Purpose**:**

The purpose of this document is to present, in written form, a strategy that attacks the market, allows **COMMERCIAL CONTRACTOR** to sidestep their competitors, and get more of the jobs they want - while eliminating the jobs they don’t want and keeping their customer base happy by not overworking and stepping on their customer’s workflow.

# Pillars:

Based on our research, there are 2 overall pillars that will make up the overarching strategy:   
  
Pillar 1: Organic

For this strategy, a heavy emphasis on content production is necessary. This production of content will be shared among relevant groups that aim to give **COMMERCIAL CONTRACTOR** more work at little to no cost per lead.

To make this work, our team will put together a content calendar that speaks to what the potential customer wants to hear in the marketplace along with following a strict content distribution map that puts **COMMERCIAL CONTRACTOR** in relevant spaces where the targeted audience is having conversations about the service being offered.

To ensure quality of group activity, our team uses the following criteria:

* Groups that key decision makers (either from previously hired companies or similar companies) are involved in
* Groups where key decision makers from targeted industries (facilities services, construction, oil and energy) are involved in
* Groups where focus companies are tagged and mentioned in
* Groups that consist of content that is relevant or similar to what **COMMERCIAL CONTRACTOR** would be sharing

Alongside an organic content brand push, it’s also vital that we cross-sell among key decision makers.

For this, our team aims to invite previous hires to engage with the page and follow to keep track of the latest Peace updates in the event they want to subcontract another job. The reason why our team thinks this is a great strategy is threefold:

* They have already hired **COMMERCIAL CONTRACTOR** before, which means they have more jobs for **COMMERCIAL CONTRACTOR.**
* They already enjoy the work **COMMERCIAL CONTRACTOR** has provided, so getting them on the page allows **COMMERCIAL CONTRACTOR** to keep their brand top of mind
* Once on the page, we can leverage previous work performed to ask/get connected to other key decision makers for more jobs

## Pillar 2: Paid

For this strategy, our team will have 4 legs of heavy focus that work in tandem with the above organic strategy. Consisting of 4 campaigns, the paid strategy is meant to attack the same target audience, on a larger scale, and with room to test if new audiences are responsive to **COMMERCIAL CONTRACTOR** offerings.

**Campaign 1:** Our team will put a heavy focus on cross-selling. This will include PM’s, Buyers, Purchasers, estimators, procurement specialists. That target only the companies that have previously hired **COMMERCIAL CONTRACTOR.**

For this campaign, our messaging will look like “We took care of you before and we will gladly do it again. Call us for your next LED project.”

**Campaign 2:** This is a data collection campaign. For this campaign, our team will target key decision makers from companies that have hired **COMMERCIAL CONTRACTOR** before as well as lookalike companies. With the data we collect, we will be able to expand the audience and target more people over a longer period of time.

**Campaign 3:** Industry targeting. Based on our team’s research, all the companies that have hired **COMMERCIAL CONTRACTOR** before classifying themselves as facilities services, construction, utilities, design and electrical and electronics manufacturing. With our job title targeting and industry, our team plans to broaden our reach of campaigns to target are more defined and large audience overtime which will result in more exposure from industries that matter.

**Campaign 4:** Remarketing. Remarketing will serve the purpose of retargeting professionals within our target demographic. Once we gather data from campaigns 1, 2, and 3, we will then use that data to retarget the highest intent, and highest interest to generate business.

Bonus:

Adding to our above strategy, our team also discovered a direct messaging strategy!

For this strategy, it would require an account manager (in-house or external) that’s sole job is to direct message, build relationships, and create a network of targeted customers (this includes PM’s, purchaser, buyers, owners, and more) throughout sales navigator/direct message.

With the pillars mentioned above, another helpful bonus strategy is SEO/SEM marketing. A previous hire of **COMMERCIAL CONTRACTOR** is USLED in Houston. Throughout our research, our team discovered that they follow a strict SEO strategy that allows them to show up for critical keywords and content that is relevant to their target buyer. This allows them to be a brand that attracts target customers and provides them with a defensive strategy.