

STRATEGY FIRST

Marketing Plan for
Easy Storage Products

Nov. 15, 2020



EASY STORAGE PRODUCTS

“In a crowded marketplace, fitting in is a failure. In a busy marketplace, not standing out is the same as being invisible.”

-Seth Godin

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Business Overview/History

Ed Jenkins is a master of organization. So much so, that while attending the University of Oregon, he reconfigured dorm bunk beds as lofts to squeeze additional square footage out of already tight living conditions. Word got around and eventually Ed was building these “lofts” for other students around campus.

Fast forward twenty years and Ed found himself at a crossroads; continue working in a “safe” well-paid corporate environment but foregoing any extra free time with family or quit and pursue growing the side-project he’d steadily built installing high end garage cabinetry.

In July of 2015, Ed took the leap and left corporate America. In just a few short years, he’s taken the business from a \$50K moonlighting gig, to surpassing \$300K in only two years. This marketing plan serves as a path for growth, but not be thought of as done. Marketing plans are made to be revisited and revised as conditions change. Think of this plan as a “living and breathing” document that should give a solid understanding of Easy Storage Product’s marketing foundation (defining position/messaging/target market). However moving forward, the strategies and tactics should constantly be measured, improved, and revised.

“A bad plan is better than no plan.” – Peter Thiel

Easy Storage Products

Vision

From floor to ceiling, Easy Storage Products will lead the Kansas City market in dream garage remodels

Position/Category

High-End Garage Remodels from Floor to Ceiling

For the affluent homeowner, Easy Storage Products is the home remodeling brand that can make your dream garage a reality, because of our attention to detail and passion for organization.

Primary Goals and Objectives

2017 Sales - \$000K

Floors Only – 29 (Avg. Ticket - \$0K)

Cabinets Only – 19 (Avg. Ticket - \$0K)

“Dual” Floor/Cabinet – 13 (Avg. Ticket - \$0000)

