

Built To Perfection,








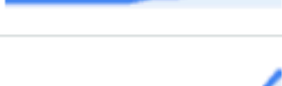

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Why Google Search More and Social Media Less

In next few slides I will do as you requested. However, I honestly feel you are avoiding a channel that is much more promising.

- 1) I prefer Google Search over social media for marketing purposes because of the fundamental difference in user intent between the two platforms. When people use Google Search, they typically have a specific intent or need in mind. For example, they might be looking for a product, service, or information to solve a problem or fulfill a need. This intent-driven behavior presents a valuable opportunity for businesses to connect with potential customers who are actively seeking what they offer.
- 2) On the other hand, social media platforms like Facebook, Instagram, and Twitter are more about social interaction, entertainment, and content consumption. While users may come across ads or posts from businesses on social media, their primary motivation for being on these platforms is not necessarily to make a purchase or engage with brands. Instead, they are often looking to connect with friends and family, consume content, or be entertained.
- 3) This difference in user intent means that advertising on Google Search allows businesses to reach potential customers who are actively looking for products or services like theirs, making it more likely to generate leads and conversions.
- 4) In contrast, advertising on social media relies more on targeting specific demographics or interests rather than user intent, which can be less effective in driving direct sales or conversions. Overall, while social media can be valuable for brand awareness and engagement, Google Search offers a more direct and intent-driven approach to reaching potential customers who are actively seeking what a business has to offer. I studied this for many years and the result of my study is at link: <https://uxdesignseo.com/uxdesignseo/conversion-optimization/>
- 5) I start my presentation analyzing Google Search first which I believe is much more valuable.

Insights From Google; Economic Demand Analysis

<input type="checkbox"/> Keyword	↓ Avg. monthly searches	Competition	Top of page bid (high range)
Keyword ideas			
<input type="checkbox"/> bathroom remodel	9,900 	Low	\$21.25
Keywords you provided			
<input type="checkbox"/> home improvement	8,100 	Low	\$12.91
Keyword ideas			
<input type="checkbox"/> home and improvement	8,100 	Low	\$12.91
<input type="checkbox"/> kitchen remodel	5,400 	Low	\$29.35
Keywords you provided			
<input type="checkbox"/> remodeling	2,400 	Low	\$12.97
Keyword ideas			
<input type="checkbox"/> jacuzzi bath remodel	1,900 	Medium	\$10.46
<input type="checkbox"/> bathroom remodel near me	1,900 	Low	\$33.67
<input type="checkbox"/> kitchen remodel near me	1,900 	Low	\$32.00
<input type="checkbox"/> bath remodel near me	1,900 	Low	\$33.67

Analysis Of Demand

As you see in image in last slide the total searches for your main keywords is about 30,000.

The ads will be shown to roughly 40% of these searches (Google impression share rules depending on how high you bid).

Hence our ads will be shown to $(30000 \times 40\% =)$ 12000 Active Google Searchers.

I can get CTR to better than 5 percent by A/B testing many different Ads.

We will achieve $12000 \text{ (impression)} \times 5\% \text{ (CTR)} = 600 \text{ clicks (monthly)}$ on our ads.

I will bid \$20.00 to achieve first position.

Our advertising cost will be $600 \times 40 = \$24000$ per month.

I am sure I can get closer to a 15 % conversion rate!

Achieving such a high conversion rate comes with hard work to optimize the landing page (mainly A/B testing).

Hence we will achieve:

$600 \times 15\% \text{ (conversion rate)} = \text{Average } 90 \text{ new projects monthly. Guaranteed!!}$

The average price of every projects is around \$10,000

We will achieve Revenue = $\$10000 \times 90 = \$900,000$ Revenue Monthly.

Revenue after Google Ads cost = $900,000 - 24,000 = \$876,000$

ROS = $876,000 / 24000 = 36.5$ or 3,650%

Built To Perfection mission and unique selling propositions

- 1) Built To Perfection is an innovative remodeling and construction company with a focus on delivering high-quality construction services.
- 2) Its mission revolves around providing superior remodeling and construction solutions tailored to meet clients' needs while adhering to the highest standards of craftsmanship and professionalism.
- 3) Unique selling propositions include expertise in various construction areas, innovative design solutions, use of high-quality materials, and a commitment to customer satisfaction.

