



Research Article

Retail in Social Media in 2025: Features of Creative Solutions for “Non-Creative” Products Using the Example of Flooring

Iana Drokova^{a*}

drokova0902@gmail.com

ORCID: 0009-0008-4401-9519

Andrey Yablonskikh^b

8443344@gmail.com

ORCID: 0009-0003-9560-5001

^{ab}RUDN University, Miklukho-Maklaya str., 6, Moscow, 117198, Russia

Received: 5/09/2025 Accepted: 16/09/2025 Published: 11/10/2025

Abstract:

The article examines current trends in product promotion on social media in 2025, with a special focus on the specifics of SMM communications for so-called “low-emotional” or “non-creative” product categories. Using the case of the flooring retail chain “Upravdom”, it explores the principles of building an effective SMM strategy aimed at engaging audiences and fostering sustained interest in visually unattractive and weakly viral products.

Particular attention is given to the use of modern digital tools such as content personalization algorithms, AI-driven recommendations, visual storytelling, interactive formats, and shorts videos. The article analyzes key approaches to creating valuable content that highlights the practical and aesthetic significance of the product in the consumer’s everyday life.

© This Is an Open Access Article Under the CC by License.
<http://creativecommons.org/licenses/by/4.0/>



* Corresponding author
E-mail address: drokova0902@gmail.com



The role of emotional context and local positioning in shaping communication with the target audience is also considered.

The case presented in the article demonstrates how products considered “non-creative” from the perspective of classical SMM can be effectively integrated into social media, becoming part of the digital consumer experience.

The findings may be useful for digital marketing professionals, retail brands operating in the durable goods segment, and researchers in the field of communication technologies.

Keywords: social media, retail, shorts video, visual storytelling, non-creative products, digital communication

Introduction

In 2025, social networks have finally established themselves not only as communication tools but also as full-fledged platforms for e-commerce. Retail in the digital environment has become the dominant direction of marketing activity, especially in the B2C segment. However, promoting products on social media comes with a number of challenges, especially when it comes to so-called “low-emotional” or “non-creative” products, which lack obvious visual or semantic virality.

Among such products are construction and finishing materials, in particular, flooring. Visually monotonous, difficult to demonstrate dynamically, and not evoking an immediate emotional response, they require special approaches to promotion. Nevertheless, even in this category, it is possible to generate sustainable audience interest - provided that modern SMM tools and creative solutions are used (Borisova, M. L., 2024; Danilov, P. V., 2023).

The purpose of this article is to analyze the specifics of promoting “non-creative” products in social networks using the example of the “Upravdom” flooring retail chain, to identify effective content marketing strategies, and to examine the role of personalization, storytelling, and visual context in creating interest in such products.

The “Upravdom company case illustrates:

- content formats that increase engagement;
- ways of turning technically complex products into visually attractive ones;
- tools of personalized communication and sales;
- features of working with social media algorithms for promoting niche products.



Audience Analysis and Segmentation as the Basis of Effective Retail in Social Media:

The “Upravdom” Case

Successful promotion of products in social networks requires a clear understanding of whom the brand interacts with and what tasks it solves for specific consumers. In modern digital marketing, a formal approach to the target audience is giving way to in-depth behavioral and motivational segmentation. This is especially relevant for companies promoting low-viral products, which traditionally include construction and finishing materials (Dmitrieva, N. A., 2025).

“Upravdom” Company is a wholesale and retail leader in the sale of flooring in 40 cities across Russia, operating in the market since 2002. Having become the largest specialized center in its segment, the brand builds communication with a broad but clearly structured audience. Digital transformation, the expansion of online trade, and the need to increase brand awareness in a competitive environment required adapting the SMM strategy to the characteristics of different consumer segments.

The analysis of the “Upravdom”’s client base and customer behavior made it possible to identify several key audience groups:

- B2B segment: foremen, construction companies, retail chains;
- B2C segment: private developers, young families, retirees.

Each group has different requirements for content, presentation format, and communication channels. However, we will focus on the B2C segment, since it makes up the largest part of the social media audience.

The B2C segment of “Upravdom”’s audience includes private developers, young homeowners, and retirees - three groups that differ in age, needs, and digital literacy. However, all of them actively use social networks as a source of information, advice, and reviews, which makes them key target groups for promotion in the digital environment.

