



Marketing Campaign Overview

# RAISING STANDARDS, LIFTING SUCCESS

Target Audience: Construction Project Managers aged 28-50 in and around Decatur, AL.

Campaign Goal: To drive 20 new rental requests to our CraneWorks' new location in Decatur, AL before the end of 2023.

## KEY MESSAGES:

1. CraneWorks - Your Trusted Partner: As a project manager, we understand that you require reliable, efficient, and safe heavy equipment to execute your construction projects. CraneWorks is here to make your work easier!
2. Heavyweight Champions: CraneWorks is not just a rental company; we are a team of experts dedicated to your success.
3. Local Advantage: Our new location in Decatur means we're closer to you than ever. Faster service, quicker response times, and localized expertise - all for you.

## MEDIA CHANNELS:

1. Trade Magazines: Advertisement in local and regional construction, industrial, and business trade magazines targeting project managers.
2. Online Marketing: SEO-optimized blog posts, targeted Google Ads, and sponsored content on LinkedIn targeting construction project managers in the Decatur area.
3. Social Media: Utilize CraneWorks' existing social media channels (Facebook, Instagram, LinkedIn, & YouTube) for targeted ad campaigns and regular posts about the Decatur branch opening.
4. Email Marketing: Targeted email campaign to existing and prospective clients in the Decatur area, sharing the news about our new location.

## ADDITIONAL ACTIVITIES:

1. Open House: Organize an open house event at the new Decatur location, inviting local project managers, clients, and business leaders.
2. Partnership: Collaborate with local construction associations and chambers of commerce to promote our new location.
3. Discount Offer: Launch a promotional offer (such as a discount on the first rental) exclusive to new customers from the Decatur location.
4. Customer Testimonials: Share success stories from satisfied customers on all platforms, reinforcing the credibility and reliability of CraneWorks.

CAMPAIGN PROPOSAL

# BUDGET PLAN FOR CRANEWORKS MARKETING CAMPAIGN

CATEGORY	VALUE	PERCENTAGE
Digital Marketing	\$13,000	26%
Print Advertising	\$12,000	24%
Video & Photography	\$7,000	14%
Outdoor Advertising	\$8,000	16%
Events & Direct Marketing	\$5,000	10%
Savings / Reserves	\$5,000	10%
<b>TOTAL</b>	<b>\$50,000</b>	<b>100%</b>

This allocation balances the need for broad-based awareness strategies and targeted marketing efforts, maximizing potential returns while ensuring a reserve for unexpected costs. Remember, tracking the effectiveness of these efforts is essential to assess the return on investment and adjust future strategies as needed.

Full campaign details can be reviewed at [drewdfranklin.com/craneworks](https://drewdfranklin.com/craneworks).

# BUDGET PLAN FOR CRANWORKS MARKETING CAMPAIGN

Your overall marketing budget is \$50,000 with the aim to increase rental requests by 20 per month at the Decatur, AL location.

## 1. Digital Marketing - \$13,000 (26% of total budget)

Why: Digital marketing can be highly targeted and has a high return on investment track record.

How:

- Google Ads: \$8,000
- LinkedIn Sponsored Content: \$5,000
- SEO-Optimized Blog and Content Writing: Included by the marketing team
- Email Marketing: Included by the marketing team

## 2. Print Advertising - \$12,000 (24% of total budget)

Why: Print ads in industry magazines reach a captive audience of construction project managers and can have a lasting impact.

How:

- Trade Magazine Adverts: \$12,000

## 3. Video & Photography - \$7,000 (14% of total budget)

Why: Film video tour of the facility, customer testimonials and open house event. Video and photography reach a broad audience and are excellent for building brand awareness for future media use.

How:

- Video & Photography Support: \$7,000

## 4. Outdoor Advertising - \$8,000 (16% of total budget)

Why: Billboards near major construction sites can be highly effective for capturing the attention of your target audience.

How:

- Billboard Rentals: \$8,000

## 5. Events and Direct Marketing - \$5,000 (10% of total budget)

Why: A direct approach can be practical for engaging with the local community and building relationships.

How:

- Open House Event at Decatur location: \$3,000
- Direct Mail Marketing: \$2,000

## 6. Savings / Reserves - \$5,000 (10% of total budget)

Why: Setting aside a portion of the budget allows for unexpected expenses or opportunities that may arise during the campaign.

How:

- Reserve fund: \$5,000

# VIDEO SCRIPT FOR CRANEWORKS MARKETING CAMPAIGN

CAMPAIGN PROPOSAL

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(SFX: Sounds of heavy machinery working in the background)

NARRATOR: (Voiceover, Confident and energetic)

"Whether you're building the future or shaping the skyline, there's one name you can trust to support your towering ambitions... CraneWorks!"

(Background transitions to a wide shot of large, powerful cranes at work)

NARRATOR:

"With a commitment to expertise and safety, our CraneWorks division operates as your trusted partner, offering expertly operated crane services for projects of all sizes."

(Visual cuts to a team of operators and technicians, working meticulously)

NARRATOR:

"Locally owned and operated, we're a dedicated crew of seasoned operators, technicians, and sales professionals who are always ready to deliver unparalleled service."

(Background changes to a vast yard filled with different types of equipment)

NARRATOR:

"But that's not all! Need something else? Our RentalWorks division houses a mammoth fleet of rental equipment and machinery."

(Visual shifts to display new and used equipment available for sale)

NARRATOR:

"Looking to purchase? We offer both new and used equipment sales to fit any budget!"

(Visual montage of the company logo, workers shaking hands with clients, and equipment working seamlessly at job sites)

NARRATOR:

"At CraneWorks, your project is our mission. Let's build together."

(SFX: Sound of a crane hoisting a large object fades into a cheerful jingle)

VOICEOVER:

"CraneWorks. We lift, so you can build. Get in touch with us today!"

(SFX: Jingle continues to end)

(Slogan and company contact details appear on screen)

FADE OUT.

