



Digital Ads



Email Campaign



Direct Mail Flyer/Postcard

Store Landing Page

CAMPAIGN EXAMPLE

- Upload sale/event to website
- Campaign Calendar (social posts, emails, digital ads, direct mail dates...)
- Social Media posts provided by WP head office
- IG Reels/FB Lives (store's responsibility)
- Weekly email to customer list (don't have one? We'll build it for you!)
- Weekly email to contractor list (don't have one? We'll source one for you!)
- In-store posters, price tags, point-of-sale marketing material from WP head office
- Digital Ads (Google, FB, IG, Programmatic...) optional
- Direct Mail flyer or postcard optional
- Metrics of campaign (what worked, what didn't)

WINDSOR PLYWOOD STORE

DIGITAL AUDIT

- website(s) effectiveness
- store page optimized & active
- social media presence & activity
- backlinks
- fix/delete broken links
- delete duplicate content
- target audience reach
- local Google ranking
- keyword ranking
- list competitors

SOCIAL MEDIA

- add social links to all platforms
- update bio on IG and FB
- monthly campaign calendar
- list of #hashtags
- IG reels, FB lives
- IG highlights, guides
- IG/FB shop, FB Marketplace
- FB/IG Ads Manager
- YouTube, TikTok, Vimeo, Pinterest
- Houzz, Next Door

GOOGLE BUSINESS PROFILE

- activate & optimize Google profile
- populate all content
- update photos
- social media links
- list products, images, prices
- seed questions & answers
- post *weekly* content
- review strategy
- set-up Google Search Console
- link Google Ads

EMAIL MARKETING

- set-up MailChimp account
- upload customer list from POS
- build contractor email list
- source property manager email list
- nurture email list

MONTHLY MARKETING

- content creation
- social media strategy
- email campaign
- digital ads (if needed)
- direct mail/flyers (if needed)



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CAMPAIGN CALENDAR

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
		Website updated add sale/event	Digital Ads start FB, IG, Google	Customer Email to promote sale/event	IG Reel to promote sale/event	Social Media post to FB, IG, Google
			< Direct Mail flyer distributes >			
5	6	7	8	9	10	11
	Contractor Email to promote sale/event		Social Media post to FB, IG, Google	IG Reel to promote sale/event	Social Media post to FB, IG, Google	
12	13	14	15	16	17	18
	Social Media post to FB, IG, Google		IG Reel to promote sale/event	Customer Email to promote sale/event	Social Media post to FB, IG, Google	
19	20	21	22	23	24	25
	Contractor Email to promote sale/event		Social Media post to FB, IG, Google	IG Reel to promote sale/event	Social Media post to FB, IG, Google	
26	27	28	29	30		
	IG Reel last week to save/store promotion	Social Media post to FB, IG, Google		Digital Ads end FB, IG, Google	Website updated remove sale/event	