

Gioi Tran

Marketing Practices



The NKBA No. Cal. Chapter sends a special thanks to Mike Tatro and Sierra Select as well as Leslie de Giere and Golden State Flooring for sponsoring the June 15th meeting. Both Sierra Select and Golden State Flooring opened their showrooms for the event and had knowledgeable staff on hand to answer questions. The food was outstanding and well appreciated by all who attended. Both showrooms are excellent sources for designers and their clients. If you have not been, it is certainly worth the trip.

Gioi Tran of Applegate Tran Interiors and Sierra Select spoke on creating a marketing strategy and implementing it. He is at once entertaining and informative in sharing his strategies for successful marketing. Gioi explained that marketing must be a priority, so much so that it is planned into daily or weekly events. Furthermore, it should be systematic. Design competitions, publications, and showcase houses are excellent sources of exposure.

Design competitions are a fundamental part of Gioi's marketing practices. He encouraged the audience to be aware of upcoming competitions and match projects accordingly. Competitions offer great exposure and are highly cost effective. He advised to keep these competitions in mind from the start of projects and work on the requirements throughout the design development stages. Prepare design statements and drawings and follow up with photographs.

Publications should be targeted after design competitions. These require more time, but also offer great exposure opportunities. It is important to understand each publication's readership and target them with appropriate projects. Local publications tend to feed more potential clients than do national publications. Always target the most desirable publication, and then follow up with secondary publications.

Showcase houses play a smaller role in the overall marketing strategy. This may be something to consider occasionally as time and budget allow.

Additionally, Gioi encourages creative and out-of-the-box marketing ideas. Be creative and take time to plan so you get the business you want



Gioi Tran of Applegate-Tran Interiors and Senior Marketing Manager at Sierra Select.

For more information on this topic, contact Gioi Tran @ gtran@sierraselect.com

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