

Marketing Packages for Gutter-Vac Franchisees



Marketing Packages

- 2-month package included as part of new franchise purchases (not resales)
- To help kick start their awareness and customer enquiries.
- Three package sizes have since been created
- Making these packages available to franchisees



Available Packages

Kick-Start

\$2,000

(2 months)

- Marketing contact – 1 hr
- Local marketing planning
- Splash page personalisation
- Social media – paid & organic (incl Instagram)
- Press – classified display
- Online Directory Listing
- eDM / e-Newsletter

Momentum

\$6,000

(6 months)

- Marketing contact – 2 hrs
- Local marketing planning
- Social media – paid & organic (incl Instagram)
- Press – display/classified
- Blog posts
- eDM / e-Newsletter
- Community Engagement
- Activity review

Consistency

\$10,000

(12 months)

- Marketing contact – 5 hrs
- Local marketing planning
- Social media – paid & organic (incl Instagram)
- Press – display/classified
- Blog posts
- eDM / e-Newsletter
- Community Engagement
- Personalised Artwork
- Ad hoc request
- Activity review

Kick-Start Package – 2 months

- Get your name back out there!
- Mix of activity to raise awareness
- Can also be used for a specific offer or campaign



Kick-Start

\$2,000
(2 months)

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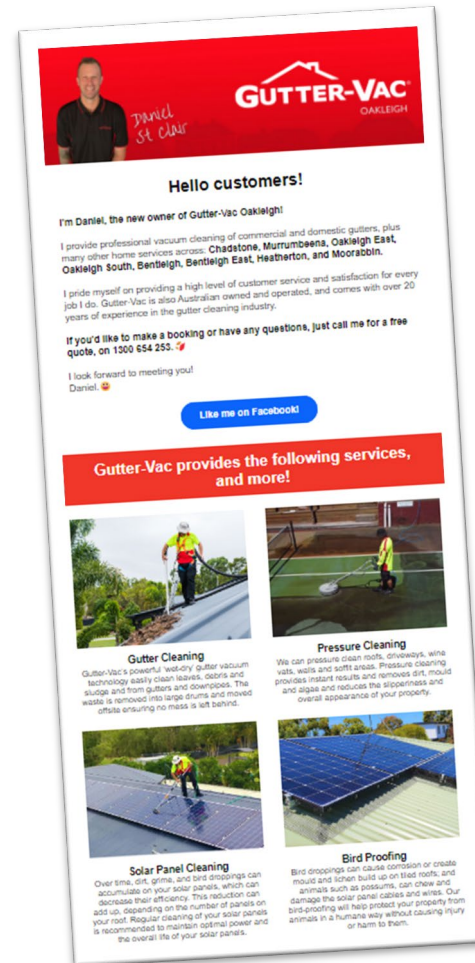
Kick-Start Package – 2 months

| | | LAM Plan: Gutter-Vac Marketing Package Breakdown | | | | | | | | | | | | | | | | | | | | | |
|---------------------------------|---|--|---|----|----|----|--------|----|----|----|--------|----|----|----|--------|---|----|----|--------|---|----|----|----|
| Activity | Details | Feb-23 | | | | | Mar-23 | | | | Apr-23 | | | | May-23 | | | | Jun-23 | | | | |
| | | 30 | 6 | 13 | 20 | 27 | 6 | 13 | 20 | 27 | 3 | 10 | 17 | 24 | 1 | 8 | 15 | 22 | 29 | 5 | 12 | 19 | 26 |
| KICK-START (2 mths) | | - | - | - | - | - | - | - | - | - | | | | | | | | | | | | | |
| Marketing Consultation - 1 hour | Planning & Development | 1 | | | | | | | | | | | | | | | | | | | | | |
| LAM Planning | For duration of Package | 1 | | | | | | | | | | | | | | | | | | | | | |
| Social - Organic posts | Series of posts/videos - Facebook & Instagram | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | | | | | | | | | | | | | |
| Social - Paid | 2 weeks - Facebook & Instagram | | 1 | | | | 1 | | | 1 | | | | | | | | | | | | | |
| Splash Page Personalisation | Announcement/intro/photo/award | 1 | | | | | | | | | | | | | | | | | | | | | |
| Weekly Press - Classifieds | Line Listing (generic services) | | | | | 1 | 1 | 1 | 1 | | | | | | | | | | | | | | |
| - Display Classifieds | Display class x4 ad purchase | | | | | 1 | 1 | 1 | | | | | | | | | | | | | | | |
| Online Directory Listing/Update | 1 Profile & listing setup | | 1 | | | | | | | | | | | | | | | | | | | | |
| eDM / Newsletter | To customer base | | 1 | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | |
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Momentum Package – 6 months

