



1. Objective

The marketing campaign aims to achieve 2880 worker app downloads and 149,760 homeowner app downloads in 6 months with jobs being posted.

But, After proper research, I came to the conclusion that you can reach out to like 30-40K workers, but in terms of leads and for your budget you need to aim for lower than 1000 workers. To be realistic, Even at a crazy high 5% conversion rate that's still 2K workers. I would say 600 to 1000 can be achievable, but these numbers can refer you to many people, referral programs may help you reach high numbers too.

Marketing & Business Objectives:

- Awareness about a new workplace connecting tradesmans and house owners.
- App installs from the website.
- To receive a minimum of 100 workers and 10,000 house owners per month.

Vision:

- To present the application as the best workers-finding app for house owners and the best customer-finding app for workers.
- Make the application a go-to place for both audiences.

Budget Allocation:

As you're willing to spend \$8K - \$10K on advertising, we need to allocate this for all the channels we'll use to reach both audiences.

For Google ads (Search, Display, Video) campaigns, we can start with \$3000 per month.

For Facebook & Instagram, we can also spend \$2000 per month

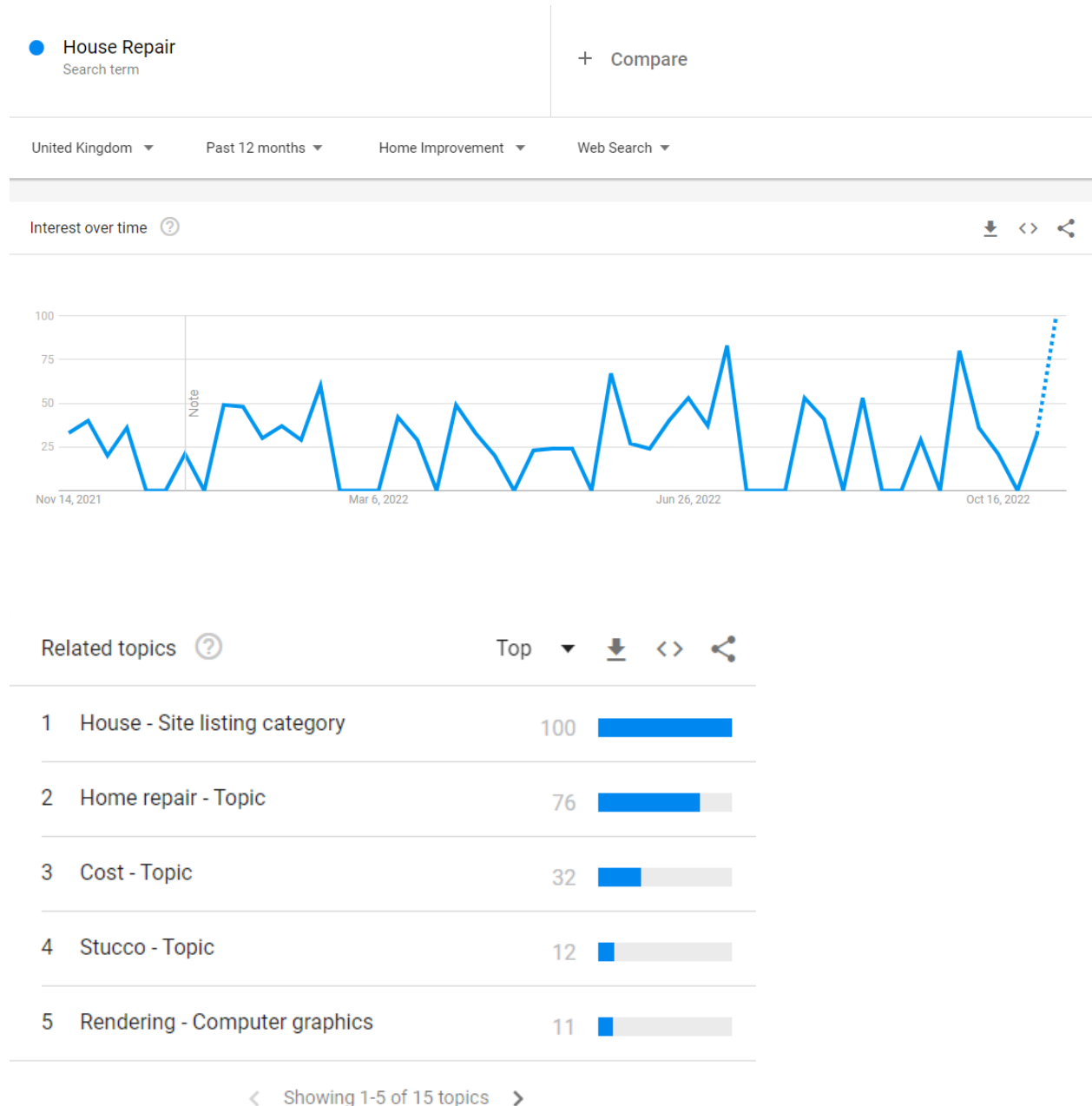
These channels can get us in front of the house owners. But, for targeting workers and business owners (who will be the vendors in your case), we'll need to pay \$3000 - \$4000 for organic outreach, cold emailing, and LinkedIn ads targeting business owners in our industry.

For Cold Emails, we will also be scraping the same job titles from LinkedIn and automating our prospecting work using certain tools.

As we see on the home-page certain Job Titles like: Painter, Cleaner, Electrician, etc.. Most or even all those can be laser targeted with LinkedIn Ads and it'll help grow the supplier side of your business.