2018 Sales - \$000K

2019 Sales - \$000K

2020 Sales - \$000K

**Sales initiative will be improved marketing toward “dual” projects*

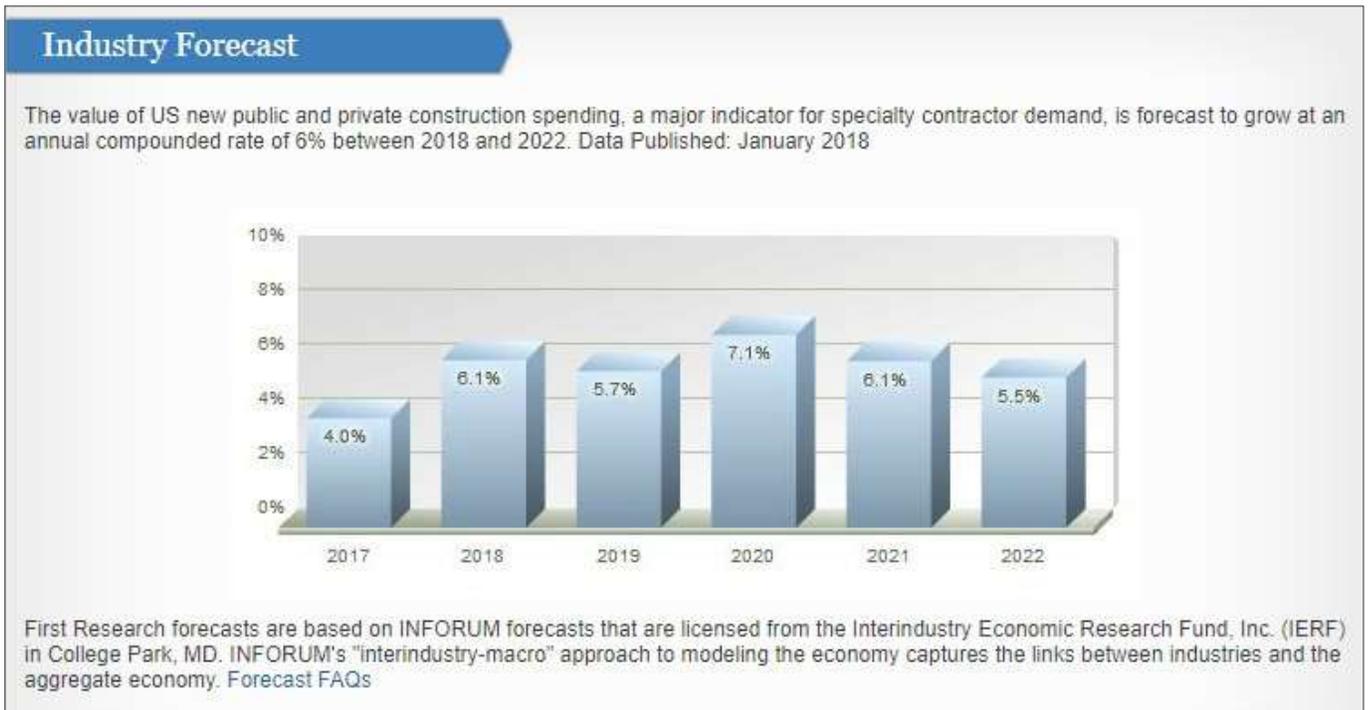
May-Dec'18 Proposed Investment/Timeline

Initial Outlays

Website Redevelopment/CRM Integration-Infusionsoft-Training	\$0K
-Includes Reputation Management (Review Integration)	
-Includes citation/directory listings (YEXT)	
-Includes SEO/Schema markup	
Photography (2 Days/5-6 Garages)	\$0K
Redesign/Print Sales Collateral (500 min)	\$0K
Customer Video Testimonials (Min 3x)	\$000
Blog Post/Content Creation (2x per Month/6x total)	\$000
Marketing Management (Initial 90 Days)	\$0000
Post 90 Days – Reoccurring Investment	
InfusionSoft CRM - \$000 month (June-Dec)	\$000
SEO/Reputation Management - \$500 month (June-Dec)	\$0000
-Review Software Integration	
-Directory Listings/Citations (YEXT)	
-Ongoing SEO Monitoring (Schema/GMB)	
Marketing Management - \$500 month	\$0000
-Unlimited Marketing Counsel	
-Media Brokerage/representation	
-Monthly Analytics Reporting/Strategy Meetings	
*Google Adwords - \$1K Paid/\$250 Management	\$0000
Estimated 2018 Investment (May-December)	\$00,000

Key Drivers of Recent Results

- Solid Category Growth – home remodeling/private construction is projected to grow at an annualized rate of 6%



- Social Acceptance - consumer sentiment for garage improvement projects have become more mainstream which will further expand the category and drive growth

“I don't think people see it as over the top (garage floors/cabinets) at all. I think they see it as cool and then consider doing something like it for themselves.”

– Angie P. (Easy Storage Products “Dual” Customer)

Key Challenges

- Brand Cocktail
 - No clear message/position in the market
 - Cannot clearly answer “What is it?” and “For Whom?”
 - Marketing Collateral has no consistent look/feel
 - Website messaging is too broad and is not converting visitors

We are Kansas City's home improvement one-stop shop for all storage solutions for the Garage, Basement Closet, Pantry and Utility Room!

- No system for referrals, strategic partners, or entry-level research prospects
- Filling the “offseason” – how can we break into projects not associated with the garage?
- Operational
 - Ed is the brand and drives the high quality garage projects customers rave about. For growth, Ed will need to eventually stop “swinging a hammer” and act as the sole project manager/salesperson
 - Bids for cabinets take 3 hours, but often get delayed to weeks

While we're hard pressed to find any category these days unsaturated, because of the relatively "new" demand, there seems to be a clear competitive landscape defined by the following services:

Garage Floor Only – these competitors primarily promote epoxy floors:

- Amazing Garage Floors*
- Seal Once KC
- Seal KC
- Epoxy Floors by Welch
- Granite Garage Floors

**Wholesale epoxy provider to ESP who also competes for floor bids*

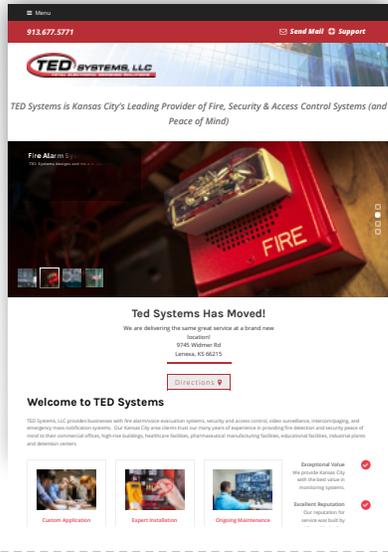
Storage/Organization Only – these competitors focus on storage systems but do not provide epoxy garage floors:

- California Closets
- Life Uncluttered

Floor/Storage – offering both epoxy floor and storage solution
Organized Storage Systems

It is easy to see the least cluttered category and biggest opportunity to stand-out is the Garage Floor/Storage category.

**Competitive Matrix –*



www.tedsystems.com

Professional looking website with a clear positioning message: TED Systems is Kansas City's Leading Provider of Fire, Security & Access Control Systems (and Peace of Mind). From a website presence, Ted Systems feels like the closest competitor to Archway Technology, although you have to search a bit to find out how to get a quote or research specific services pages.