Trends and competitors in the construction industry

- 1) Sustainability and Green Building: Increasing focus on eco-friendly construction practices and materials to reduce environmental impact.
- 2) Technological Advancements: Adoption of Building Information Modeling (BIM), drones, and augmented reality for efficient project management and design.
- 3) Modular and Prefabricated Construction: Growing demand for off-site construction methods to streamline processes and reduce project timelines.
- 4) Safety and Regulations: Heightened emphasis on workplace safety protocols and adherence to stringent building codes and regulations.
- 5) Remote Workforce Management: Implementation of digital tools and platforms for remote collaboration and project monitoring.
- 6) Competitors in the construction industry may include both large-scale construction firms and smaller, local contractors. Some prominent competitors could be Turner Construction Company, Skanska, Bechtel Corporation, and Jacobs Engineering Group. Additionally, there may be numerous regional and niche players competing in specific market segments or geographic areas.

Primary and secondary target markets

Primary Target Market:

- 1) Built To Perfection's primary target market consists of homeowners and property developers seeking high-quality construction services for residential and commercial projects.
- 2) These clients prioritize quality craftsmanship, reliability, and adherence to timelines and budgets.
- 3) They may range from individual homeowners looking to remodel or renovate their properties to larger developers undertaking new construction projects.

Secondary Target Market:

- 1) Built To Perfection's secondary target market includes architects, interior designers, and real estate agents who may recommend construction services to their clients.
- 2) These professionals value collaborative partnerships with construction firms that can deliver exceptional results and meet client expectations.
- 3) They may also seek reliable contractors for their own projects or refer Built To Perfection to their network of clients and contacts.

Company strengths

- 1) High-Quality Craftsmanship: Built To Perfection prides itself on delivering superior construction services, characterized by attention to detail and skilled craftsmanship.
- 2) Reputation for Reliability: The company has built a strong reputation for reliability, consistently completing projects on time and within budget.
- 3) Experienced Team: Built To Perfection boasts a team of experienced professionals with expertise in various aspects of construction, ensuring seamless project execution.
- 4) Customer-Centric Approach: The company prioritizes customer satisfaction, providing personalized service and addressing client needs and concerns promptly.
- 5) Diverse Portfolio: Built To Perfection has successfully completed a diverse range of projects, including residential homes, commercial buildings, and renovations, showcasing its versatility.

Company weaknesses

- 1) Limited Brand Awareness: Despite its strong reputation within the industry, Built To Perfection may have limited brand awareness among potential clients, especially in new markets.
- 2) Geographic Limitations: The company's operations may be confined to specific geographic regions, limiting its reach and potential for expansion.
- 3) Dependence on Skilled Labor: Built To Perfection's reliance on skilled labor may pose a challenge in recruiting and retaining qualified professionals, especially during periods of high demand.
- 4) Cost Competitiveness: In highly competitive markets, the company may face pressure to maintain cost competitiveness while delivering high-quality services, impacting profit margins.

Company opportunities

- 1) Market Expansion: Built To Perfection can capitalize on opportunities to expand into new geographic markets or target emerging sectors within the construction industry.
- 2) Technology Integration: Embracing technology such as Building Information Modeling (BIM) and project management software can enhance efficiency and competitiveness.
- 3) Green Building Initiatives: With growing interest in sustainable construction practices, Built To Perfection can explore opportunities in eco-friendly building solutions and certifications.
- 4) Strategic Partnerships: Forming alliances with architects, designers, and suppliers can expand Built To Perfection's network and access to potential clients and projects.

Company threats

- 1) Economic Downturns: Economic fluctuations and downturns can impact construction activity and discretionary spending on projects, affecting Built To Perfection's revenue and profitability.
- 2) Regulatory Changes: Changes in building codes, zoning regulations, or environmental requirements can pose compliance challenges and increase project costs.
- 3) Intense Competition: The construction industry is highly competitive, with numerous established firms and new entrants vying for market share, potentially eroding Built To Perfection's competitive position.
- 4) Supply Chain Disruptions: Disruptions in the supply chain, such as material shortages or price fluctuations, can affect project timelines and costs, posing challenges for Built To Perfection's operations.

Customer Persona 1 (Insights From Explore Completed Projects Near You)

Homeowner Janet

Demographics: Female, aged 35-50, married with children

Pain Points:

- 1) Lack of space: Janet feels that her current home is too small for her growing family and is considering renovation or expansion options.
- 2) Budget constraints: She is concerned about the cost of home improvement projects and seeks cost-effective solutions.
- 3) Time constraints: With a busy schedule managing work and family responsibilities, she is looking for a contractor who can complete projects efficiently and with minimal disruption.

Customer Persona 2 (Insights From Explore Completed Projects Near You)

Business Owner Benito

Demographics: Male, aged 30-45, entrepreneur or small business owner

Pain Points:

- 1) Office space renovation: Benito is planning to renovate his office space to create a more modern and functional workspace for his employees.
- 2) Budget management: He is mindful of his budget and seeks contractors who can deliver quality results within his financial constraints.
- 3) Business continuity: Benito needs the renovation process to be completed quickly and with minimal downtime to avoid disruptions to his business operations.