Young families (25-40 years old) is the most active and engaged category. Their characteristics include:

- high mobility in content consumption (use of smartphones, subscription to interior design communities and blogs);
- desire for rational but aesthetic choices (price/quality ratio, home style compatibility, ease of maintenance);



- trust in user experience and reviews (video tutorials, reels, reviews from “people like them”).

Private developers is a category with a practical demand. They value:

- clear instructions on material selection;
- availability of turnkey services;
- saving time and money with maximum purchase efficiency.

Retirees is less active in generating content, but very loyal if there are:

- clear offers;
- fixed terms of delivery and installation;
- consulting support both online and in-store.

Taking these behavioral characteristics into account, Instagram and VKontakte were chosen as the main platforms for promoting the “Upravdom” brand - two social networks that cover the main interests and digital habits of the target audience.

- Instagram is ideally suited for working with young families and private clients under 40, thanks to its visual nature and wide opportunities for using Reels, Stories, and carousels.

- VKontakte remains the most universal platform for the regional audience. It is convenient for a wider age category, including retirees and private developers. The platform provides more opportunities for creating a trust-based and calm communication channel, especially valuable for older and less digitally literate audiences (Chaffey, D., & Ellis-Chadwick, F., 2022).

Deep segmentation of the target audience allowed “Upravdom” to adapt its strategy to specific consumer pains, needs, and habits. By focusing on the B2C segment and choosing Instagram and VKontakte as the basic platforms, the brand ensured not only reach but also content relevance*. This enables targeted work with each audience group, increasing not only engagement but also the conversion of social media into real sales (Vlasova, E. I., 2024).

Video Content as the Key Promotion Unit for Retail in 2025

In 2025, VK Video and Instagram Reels (Instagram and Facebook are banned in the Russian Federation. On 21.03.2022, Meta was recognized in Russia as an extremist organization) became the dominant formats in promotion. They

* Instagram and Facebook are banned in the Russian Federation. On 21.03.2022, Meta was recognized in Russia as an extremist organization.



were chosen as the main channels of audience communication and as the key source of organic traffic (Statista, 2024).

It is difficult to imagine flooring as “wow content”. But this segment has strong points -practicality, durability, interior aesthetics. The task of SMM is to convey this to the client through photo/video content.

The key trend of 2025 has been the creation of emotional content with a humorous undertone. On the example of professional “Upravdom” flooring stores, we abandoned static photos and moved to an interactive video format: sketches, expert product reviews, storytelling (carousels with text and illustrations), and mini-stories in video format (Artemyeva, L. V., 2024).

The visual monotony of the product - linoleum, laminate, quartz vinyl - requires a focused approach to presentation. Taking this into account, we emphasized emotional video storytelling and adaptation of popular formats to the specifics of the product. Among the most effective solutions are:

- Humor and parody: short videos stylized as famous movies and TV series (for example, an interior “reimagined” episode from the series “Apple Orchard” with commentary about flooring) gathered over 1 million views;
- Trending adaptation: using current trends combined with product demonstration (e.g., “Cool or lame”, “Say your unpopular opinion and run...” etc.);
- Expert reviews and life hacks: “before/after” videos, installation tips, explanation of differences between types of flooring are important trust-building tools for the B2C segment;
- Mini-stories: “life-based” clips with storytelling elements where flooring become part of the plot - for example, “a young family’s morning”, “renovation in a new apartment”, “dad’s advice”.

Technical elements of presentation are of great importance: the beginning of the video should contain a bright hook (a question, provocation, joke), visual effects (text inserts, stickers, animation), and an attractive soundtrack. Editing is done in a dynamic rhythm, avoiding static presentation (Kravchenko, A. S., 2023; Romanova, I. V., 2024).

The key difference from classic product placement is the emotional context into which the product is embedded. A flooring ceases to be just “material” and becomes part of life’s background, which is especially important for a young audience oriented toward visual comfort and interior aesthetics.



Thus, in the context of digital competition and visual noise, video content becomes not just a way of demonstrating a product, but a tool for shaping brand value and identity (Sergeev, I. Yu., 2023).