Ted Systems is a Notifier dealer and via client conversations, seems to be the preferred vendor for Johnson County Fire Alarm contracts. Interestingly, the vendor page provides logos and links to their vendor sites, which hurts them on SEO. Overall, solid commercial website that may give confidence in a potential commercial customer that Ted Systems could help with my security, fire, or access control needs.

Facebook Advertising

YES NO

(surprising from a company with a consumer marketing focus)

SEO Overview

Green – Solid SEO presence with a site that uses schema markup, has many backlinks (2.6K), many keyword rankings (1665) and 1300 indexed pages. You can clearly see they are putting an emphasis on SEO with ranking on non-branded keywords with users most likely in the research phase via high-funnel search intent queries (“types of access control,” “parts of a fire alarm, etc”

Top 5 Ranked Keywords

- types of access control- #1
- fire alarm system components - #1
- different types of access - #1
- 2 main types of access control - #1
- Parts of fire alarm system - #2

Google Reviews

Red (Poor) – 4.4 rating/5 reviews

★★★★★

Friendly service that goes the extra mile. I've been working with TED Systems off and on for 5 years. I've always found their staff to be responsive...
– Michael Cain

★★

They SUCK! First they said that they would charge me for 4 hours to upgrade my systems. They came out to do the work and where here for 2 hours....
– Brad Schoonover

★★★★★

– Hepacart Info

Floor Only Competitors

Floor Only Competitors	Products	SellingPointFocus	Price Range	Warranty	Color Choices	Backlinks/Pages	#KW Ranked	Top 5 Keyword Positions	Google Reviews	Schema Errors	FB Pixel	Notes
Amazing Garage Floors	Epoxy Floors	1-2 Day Installation, 200+ Colors, Non-Skid, Eco-Friendly	Compe33ve	15yr	200+	593/140	351	incredible garage floors (1), amazing garage floors (1), epoxy garage floor business (2), epoxy garage floors kansas city (2), garage floor coatings kansas city (4)	20	None	No	Strong SEO competitor for epoxy floor keywords
Epoxy Floors by Welch	Epoxy Floor, Flake, Metallic	Commercial Focus, Dries in 12 hrs	??	1Life3me Protec3on	NA/Various	9/27	41	epoxy flooring kansas city (1), epoxy floors by welch (1), epoxy flooring contractors kansas city (2), kansas city epoxy (2), epoxy garage floors kansas city (5)	37	None	No	Commercial Focus/Can not bid jobs in JoCo
Seal KC	epoxy floors, concrete staining, concrete sealing, crack repair, quartz broadcast, commercial	Advanced Concrete Sealing/Protection	Compe33ve	NA	12	125/41	63	concrete sealing kansas city (2), driveway sealing kansas city (2), lo seal inc (7), kansas city seal (6), kansas city epoxy (9)	42	4 Errors	No	Focus is on sealing
Seal Once KC	concrete sealing, wood protection, polymer floors	Sealing/Protection 4x stronger than epoxy	??	23year	6/12 finishes	9/91	136	concrete sealing kansas city (1), kansas city seal (4), seal once (6), lo seal inc (8), dens wright kansas (11)	5	None	No	Focus is on sealing
Granite Garage Floors	epoxy floors	"highest quality"	\$\$\$\$\$	Life3me Se3stfoc3on	25/3 finishes	3	940	epoxy floor coatings (1), garage floor coating kansas city (1), epoxy garage floor kansas city (1), granite garage floor (1), granite garage floors cost (1)	110	Price Range Warning	2	Strong SEO but user experience on website not great - franchise
Easy Storage Products	epoxy floors, metallic floors, decorative floors	protection	Compe33ve	15 yr	12 but can customize any color	88/34	200	garage organization kansas city (6), garage floors and cabinets (10), lo k storage inc system (11), redline garage cabinets (12), lo k storage inc (12)	12	1 - logo	1	

Storage Only Competitors

Storage Only Competitors	Products	SellingPointFocus	Price Range	Warranty	Color Choices	Backlinks/Pages	#KW Ranked	Top 5 Keyword Positions	Google Reviews	Schema Errors	FB Pixel	Notes
California Closets	Closet Storage, Living Room, Pantry, Basement, Garage, Other	Custom Design/Build Collaborations for Any Project	\$\$\$\$\$	Limited Lifetime Warranty	??	74,400/32,300	26,200	bedrooms closets and cabinets (1), kids bedroom closet (1), master closet design walk ins (1), california closet doors (1) california closet company (1)	16 (California Closets Kansas city)	None	6	While listed as an option in menu, the website does not have garage specific detail page
Life Uncluttered	closets, garage, pantries, home office, other rooms	Kansas city Custom Closet Systems Design & Installation	??	NA	9 Garage Cabinet Options	92/311	136	garage organization kansas city (1), kansas city closets (5), uncluttered.com (6), nifty hilson closet (16), murphybed kansas city (17)	13	Price and Telephone	0	Fromote Garage solution as second menu item - limited information on the website - 3rd Consideration
Easy Storage Products	redline garage gear, slatwall, overhead, wire racks	customized, durable, endless options, highest quality	\$\$\$\$\$	Lifetime	12	88/34	200	garage organization kansas city (6), garage floors and cabinets (10), lo k storage inc system (11), redline garage cabinets (12), lo k storage inc (12)	12	1 - Logo	2	Strong SEO but user experience on website not great - franchise

