

HOME DEPOT

A “How To” on Building a Consumer Connection

February 8, 2026

Introduction

Home Depot, is a leading American multinational home improvement retail corporation that offers services like home improvement, construction and decor. Some of the products that they offer are tools, lumber, building materials, garden supplies, plumbing, paint and all sorts of home things. Home depot operates with more than 2,300 large stores. These stores operate throughout North America in the United States, Mexico and Canada. Home Depot's headquarters is in Cobb County, Georgia.

Overview of brand journalism tactics

Home depot doesn't do the norm when it comes to advertising. They focus on educational videos and building long-term engagement. This allows their customers to trust them more instead of Home depot just pitching products.

So what are the three tactics they use the most? They post many different types of Do It Yourself (DIY) ideas that people can do around their house. You can find all of their ideas for you to try on their [website](#). This gives people many different ideas to do that may cause them to buy new tools for the project. Another tactic they do, is post videos on their youtube channel showing you how to build and improve things around your house. Most of these videos are 30+ minutes long with step by step instructions on how to do what you need to do. This goes hand

and hand with the ideas on their website. This allows a connection to be made with people at Home Depot. You can see one of their videos on their youtube [here](#) . The last tactic they do is actually have a content creator program. This [program](#) allows creators to post videos about Home Depot pushing their products and how to videos. This creates a wider audience than just what Home Depot's website and Youtube can reach. These three tactics create a strong community and not just consumers. It creates a relationship of teaching life skills instead of just selling you a product and having you figure it out on your own. Home Depot is also looked at as the middle age dad store that all dads go to. They kind of lean into that stereotype with almost acting like a father teaching their kids life skills with these DIY ideas and instruction videos.

Strengths of brand journalism program

- What are some of the strengths of these tactics? It builds life long customers and not just consumers for certain products. It makes you choose them over their competitors because they made a connection. Most people will shop and go buy a product that they need but Home Depot teaches you how to use said product. Home Depot has a strong middle age dad stereotype. They break this bubble they are in by having a content creator program. This program has creators from all different ages, races and genders. This allows the creators to create that connection that Home Depot couldn't reach. However I think their biggest strength is the instructional videos they do on their Youtube. These videos create a

bond between consumer and seller. Many young people do not know how to use these tools and these videos help tremendously.

Weaknesses of brand journalism program

- Some of their key weaknesses are not making fun of themselves. They have to be more up beat and joke around. Some of the best corporations have a social media manager that makes memes and responds to comments. When looking at Home Depot everything is serious when it comes to their output. Which makes sense because their audience is usually not young people. They rely heavily on people not knowing how to do certain tasks. However what about the people who already know how to use the tool and do their task. They make no connection with these customers; the only connection they make is that the product they sell is reliable. When I look at a home improvement store I look at Home Depot being the top store. Their output doesn't have to switch up much because what they are doing is working. They give you ideas, instructions , what to buy and creators that look like you. So in the end their biggest weaknesses are; not leaning into the middle age dad memes, not creating a huge connection with people who are just looking for supplies.

Recommended best brand journalism practices

- The tactic of giving people ideas that they need your product for is genius. Then once they like that idea they then go to your youtube to watch a video on how to do it. These two tactics I think many businesses should use, “how to” videos get a lot of traction and can lead to more sales. Also giving consumers ideas of what else they can do and use is genius. Finally taking creators that look like all walks

of life and using them as content creators is a practice all companies should use. It creates a level of trust between the consumer and seller because they look like yourself.

Appendix

- Links for Brand Journalism outputs
- https://www.homedepot.com/c/diy_projects_and_ideas
- <https://www.youtube.com/watch?v=eDTVT7fogkw>
- <https://creators.homedepot.com/splash>

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