PRESS RELEASE

Cabinet Boost Introduces Marketing Program for Custom Closet Companies

Cabinet Boost

October 08, 2026

LONG BEACH, CA — October 8, 2026 — Cabinet Boost , a Long Beach-based agency that works exclusively within the cabinet, kitchen, and bath industry, has introduced a dedicated Custom Closet Marketing program for independent closet companies that sell walk-in, reach-in, pantry, and garage storage systems through in-home or studio design consultations.

The program is measured by a different outcome than a kitchen showroom visit. According to the company, success is defined as a booked closet consultation: a named homeowner with verified contact information and a confirmed time for a design visit. Attendance is tracked separately, and weekly reports compare consultations booked against installs scheduled.

Independent closet companies often compete for local search and social media visibility with national franchises that advertise across entire metropolitan areas. Cabinet Boost’s approach combines six components: refreshed Meta advertising creative built from photography of the company’s own completed installs, AI-assisted follow-up for buying cycles that can last several weeks, Google Ads focused on closet consultation searches, local SEO and Google Maps visibility within each company’s install radius, project pages featuring finished work, and post-install review requests.

To avoid placing two independent shops in competition for the same homeowners, the agency accepts one custom closet company per market and confirms availability during onboarding.

“A closet sale happens in the bedroom with a tape measure, not on a kitchen showroom floor,” said Sezgin Arslan, founder of Cabinet Boost. “We built this program so closet companies are measured on consultations that lead to installs, not on likes or form fills.”

The program draws on the company’s published work with Bienal Custom Closets. According to the case study, Bienal’s cost per lead on Facebook and Instagram fell from $234 to $47 over 90 days, monthly lead volume rose from about 50 to more than 150, and its lead conversion rate increased from 8% to 18%. Cabinet Boost notes that results vary by market, starting point, and sales process.

The closet program follows the agency’s recent Cabinet Marketing Agency announcement, which introduced a free 30-minute strategy session led by Arslan. Closet company owners can use that session to review their current channels and market availability. Program fees typically range from $2,500 to $5,000 per month, with advertising spend billed separately. Engagements begin with a 90-day sprint and continue month-to-month, and advertising accounts, landing pages, and data remain in the client’s name.

Cabinet Boost reports working with more than 60 cabinet businesses over seven years. The company is a member of the National Kitchen & Bath Association and exhibited at KBIS 2026.

About Cabinet Boost

Cabinet Boost is a digital marketing agency headquartered in Long Beach, California, serving cabinet stores, kitchen and bath showrooms, custom closet companies, remodelers, manufacturers, and distributors nationwide. Its services include Google Ads, SEO, AI search visibility, Meta advertising, web development, CRM setup, ERP integration, and review management.

Additional information is available at www.cabinetboost.com .

###

Media Contact

Sezgin Arslan, Founder

Cabinet Boost

44 Bennett Ave, Long Beach, CA 90803

(562) 554-7576

hello@cabinetboost.com

www.cabinetboost.com

MEDIA CONTACT

+1 562 554-7576
info@cabinetboost.com
44 Bennett Ave, Long Beach, United States