Floor/Storage Competitors

Floor/Storage Competitors	Products	SellingPointFocus	Price Range	Warranty	Color Choices	Backlinks/Pages	#KW Ranked	Top 5 Keyword Positions	Google Reviews	Schema Errors	FB Pixel	Notes
Organized Storage Systems	Storage - Garage, Pantry, Closet, Playroom, Laundry, Epoxy Floors	Functional and Affordable Solutions for Your Home	??	Limited Warranty	6	28/60	64	garage organization kansas city (8), my garage storage (14), my garage bike rack (15), bike rack mount systems (19), basement storage systems	None	None	0	Awf

Cast of Characters: “Jim and Joan”



Who are Jim and Joan? Jim and Joan are an affluent married couple with children on the verge of graduating high school or have recently gone off to college.

They could be described as “affluent empty nesters.” Jim and Joan are both professionals and have had successful careers, but may be on the verge of retirement.

Jim and Joan love to entertain and are very social. Having friends over for the game or dinner is very common. When they vacation, they go to Cabo, not Branson. They may even have a second home or a place in the Ozarks.

Jim and Joan don’t sit still. They are hobbyists, automotive car enthusiasts, golfers, and love to travel, cook and participate in sports.

Jim and Joan care about their health and this aligns with their everyday living. They are clean and organized. We may even call them “shoe removers.”

When planning a garage makeover, Jim and Joan have recently moved into a new home (\$500K+ value) or just finished up one of the last interior remodeling projects. Typically one is driving the overall design, but both are involved in signing off the final rendering.

Jim and Joan will consult their friends and a visit to a completed garage remodel may spur the initial interest. Referrals are very important to Jim and Joan but they will go online and do some research. They may even “shop” the home show and get a few bids. Jim and Joan have been burned by contractors in the past, so credibility, honesty, and doing what they say, is essential for any contractor.

Media Consumption Overview

(Marshall Marketing/See Appendix)

KNOW _____ _____ _____ _____ _____	LIKE _____ _____ _____ _____ _____
TRUST _____ _____ _____ _____ _____	
TRY _____ _____ _____ _____ _____	BUY _____ _____ _____ _____ _____
REPEAT _____ _____ _____ _____ _____	REFER _____ _____ _____ _____ _____

How do We Get Jim and Joan To:

Know Us?

Advertise (see media consumption), referrals, online search (Paid and SEO)

Like Us?

Referrals, Review multiple pages on our website, watch an online social media video for more than 15 seconds, download content from the website, read our blog

Trust Us?

Referrals, review multiple pages on our website, download content from the website, research online reviews, watch customer testimonials on the website, hear a presentation/speech to an industry trade group, show up on time, submit bids on time, complete the job on time, no surprises, upfront about any potential issues as they arise (or may arise)

Try Us?

Call for a Free Estimate

Repeat

Upsell other projects upon completed job, follow up email/direct mail campaigns to past customers, call

Refer

Strategic Referral Partners (Builders). Online Reviews, ASK!

Key Strategic Initiatives/Tactical Support

- 1) Commit to owning and marketing toward “dual” market (Jim and Joan)
 - Review current advertising; does it speak to Jim and Joan?
 - Review current sales outreach; does it speak to Jim and Joan?
 - List necessary revisions

- 2) Redevelop website and marketing materials
 - See Action Plan/Quick Start Guide

- 3) Develop Content Calendar for Blog and ongoing Video Content

Action Plan/Milestones

Initial Outlays

Website Redevelopment/CRM Integration-InfusionSoft

- 5/30 – Confirm Wireframes, Sitemap, Website concept (1 revision)
- Week of 6/4 – begin website development, CRM integration and training

Photography (2 Days/5-6 Garages)

- Week of 5/28

Redesign/Printing Sales Collateral

- Draft due week of 6/18 – 1 revision
- Second draft due week of 6/25 – final revision – go to print
- Delivered by week of 7/9

Customer Video Testimonials (Min 3x)

- Confirm Appointments/Schedule by week of 6/4
- Shoot week of 6/4 and/or 6/11
- Final Testimonial Edits by w/o 6/18

Blog Post/Content Creation (2x per Month/6x total)

- Post Titles due/confirmed one week prior to subsequent month's blog
- ie, June post titles due w/o 5/28
- Posts published 2nd and 4th week of each month