

ELLSWORTH
PAVING

MARKETING AND COMMUNICATIONS PLAN

PRESENTED TO ELLSWORTH PAVING

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SUMMARY

Getting a company's message to pierce the clutter and clatter of the modern customers' fast and furious lifestyle is a daunting task. When using the technologies of today to reach an audience, it is important to create content that will attract the quality, not quantity, of customers to the company. Creating a brand and key words and phrases that will separate themselves from competition will be vital when customers use the internet to find paving services.

This is a proposing outline of an inbound marketing strategy designed for Ellsworth Paving to increase traffic flow to their website and increase overall residential market share .

By utilizing key words to increase relevance and authority on search engines like Google, Ellsworth will be easier to find. The image of the company will also center on the key words to make them stand out from the competition. Once a personality and image of the company is established, the site will grow into social media territory with a blogs, newsletters and signup forms. Using an emotional and encouraging theme of being regular people ready to work without using tricks, glitz and stunts based on honesty, trustworthiness and integrity will help pave roads to better relationships.

SCOPE

Geographic Area: Tulsa and surrounding areas.

Audiences: Residential house owners, churches, nonprofits and small businesses

Budget: To be discussed with Rocket No. 9.

Implementation Timeline: July 2011 through October 2012

Evaluation Period: October 2012 through December 2012

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STRATEGIC PLAN

Goal:

To increase Individual clients.

(residential, nonprofits, small business, etc.)

Objective:

- 5% of sales be from individual clients by fiscal 2012

Strategies:

- Increase Search Engine Optimization by using specific words commonly used by potential customers. The key words will be used for a Pay per Click Adwords campaign, if there is suitable return on investment. To help build links, social media will be implemented over time as the audience develops. To keep leads and convert them into customers, newsletters and signup forms will be used to funnel them into sales.
- With increased visibility and higher ranking in search engines, an image will be crafted and based around three principles: Honesty, Integrity and trustworthy. With aid from the social media and content creation, the image of “hard working people next door” will be the main theme for the company. The content will display and give visitors a connection to the down-to-earth staff, salesman, and owner of the company.

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MESSAGES

Tone:

The content should be very laid back, but also very personal. A key factor when a potential customer is looking for paving business is who has referred them. It's one thing to list past clients, but to have a personal recommendations from high profile, quality customers will dramatically increase turning into a sale. The more transparent and personality that is displayed on the site, the better Ellsworth will look compared to the competition.

Key Points:

- While personality is important, credibility and certification is absolutely necessary. Studies show that one of the most prominent issues customers look for in a paving company is if the company's license and insurance coverage are legal as well as in good standing. (**See FAQs on pg. 7**)
- Being able to provide free and accurate estimates will be a deciding factor when residential customers are looking for a paving contractor. Make sure there are plenty of opportunities and noticeable places encouraging visitor to connect and ask questions with the company

Slogans:

- No stunts, no schemes, just service.
- If it's trustworthy, it's ELLSWORTHy

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TACTICS

*The following tactics should be implemented as a part of the strategic plan

Search Engine Optimization (SEO):

By focusing on on-page SEO, a few key words and utilizing them in every aspect of the coding and structure of the website, search engines like Google will give the site a higher ranking and relevance on their searches. We will incorporate keywords “**Quality Tulsa Paving Honesty**” into title tags, meta description tags, headings, image tags and regular content. This will be handled by Rocket No. 9 upon approval from Ellsworth Paving. As other tactics are put into practice, inbound link building will help drive higher rankings with search engines.

Pay per Click/Adwords campaign:

If cost effective, Ellsworth can bid to put their website on a space on Google when typing in key words and will pay Google a certain amount for every person who clicks on the link. It's not as credible, but doesn't seem to be highly contested, so should be very cheap.