- Great mix of different marketing activity over 6 months
- For seasonal activity
- Ideal for maintaining presence during quieter months



| Momentum |
|---|
| \$6,000 (6 months) |
| <ul style="list-style-type: none">• Marketing contact – 2 hrs• Local marketing planning• Social media – paid & organic (incl Instagram)• Press – display/classified• Blog posts• eDM / e-Newsletter• Community Engagement• Activity review |



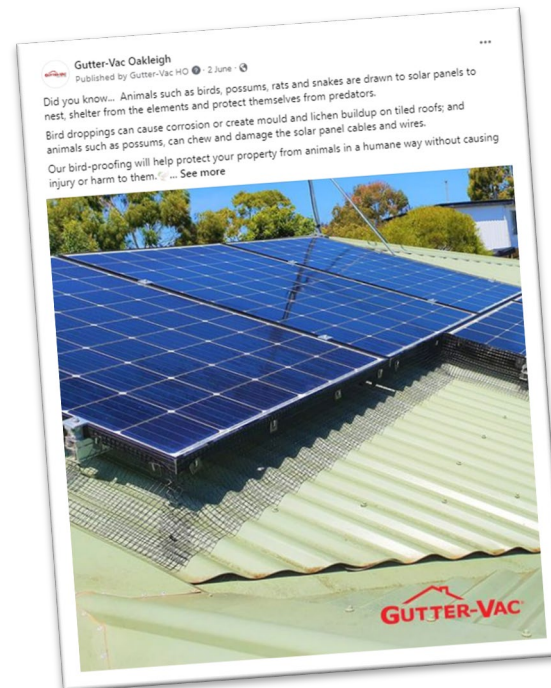
Momentum Package – 6 months

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|----------------------------------|---|--|----|----|----|--------|----|----|----|--------|----|----|----|--------|---|----|----|-----|--------|----|----|----|--------|----|----|----|----|--------|----|----|-----|
| Activity | Details | Feb-23 | | | | Mar-23 | | | | Apr-23 | | | | May-23 | | | | | Jun-23 | | | | Jul-23 | | | | | Aug-23 | | | |
| | | 6 | 13 | 20 | 27 | 6 | 13 | 20 | 27 | 3 | 10 | 17 | 24 | 1 | 8 | 15 | 22 | 29 | 5 | 12 | 19 | 26 | 3 | 10 | 17 | 24 | 31 | 7 | 14 | 21 | 28 |
| MOMENTUM (6 mths) | | | | | | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Marketing Consultation - 2 hours | Planning & Development | | | | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | |
| LAM Planning | For duration of Package | | | | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Analysis & Review | Activity review | | | | | | | | | | | | | | | | | 0.5 | | | | | | | | | | | | | 0.5 |
| Social - Organic posts | Series of posts/videos | | | | | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Social - Paid | 2 weeks duration per post | | | | | 1 | | | | 1 | | | | 1 | | | | 1 | | | | | 1 | | | | 1 | | | | 1 |
| Weekly Press - Display | 12th Page - Display, Colour, (per ad) | | | | | | | | | | | 1 | | | 1 | | 1 | | 1 | | 1 | | | | | | | | | | |
| Blog post | To website, splash page, social media | | | | | | | | | 1 | | | | | | | | | | | | | 1 | | | | | | | | |
| Community Engagement | Activity booking & planning. *Check local events. | | | | | | | | | | | | | | | 1 | | | | | | | | | | | | | | | |
| eDM / Newsletter | To customer base | | | | | | | | | | 1 | | | | | | | | | | | | | 1 | | | | | | | |



Consistency Package – 12 months

- Full coverage across 12 months
- Can adjust weight of your activity to suit time of year:
 - Lighter activity in busier months
 - Heavier activity during the quieter months
- Also includes personalised artwork, and adhoc/boosted activity
- \$2K saving on 6-month package



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(12 months)

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The benefits and value

- ✓ One point of contact for your multiple marketing channels
- ✓ All content used is Gutter-Vac approved and on-brand
- ✓ Marketing guidance from someone...
 - who is familiar with the Gutter-Vac brand/business
 - with 25 years of advertising and marketing experience
- ✓ Gives you more time to focus on other aspects of your business, and on the roof!



Maria Gualtieri
Gutter-Vac National Marketing Specialist

Interested?

- Scan the QR Code >>
 - Complete easy questions...
 - Franchisee Name
 - Territory
 - Marketing Package size
 - Timing
- ...and submit!



#thankyou ;)

