

ICONIC

**Digital Marketing Strategy**

*volume 2 / issue 3*



**ARCIFORM**

design | restore | remodel

# ICONIC vol.2 / issue 3: Digital Marketing



**volume 2 issue 3:**

**12 STATIC SOCIAL POSTS**

# ICONIC vol.2 / issue 3: Goal Statement

## **Presenting ARCIFORM as Creative Problem Solver + Reaching Younger Demographic**

### **Three Stories about Creative Solutions to Challenges**

Iconic issue 2.3 is dedicated to telling compelling stories about the “pitfalls and possibilities” involved in restoring and remodeling older homes and buildings. As well, we have slanted some of the stories towards your upcoming market, younger (30s - 40s) professionals who are now buying homes to raise families, and who will want to remodel those homes. Iconic magazine continues to be an excellent vehicle for portraying ARCIFORM as the company that prospective clients can rely on to arrive at creative remodeling and restoration solutions in a way that echoes your brand: by telling beautiful stories through words and photos.

In **Love & Logistics: Modernizing Your Older Home** we drew on Anne’s 25+ years of expertise to craft an article that details the joys and caveats of modernizing heritage homes. The article does double duty. On the surface, it’s a piece about issues to consider when an owner of an older home is considering a remodel or addition: it even poses the question, “To DIY or not to DIY?” By providing this abundance of information, the article puts ARCIFORM in a very good light, showing you to be a company that is extremely knowledgeable and generous with information. At the same time, it points out how difficult many of these issues are, thereby pointing potential clients - including younger audiences who may be considering DIY fixes, but will instead consider long term, parceled-out projects with ARCIFORM.

In **Emily Henderson and Arciform Turn Potential into Paradise** we highlight the partnership between ARCIFORM and popular influencer Emily Henderson; ARCIFORM benefits from the connection. This article, which is about a younger family creating their dream home, is intended to be of interest to a younger demographic.

**The Harlow Hotel: From High Hopes to Hard Times to a New Heyday** borrows from an existing blog to remind readers that ARCIFORM and Versatile Wood Products won a 2023 DeMuro Award for this iconic restoration and remodel.

Finally, **ArciFiles**, featuring Melanie Nead of Lonesome Pictopia, and the **Community Directory**, continue the new tradition of placing ARCIFORM at the hub of a creative community.

# ICONIC vol.2 / issue 3: Social Media Messaging



**1**

Updating your older home? Plan ahead to avoid the remodeling whack-a-mole effect. Tackling projects individually can unravel hidden issues. Be strategic and group improvements together - like when you open walls to address plumbing, handle insulation and wiring issues! #heritagehome #remodeltips



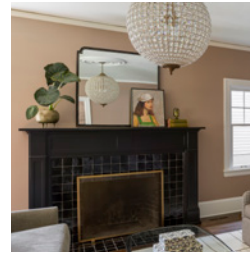
**2**

LED lighting is an easy upgrade for your vintage home! Avoid messy, expensive rewiring with convenient USB-charged fixtures for instant ambience. They come in all styles from modern to chandeliers. LEDs run up to 24 hours on a single charge. Perfect to highlight your home's classic details and bring a mood-lifting glow to any room. #vintagehome #remodeltips



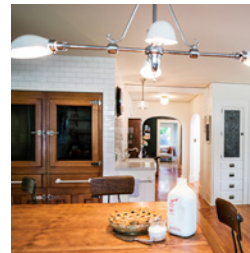
**3**

Outlets overloaded in your old house? Don't demolish walls yet - "fish" new wiring from the basement or attic to discreetly add capacity. Consult an electrician to tie into your current circuit safely or install a new one. Respect your home's historic bones while powering up for current needs. #vintagehome #remodeltips



**4**

Creative ways to add insulation without gutting walls: hang rug tapestries for warmth and art, build out bookcases, install heavy curtains. Weatherstrip leaky doors and windows. Or think outside the house; add awnings or plant a deciduous tree. Keep cozy in your classic home without compromising its vintage character! #heritagehome #remodeltips



**5**

Does your older Portland home still have knob and tube wiring? No need to panic - it's safe if undisturbed. Plan to upgrade to modern wiring when you open walls up during kitchen and bath remodels. Take the opportunity to modernize electrical completely. Protect your home's past and power its future! #vintagehome



**6**

Galvanic corrosion is a common plumbing issue in vintage homes when metals like copper and steel interact. Know when mismatched pipes need replacement to prevent leakage. If replacing, use consistent materials like pex with copper accents. Restore your home's hidden vascular system! #heritagehome

# ICONIC vol.2 / issue 3: Social Media Messaging



**7**

Clever ways to carve out more space in a small older home: go vertical with apothecary shelving, accentuate light and space with paint, and add outdoor living areas. Work with your home's quirks to make every inch count. Small and mighty! #vintagehome



**8**

Seismic retrofitting protects your investment and keeps heritage homes standing strong in earthquake country. Do structural reinforcements before walls go up in that basement remodel! Preserve your architectural legacy and gain peace of mind. #vintagehome



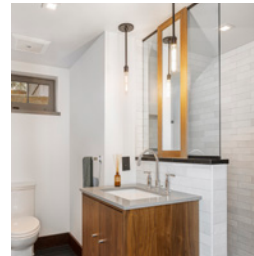
**9**

Trying to decide whether to tackle that project as a DIY? There are many things homeowners on a limited budget can do themselves, including aesthetic improvements, updating appliances and fixtures. For projects that impact structure, electrical, or plumbing in any way, it's safer and in the long run less expensive to call in a professional.



**10**

We Portlanders love our heritage homes, and we should! They're charming, well-built, exhibit fine craftsmanship, have more personality than cookie cutter tract homes, and they're...old. Meaning that they often come with problems and don't have many of the modern conveniences that we've all come to expect. Learn how to update your aging beauty without sacrificing its classic charm.



**11**

Checklist for updating plumbing in vintage homes. Watch for galvanic corrosion, lead pipes, and drainage space limitations. Adding a bathroom in your basement? Check to see if you're below the sewer line - you may need to add a septic pump. #vintagehome #plumbingupgrade



**12**

Modernizing your older home can bring challenges, but challenges promote creativity that often leads to unique solutions that add even more charm to our already charming heritage homes. We love these houses for their beauty, attention to detail, and craftsmanship. Embrace those qualities. Honor its story by listening carefully at each remodel stage.

# ICONIC vol.2 / issue 3: Approved Hashtags

## **ICONIC 3 Hashtags**

#designicons #fortheloveofdesign #designnews #historicalhome #vintagehouse  
#fortheloveofoldhouses #iloveoldbuildings #oldbuildingsarecool #oldhouselove  
#portland #architecture #architecturelovers #house #oldhousecharm #historichome  
#curbappeal #designbuild #historic #preservation #renovate #thisoldhouse #pdx  
#emily #em\_henderson #design #custombuilder #custombuilt #building #goals  
#iconic #arcifiles



# ICONIC vol.2 / issue 3: Approved Imagery





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