Customer Persona 3 (Insights From Explore Completed Projects Near You)

Investor John

Demographics: Male, aged 40-60, real estate investor or property developer

Pain Points:

- 1) Maximizing ROI: John is focused on maximizing the return on investment for his property development projects and seeks construction partners who can deliver high-quality results that enhance property value.
- 2) Compliance and regulations: He is aware of the importance of compliance with building codes and regulations and looks for contractors with a track record of regulatory compliance.
- 3) Project management: John values effective project management and communication throughout the construction process to ensure projects are completed on time and within budget.

Brand Positioning (Extracted Insights From Blogs)

Value Proposition:

Built To Perfection offers premium construction services tailored to meet the unique needs of each client. With our commitment to quality craftsmanship, attention to detail, and customer satisfaction, we ensure that every project is executed to perfection.

Differentiation from Competitors:

- 1) **Quality Craftsmanship:** Unlike competitors who may prioritize speed over quality, Built To Perfection prioritizes craftsmanship and attention to detail in every aspect of the construction process, resulting in superior outcomes that exceed client expectations.
- 2) **Personalized Approach:** While some competitors offer cookie-cutter solutions, Built To Perfection takes a personalized approach to each project, working closely with clients to understand their vision, preferences, and budget constraints to deliver customized solutions that reflect their unique style and requirements.
- 3) **Customer Satisfaction:** Built To Perfection is dedicated to providing exceptional customer service and ensuring complete satisfaction throughout the construction journey. We maintain open lines of communication, address client concerns promptly, and strive to exceed expectations at every stage of the project, fostering long-term relationships built on trust and reliability.

Marketing Objectives

Increase brand awareness by 20% among the target audience within the next six months through a targeted digital marketing campaign focused on Google Ads (keyword search such as remodeling near me) and social media channels. Google Ads, Google Display Network, and YouTube can all contribute significantly to achieving the marketing objective of increasing brand awareness:

- 1) Google Ads: With Google Ads, you can create highly targeted search campaigns that appear when users search for relevant keywords related to your brand or industry. By bidding on specific keywords and creating compelling ad copy, you can increase visibility for your brand and drive traffic to your website. Additionally, Google Ads offers various targeting options, including demographics, location, and interests, allowing you to reach your target audience effectively.
- 2) Google Display Network (GDN): The Google Display Network allows you to place ads on a vast network of websites, blogs, and apps across the internet. These display ads can include text, images, and even video, making them highly engaging and effective at capturing users' attention. By targeting websites and apps frequented by your target audience and using compelling ad creatives, you can increase brand exposure and reach users who may not be actively searching for your products or services.
- 3) YouTube: As the world's largest video-sharing platform, YouTube offers a massive opportunity for brand exposure and engagement. You can create video ads that appear before, during, or after YouTube videos, as well as display ads that appear alongside video content. By leveraging YouTube's targeting options and creating engaging video content, you can effectively communicate your brand message, showcase your products or services, and connect with your target audience in a highly visual and immersive format.
- 4) Overall, by utilizing Google Ads, Google Display Network, and YouTube in conjunction with each other, you can create a comprehensive digital marketing strategy that maximizes brand exposure and awareness across various online channels.

Marketing Strategies

Identify Target Audience:

- Conduct audience research to understand demographics, interests, and online behavior of target customers.
- Segment the audience based on characteristics such as age, gender, location, and interests to tailor content and messaging effectively.

Choose Relevant Social Media Platforms:

- Select social media platforms based on where the target audience is most active and engaged.
- Prioritize platforms such as Instagram, Facebook, and LinkedIn, considering the nature of the business and the type of content to be shared.

Content Strategy and Creation:

- Develop a content calendar outlining the types of content to be posted, frequency, and publishing schedule.
- Create diverse content formats, including images, videos, infographics, blog posts, and user-generated content.
- Ensure that the content aligns with the brand's voice, values, and key messaging while addressing the interests and pain points of the target audience.

Engagement and Community Building:

- Actively engage with the audience by responding to comments, messages, and mentions promptly.
- Encourage user-generated content and foster community interaction through contests, polls, and discussions.
- Cultivate brand advocates and influencers who can amplify the brand message and reach a broader audience.

Paid Advertising and Promotion:

- Allocate a portion of the budget for paid social media advertising to boost visibility and reach targeted demographics.
- Utilize features such as sponsored posts, promoted tweets, and Instagram ads to expand the reach of organic content and drive conversions.