E-Newsletters:

It is important to stay fresh in the mind of current clients and partners. A great way to do this is by sending a regular newsletter. It doesn't have to be daily, weekly or even monthly, but it has to be consistent. Another factor to remember is that the newsletter isn't selling a product, its selling ideas. It has to be relevant information customers want to know. Is there anything that customers can do to their lot during extreme weather changes/seasons? Where is the company going? How will it affect them? Ask questions and try to get the customers involved.

Sign-up forms/Estimates:

The purpose of the website is to funnel visitors into leads, then leads into customers. There needs to be a call to action to get visitors to take the first step. By providing an opportunity to showcase or send a small electronic sales kit of pricing, processes when doing a project and customer testimonials it can help the customer make a more informed decision. It would also be good to provide free estimates for those who sign up, if funding is possible. Honesty is crucial.

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Blogging:

Blogging has a two-fold benefit. Not only will the blog entries count as pages and help boost the website's Google search rankings, but also give visitors a good look into the culture of the company. This is where the image can be grown. The blog can be centered on the company's owner and his classically-trained cowboy lifestyle. He doesn't have to be the one writing it, but it would be nice for him to chime in and give his "chivalrous, hard-working man" personality to shine through. This will fit the "people next door" brand hinting at images of viewers curled up to a campfire like the Old West days. It can be called "Paving the Range" and, just like the newsletter, will be selling ideas, not products/services. This will be a chance to showcase what is going on in the paving industry, what kind of fun is going on in the lives of the employees and challenging readers to give their opinions after every post. It's meant to get a conversation started.

Social Media:

Social media may seem like the end-all, be-all of connecting with people, but it is still a tactic just like any other traditional means of communication. While millions are using Facebook and Twitter, millions are not. Once the other tactics have been established and a strong enough online audience has been built, social media will be considered. No company has truly figured out how to use these methods to their highest potential. Some things work for one company while other aspects work for another. One line that can be used to benefit the site would be a YouTube channel that can showcase videos of customer testimonials. It'll give visitors a better change to relate if they see the expressions and honesty of other people who are satisfied with their product. It can also be used for the blog to enhance a story or show some insight into a company party or funny moment at the office. High definition camcorders can be purchased for about \$100 and are very easy to get onto the internet.

Traditional Media:

There may be opportunities to get a message into the more common media formats like trade publications and newspapers. Many, many people in the Tulsa area still subscribe to these channels and if there is an opportunity to get Ellsworth Paving's name published, the company should take them. If there are any professional paving organization magazines, newsletters or media that the company is aware of, great blog posts can be converted and submitted to them to enhance the company's image.

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EVALUATION

The marketing and communications plan should be evaluated before, during and after the plan's implementation to ensure time and resources are being used efficiently, the message is reaching the intended audiences and objectives are being met.

Questions to ask before implementation:

- Will the plan reach our audience?
- Will our message communicate our key points effectively?
- Are our message points consistent?
- Can we meet an implementation schedule?

Questions to ask during the plan's implementation:

- Is the plan being implemented?
- Is the plan reaching our audience?
- Is the plan achieving the established targets?
- Are the targets still relevant to our goals and objectives?

Questions to ask after the campaign

- Did we reach our audiences?
- Did the plan achieve the established targets?
- What can we do differently next time?

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FAQ

This is a list of commonly asked questions and issues customers look for when looking for a paving company. These key points should be covered in the content of the page, incorporated with the values of honesty, integrity and trustworthiness. It should also be on the minds of the sales and office workers working hard to do their job.

1. What's the company's background? How many years they have been in business?
2. What kind of feedback do they receive from their former clients about the company's tasks or jobs.
3. Are the company's license and insurance coverage legal as well as in good standing?
4. Do they have in-depth knowledge of the current technologies and techniques?
5. Can they offer good customer service before and after the job? And what kind of customer service can they offer?
6. Do they also perform other kind of value-added services?
7. How do they communicate with their clients?
8. Do they provide free estimates?
9. Do they provide an all-inclusive service?
10. Will they work with me on budget?