Conclusion

The analysis of modern SMM approaches to promoting “non-creative” products in social networks in 2025 makes it possible to draw a number of important generalizations, demonstrating the transformation of the traditional perception of such products in the digital environment. On the example of the “Upravdom” case, it is shown that even visually and emotionally neutral products, such as flooring, can successfully fit into the context of consumer digital culture, forming not only recognition but also engagement, and in the long term - sustainable loyalty from the audience (Danilov, P. V., 2023, Romanova, I. V., 2024).

Modern social media users are oriented not so much to the product itself as to its value and emotional shell. That is why the basis of an effective communication strategy lies not in the product as such, but in the story it helps to tell. Thus, visual storytelling, humorous presentation, and the use of life situations associated with renovation and home improvement become key tools for attracting attention. A floor covering ceases to be “material” and becomes part of a life scenario, part of everyday life that the user interprets through content (Sergeev, I. Yu., 2023).

In addition, digital marketing in 2025 requires not only visual and semantic adaptation but also algorithmic literacy. Working with different video formats (VK Video, Reels, etc.), precise audience segmentation, personalized presentation, and engaging mechanics (hooks, interactive elements, stickers, sound design) allow the brand not just to show the product but to integrate it into the user’s habitual media flow. This is especially important in conditions of high competition and “visual fatigue” from advertising content (Vlasova, E. I., 2024).

The article demonstrated that effective SMM for “non-creative” products is impossible without a deep understanding of audience behavior, platform specifics, and strategic flexibility. The use of humor, current trends, and minimalist visual aesthetics enabled the “Upravdom” brand not only to attract attention but also to break the stereotype about the impossibility of creative promotion in a low-emotional product niche. Moreover, the company’s case shows that creativity in modern marketing is defined not by the nature of the product, but by the quality of the communication approach.



The conclusions obtained can be applied to a wider range of durable and functional products. The practices described in the article can serve as a reference for retail brands seeking to organically integrate their product into the everyday digital environment, making it visible, understandable, and desirable - even in the most seemingly “boring” product categories.

References:

1. Artemyeva, L. V. (2024). The role of Reels and VK Video in transforming consumer behavior. *E-commerce Today*, 5, 15–21.
2. Borisova, M. L. (2024). Visual storytelling as a tool of engagement in Instagram and VKontakte. *Media and Communications*, 3, 22–28.
3. Danilov, P. V. (2023). Emotional marketing in visually neutral product categories. *Russian Journal of Marketing*, 6, 45–53.
4. Dmitrieva, N. A. (2025). Short video as a sales driver: Analysis of platforms and formats. *Promotion Technologies*, 1, 29–35.
5. Kravchenko, A. S. (2023). Digital marketing: Strategies and tools in the era of social networks. Moscow: Yurayt.
6. Romanova, I. V. (2024). Behavioral segmentation as a factor of digital communication effectiveness. *Social Communications*, 1, 76–83.
7. Sergeev, I. Yu. (2023). Creative approaches to promoting construction segment products: Experience of Russian brands. *Marketing in Russia and Abroad*, 4, 12–18.
8. Vlasova, E. I. (2024). SMM promotion: Methodology and practice of content marketing in the digital environment. *Marketing and Marketing Research*, 2, 34.
9. Chaffey, D., & Ellis-Chadwick, F. (2022). Digital marketing (8th ed.). Pearson. Retrieved from: <https://www.pearson.com>.
10. Statista. (2024). Short-form video marketing in 2024. Retrieved from: <https://www.statista.com/statistics/short-form-video-marketing>.
11. HubSpot. (2024). The ultimate guide to social media for retail brands – 2024 edition. Retrieved from: <https://blog.hubspot.com>.

Bio Note:

Iana Drokova, Bachelor student, Mass Communications Department, RUDN University named after Patrice Lumumba, Miklukho-Maklaya str., 6, Moscow, 117198, Russia. ORCID: 0009-0008-4401-9519. E-mail: drokova0902@gmail.com.

Andrey Yablonskikh, Associate Professor, Mass Communications Department, RUDN University named after Patrice Lumumba, Miklukho-Maklaya str., 6, Moscow, 117198, Russia. ORCID: 0009-0003-9560-5001. E-mail: 8443344@gmail.com.