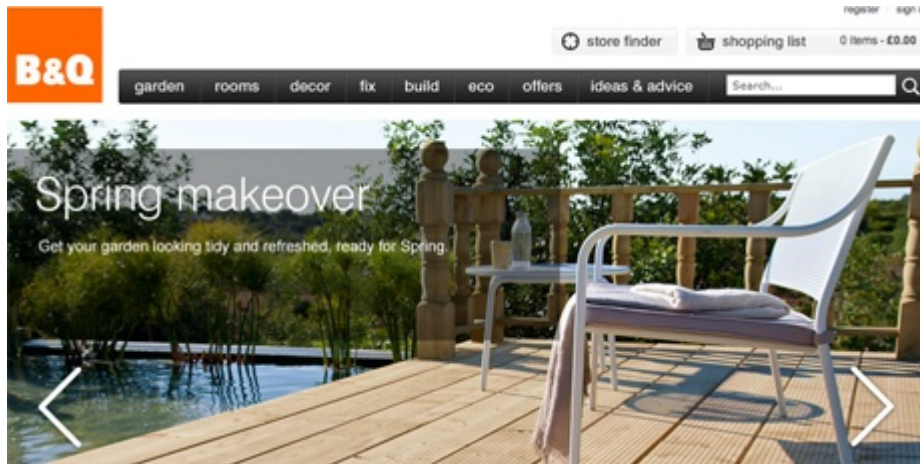


MarketingWeek

B&Q ramps up DIY advice for Easter

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B&Q is ramping up online help services via social media during Easter to capitalise on the increasing number of people that turn to DIY projects over the bank holiday weekend.

The initiative, dubbed the 'You Can Do It Crew', will see more customer services staff deployed to handle social media enquiries.

Easter weekend is traditionally B&Q's busiest weekend, but in previous years its customer support lines have not been staffed. If the initiative is successful, B&Q will roll out the approach across future bank holidays.

B&Q will run a print ad campaign to promote the service as well as email marketing to existing customers and in-store communications such as radio and till receipts.

The additional customer service is part of B&Q's recent 'I Did That' marketing campaign that aims to position B&Q as a brand that supports people's DIY efforts.

The DIY retailer claims to be the only place people with a home improvement question can get advice on Easter Sunday when the retailer is restricted from opening.

For the first time B&Q's advice services will be available from 10am to 4pm from Good Friday (6 April) to Easter Monday (9 April). Customers can contact B&Q's advice teams via Facebook, the Twitter hashtag #howdoi and its customer care line.

B&Q also hopes to raise awareness of its recently launched YouTube channel, which hosts 45 'how to' video clips. It intends to increase this to 125 by the end of April.

Link: www.marketingweek.co.uk/news/bq-ramps-up-diy-advice-for-easter/4001054.article