

Media and Marketing Initiatives 2024

1) Implement Design Center Plans for State of Florida

Strategy: Google Ads PPC : \$16.50/day - \$502 Monthly | Estimated 1,110 - 1,620 clicks

Facebook Ad Campaign, Flyers, Youtube Video Ads, Customer Testimonials, Model Home Specific Event(s), Educational Blog Posts, Signature Banner Ads, Newsletter

Questions:

- 1) What are other ways we can get the word out to existing and new customers?
- 2) What tools/collateral can we provide your sales team?

2) Promote Clearance Items throughout the Company

Key Components:

- 1) Clearance Items in the Online Store,
- 2) Facebook Promotion and Pay-Per-Click Ads to drive traffic
- 3) Humorous Video Ads
- 4) Digital Signage/Signature Banner Ads/Newsletter

3) Internal Marketing Enhancement

Objective: Create a more engaged and informed internal community

Ideas: Internal Newsletter highlighting achievements etc, Library of Updated Training Videos to enhance and follow-up on the work Chris is doing, Easter Egg Hunt Event

Question: What's working? What can be better? What are other ideas?

4) Vendor and Customer Engagement Spotlight

Goal: Engage more Vendors and Customers

1-3 Primary Vendors each quarter on items that we can use to improve sales, and enhance relationships, and provide product videos for our contractors and employees

1-3 Builders to highlight our products in their work and enhance relationships.