Performance Tracking and Optimization:

- Monitor key performance metrics, including follower growth, engagement rate, website traffic, and conversion rate.
- Use social media analytics tools to track performance, identify trends, and measure the effectiveness of campaigns.
- Continuously optimize the strategy based on data insights, adjusting content, targeting, and ad spend to improve results and achieve objectives.

Budget Allocation

1. Content Creation and Management: \$80,000

- Content creation costs, including graphic design, photography, videography, and copywriting.
- Hiring social media managers for content planning, scheduling, and community management.

2. Paid Advertising and Promotion: \$100,000

- Budget for sponsored posts, promoted content, and social media advertising campaigns on platforms like Facebook, Instagram, and LinkedIn.
- Allocation for boosting posts, reaching targeted demographics, and maximizing ad reach and engagement.
- Testing budget for A/B testing of ad creatives, targeting options, and ad formats to optimize performance.

3. Influencer Partnerships and Collaborations: \$20,000

- Investment in influencer marketing campaigns to leverage the reach and influence of industry influencers and brand advocates.
- Compensation for influencers, sponsorship fees, product gifting, or affiliate partnerships.
- Collaboration costs for co-branded content, giveaways, and sponsored posts with influencers.

4. Analytics and Reporting Tools: \$10,000

- Subscription fees for social media analytics and reporting tools to track key performance metrics, measure campaign effectiveness, and generate insights.
- Investment in advanced analytics platforms for real-time monitoring, data visualization, and predictive analytics.

5. Contingency and Miscellaneous Expenses: \$40,000

- Contingency fund for unforeseen expenses, emergencies, or opportunities that may arise throughout the year.
- Miscellaneous expenses such as software upgrades, training and development, travel expenses for events or conferences, and professional services fees.

6. This budget allocation aims to strike a balance between content creation, paid advertising, influencer partnerships, analytics, and miscellaneous expenses to support the execution of the integrated social media marketing strategy effectively. Adjustments can be made based on campaign performance, market conditions, and strategic priorities over time.

Implementation Plan

Month 1:

Week 1-2:

Task: Strategy Planning

Deadline: End of Week 2

Develop a Facebook marketing strategy, including objectives, target audience, content themes, and budget allocation.

Week 3-4:

Task: Content Creation

Deadline: End of Week 4

Create engaging content for Facebook posts, ads, and promotions based on the planned strategy.

Task: Set Up Facebook Business Manager

Deadline: End of Week 4

Create or update the Facebook Business Manager account, set up ad accounts, and configure tracking pixels.

Month 2:

Week 1:

Task: Campaign Set-Up

Deadline: End of Week 1

Set up Facebook ad campaigns, including audience targeting, ad creative, budget allocation, and scheduling.

Task: Launch Campaigns

Deadline: End of Week 1

Launch scheduled Facebook ad campaigns and monitor initial performance.

Week 2-3:

Task: Monitoring and Optimization

Ongoing

Monitor campaign performance metrics such as reach, engagement, click-through rate (CTR), and conversion rate.

Optimize ad targeting, creative elements, and budget allocation based on performance insights.

Week 4:

Task: Reporting

Deadline: End of Week 4

Generate Facebook ad performance reports for the month, including key metrics, insights, and recommendations for improvement.

Performance Measurement

- 1) Set up conversion tracking within Facebook Ads Manager to track specific actions such as website purchases, form submissions, or app downloads.
- 2) Calculate the conversion rate by dividing the number of conversions (desired actions) by the total number of ad clicks, then multiply by 100 to get the percentage.
- 3) Monitor the conversion rate regularly to assess the effectiveness of Facebook ad campaigns in driving desired actions and optimizing performance.

Summary

- Built To Perfection (BTP) aims to provide innovative and sustainable building solutions.
- Key industry trends include sustainability and technology adoption.
- Competitors range from general contractors to specialized firms.
- Primary markets are commercial developers, with secondary markets including residential homeowners.
- BTP's strengths lie in its skilled workforce and commitment to quality.
- Opportunities include market expansion and service diversification, while threats include competition and economic downturns.
- Targeting commercial developers aged 35-50 and homeowners aged 30-60, BTP's value proposition focuses on personalized solutions and quality service.
- The SMART marketing objective is to increase brand awareness among commercial developers by 20% in 12 months.
- An integrated marketing strategy involves digital advertising and social media campaigns.
- A budget of \$250,000 annually will be allocated for marketing efforts.
- Implementation will involve ad development, optimization, and ongoing monitoring.
- Overall, this approach aims to enhance brand visibility, engage target audiences, and drive business growth.