2. Market Analysis

Media Trends:



According to Google Trends, since November 2021, the search volume has been continuously increasing.

Digital Assets Audit:

None of your social media channels have enough likes and followers to help us grow organically, and you're also just starting to advertise, so we don't have anything to audit yet.

3. The Who?

Here's some research about our ideal consumers, how they'll look like, what they search for, their ages, and genders.

Persona Identification:

As we're targeting two different audiences; Business owners and house owners in the UK, so we can't target them both in the same way. We'll use different strategies for both the worker and consumer market.

Consumers: It's easy to reach homeowners through Google, Facebook, Instagram, and YouTube ads. Your target audience must be men and women aged 18 - 55 years old, actively searching and planning for house repairing services.

Workers: The target audience should be males aged 18 to 55 who are associated with home improvement companies.

We can't reach out to the workers directly because we can't say for sure, what they would be searching for, their behavior, and their interests. So the best way is to reach out to them via LinkedIn ads, cold emailing, and organic outreach (LinkedIn Prospecting). We can also do LinkedIn automation in sequence with regular creative messaging and follow-ups.


Quantifying Audience:




Facebook & Instagram Audience:

Since we're spending \$2000/month on Facebook and Instagram, we'll need a \$65/day budget to reach that monthly budget.

According to Facebook Ads, we can have 45K - 131K people/day interested in home improvement services in the UK.

United Kingdom

 United Kingdom

 Include   Search locations Browse

[Add locations in bulk](#)

Age

18 

55 

Gender

☒ All

☐ Men


☐ Women

Detailed targeting

Include people who match 

Interests > Additional interests > Home repair

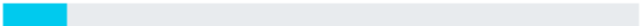
Home repair

 Add demographics, interests or behaviours Suggestions Browse


Estimated daily results

Reach 

45K-131K



The accuracy of estimates is based on factors such as past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

 Estimates may vary significantly as people opt out of tracking on iOS 14.5 or use other data controls on Facebook.

Google Ads Audience:

Here are some keywords with monthly search volume that relate to your business, so we can get an idea of how many people we can reach via Google.

Keywords	Monthly Volume
home improvement	41.2K
electrician near me	296K
plumbers near me	90.8K
gas heating engineer	1.2K
handyman near me	34.6K
cleaners near me	23.4K
roofers near me	30.5K
carpenter near me	19.9K

These are just random keywords just to share the audience size with you.

4. The Where?

The next step is to specify the appropriate channels to reach our target audience. As we have to target two different audiences, we will need to use multiple channels to reach both audiences to tell them our story.

Channel Mix:

As suggested above, we will use multiple channels for advertising, but here are some most important ones with the strategy for each channel.

Google Ads (Search, Display, Video) Strategy:

Starting with \$3000 per month, we need to craft multiple search campaigns with the intent of app installs. After gaining 1000+ clicks, we can then begin a remarketing display campaign. Besides that, we'll also need some admirable videos and graphics to engage the viewers for the YouTube ads.

We'll start with your top services from painters, cleaners, Electricians, etc. There will be a different campaign with different keywords for each service.

- Start with broad-match keywords to get the most data for the first couple of weeks.
- Regularly analyze search terms and put irrelevant words in the negative keywords list.
- Add more phrases and exact-match keywords to be more specific.
- Weekly campaign reporting along with KPIs, proposals, and next steps.

Facebook & Instagram Ads Strategy:

For us, Facebook and Instagram can help us find homeowners interested in home improvement, but we can also target some people who are business owners. I have seen a demographic targeting option which I think can help reach workers too, so we'll be trying 1 or 2 campaigns targeting these people, and see if it goes well, we'll scale those campaigns.

Demographics > Work > Industries

Installation and repair services

For targeting homeowners, you can see the audience quantification on page 4. We'll be starting with a broad audience as you can see above, and retarget visitors via Facebook pixel.

LinkedIn Marketing Strategy:

To reach workers, we must be active on LinkedIn organically and with paid strategies. So, we'll follow a LinkedIn automation sequence manually with creative messaging and proper follow ups similar to what we're already doing [here](#).

Cold Emailing:

Again, this is not for the house owners, but in order to reach more workers, we will need to try cold emailing as we know how to bring quality leads through proper messaging in sequence and engaging content for emails.

Targeting Strategy:

The targeting strategy directs the audience to a page on the website where they can learn more about our application and we aim to get as many app installs from the website as possible.

5. The What?

It doesn't matter whether it's organic or paid marketing activities. We must convey the actual brand message in every format.

Creative Messaging:

The message strategy aims to communicate the brand to the target market creatively and persuasively. Our brand message should be visible in all our campaigns, and that is to provide quality service in the local area. We have the best workers, and our app is 100% secured for house owners and workers.

Personalized Messaging:

As suggested above, we'll have to use LinkedIn & Cold email outreach to find more workers, so personalized messaging is a great way to get more app installs from actual workers.

6. The How?

We provide weekly and monthly reports to help you track your campaigns' performance.

KPIs:

The most important KPI for us is the cost per app install, but in the beginning, clicks are also essential for us because many people can't decide in a few seconds. So in the weekly reports, we will measure all the KPIs that are useful for our business.

Optimization & A/B:

Regular optimization and split testing always win the game, so we focus on this while working with every client. It doesn't matter whether it's Google or Facebook, we always need to keep testing until we find what works best for us.