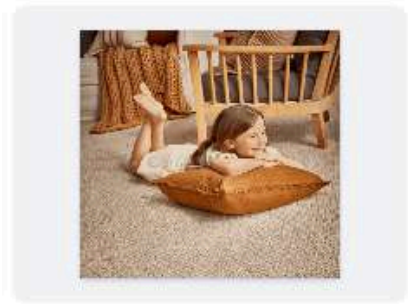
29 March
Instagram Post • Edited 8 days ago




25 March
Instagram Post • Edited 8 days ago



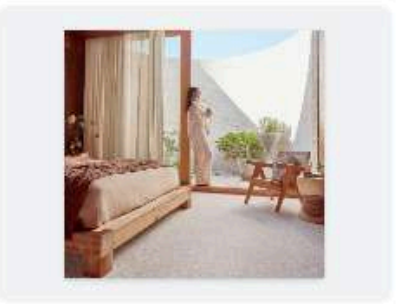
14 March
Instagram Post • Edited 8 days ago




19 March
Instagram Post • Edited 8 days ago




St Patrick's Day
Instagram Post • Edited a few minutes ago




16 March
Instagram Post • Edited 8 days ago




3 March
Instagram Post • Edited 8 days ago



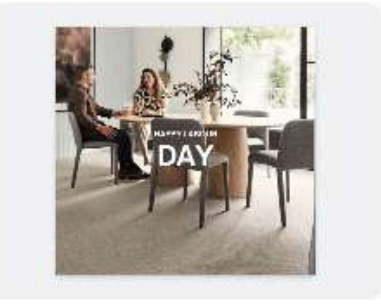
ECS Labels
Instagram Post • Edited a few minutes ago




Safety First
Instagram Video • Edited 1 month ago



12 March
Instagram Video • Edited 8 days ago



10 March
Instagram Video • Edited 8 days ago



carpetinstitute

carpetinstitute 🏠 High-traffic areas? No problem! ACCS-certified carpets are designed to withstand heavy use in commercial spaces like offices, retail stores, and airports.

@signaturefloors

#DurableFlooring #CarpetSolutions #CommercialSpaces #Carpets #ACCS #CIAL

2w

View insights

Boost reel

Liked by gm_at_floorstyle and 16 others

February 17

Add a comment...

Examples



Editorial Content




All Things Carpet

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The Art of Carpet as a Fashion Statement

Article by the CIAL

Feature



In the world of interior design, where the pendulum swings between minimalism and maximalism, carpet is making a bold statement for those who dare to indulge in the richness of texture, colour, and comfort. As we delve into the vibrant world of carpet, we explore not just its aesthetic appeal but also its quality and environmental credentials, proving that luxury and sustainability can indeed coexist beautifully.

Maximalism: A Celebration of Abundance

Maximalism, in stark contrast to the austere lines of minimalism, invites an abundance of colours, patterns, and textures into our living spaces. It's a design philosophy that embraces the idea that more is more. Here, carpet transcends its traditional role as mere floor covering to become a canvas for self-expression. Imagine walking into a room where the carpet isn't just a backdrop but a vibrant tapestry that tells a story, reflects personality, and invites touch.

It's a design philosophy that embraces the idea that more is more.

Maximalist carpets provide not only visual interest but also tactile comfort underfoot, turning every step into a sensory experience. This comfort extends beyond the superficial; carpets with rich textures offer thermal benefits, keeping homes warmer in winter and cooler in summer, thus contributing to energy savings. In an era where energy efficiency is paramount, the plushness of maximalist carpets is not just a luxury but a practical choice.

Feature

All Things Carpet

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Quality Assured: The ACCS Seal of Approval

When we talk about quality in carpet, the Australian Carpet Classification Scheme (ACCS) stands as a beacon of excellence. ACCS certification is a testament to the durability and appearance retention of carpets, offering consumers peace of mind about their investment. The scheme uses a star-rating system where carpets can achieve up to six stars for residential use and four for commercial, ensuring that what you are buying is not just beautiful but built to last.

Maximalist carpets provide not only visual interest but also tactile comfort underfoot, turning every step into a sensory experience.


ACCS-certified carpets undergo rigorous testing for fibre wear, colour fastness, and overall resilience, ensuring they maintain their sumptuous look and feel over time. This certification process is crucial for those who view carpet not just as a decor choice but as a long-term commitment to their home's aesthetic and comfort. By choosing ACCS-certified carpets, you are not only opting for quality but also aligning with a standard that elevates your home's interior to match your maximalist vision.

Sustainability at the Fibers: The ECS Advantage

In the dialogue of sustainable living, the Environmental Certification Scheme (ECS) for carpets plays a pivotal role. ECS goes beyond mere quality to assess the environmental footprint of carpets from manufacturing to disposal. With its tiered certification levels, ECS ensures that carpets are not just eco-friendly but also contribute positively to indoor air quality, resource management, and energy use.

Carpets certified under ECS use materials that are kinder to the environment. Whether it is wool from sustainable farms or fibres made from recycled materials like fishing nets or plastic bottles, these carpets reduce the demand on virgin resources and lower waste. The scheme also evaluates the manufacturing process, ensuring low volatile organic compound (VOC) emissions, which is crucial for maintaining healthy indoor environments.

Moreover, ECS looks at the end-of-life management of carpets, promoting recycling and repurposing, which aligns perfectly with the ethos of maximalism — where every element in the design has a purpose, even at the end of its lifecycle. This approach not only helps in conserving resources but also in crafting a narrative where luxury does not come at the expense of our planet.



Your Marketing



Editorial Content

CIAL has been featured in industry magazines, enhancing brand visibility and market positioning. Additionally, we provide insights on maximalist in carpets, emphasising in texture, color, variety, and artistic design. We can do the same for you!



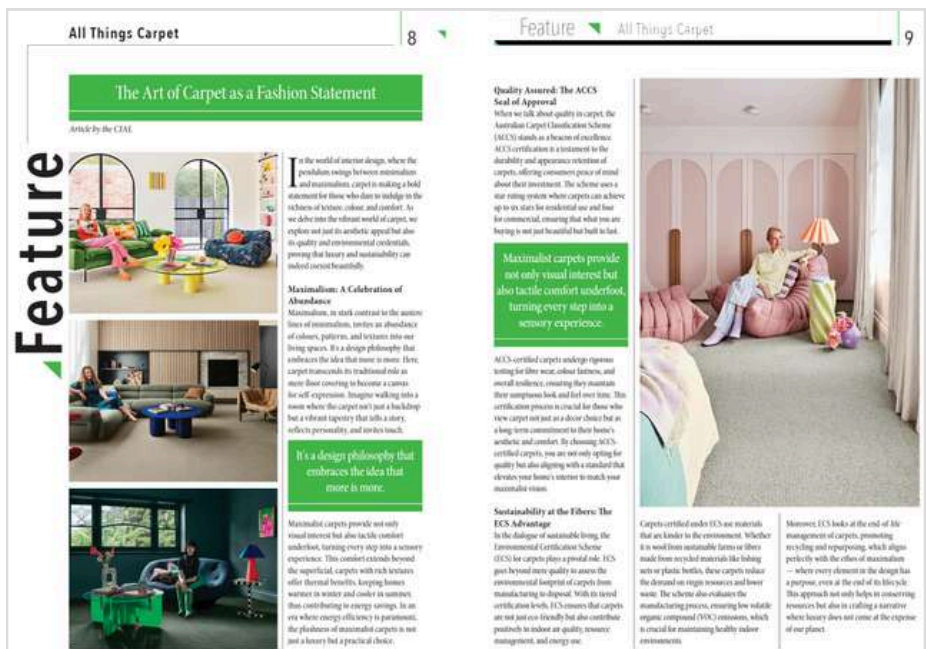
Social Media

CIAL can actively enhance your social media presence across Instagram, LinkedIn, Facebook, and Pinterest. The goal is to effectively communicate your mission, the impact of your certifications, and the values that define your organization. By strengthening our digital platforms, your company will be able to position itself as an industry leader, enhance brand visibility, and reach a broader audience.



Visibility and Brand Positioning

Your digital platform will highlight your products, increasing your exposure and market presence.



What We Focus On



While we specialize in crafting high-quality content, there are a few areas we don't cover:

We are not a performance marketing agency, audience growth service, or video production company.

We also don't distribute articles or manage content scheduling in your social platforms.

To bring your content to life, we'll need media assets from you, such as images, videos, or brand materials.

CIAL Social Media

Follow us... We will
follow you back!



Instagram
@Carpetinstitute



Facebook
@CarpetInstitute



LinkedIn
@CarpetInstitute



Pinterest
@CarpetInstitute



YouTube
@CarpetInstitute

Social Media Dictionary



Instagram

- Perfect for show your products through high-quality images, reels, and stories.
- Helps engage with homeowners, designers, and contractors through appealing content.



Facebook

- Ideal for building a loyal community through groups, reviews, and direct messaging.
- Great platform for sharing promotions, product launches, and customer stories.



LinkedIn

- Essential for connecting with industry professionals, architects, and commercial buyers.
- A great space to share company updates, case studies, and sustainability initiatives.
- Helps establish authority in the flooring industry.



Pinterest

- Platform for home improvement inspiration where users actively search for design ideas.
- Helps flooring brands reach DIYers, interior designers, and homebuilders looking for fresh ideas.



YouTube

- Best platform for sharing video guides, product comparisons, and maintenance tips.
- Helps establish credibility by demonstrating product benefits.



Contact us to
start your journey
TODAY!

