



## **Marketing Campaign Proposal 1**

**Rathmann Plumbing & Heating, INC.**

**AK Public Relations**

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## **I. Introduction:**

Rathmann Plumbing & Heating, Inc.'s roots can be traced back to the creation of Kosmantine Plumbing in 1945. Robert Rathmann, son-in-law of the founder of Kosmantine Plumbing, joined the family business in 1962. Quickly, his participation in the business grew. With his involvement, the company was able to large residential and commercial septic system installations. Furthermore, many new emerging technologies were learned and put into practice as the industry changed environmentally.

In 1967, Robert decided to start his own septic systems buisness, focusing mainly on residential new construction, septic systems, commercial construction, and industrial process piping. With business growing quickly, Rathman Septic Systems were able to expand their services into excavating equipment ownership, adding more employees, and larger more challenging jobs.

In 1982, one of three of the Rathmann sons, Steve, became an instrumental part in running the family business. Trained by both his grandfather and father, his involvement led to the family business taking on even more extravagant projects. After 30 years of continuous growth, in 2006 Rathmann Septic Systems combined with it's parent company Rathmann Heating & Plumbing, Inc. Steve was selected as the president for the newly expanded company. It is now the oldest plumbing company in the tri-state area.

Today, the business is mainly ran by twenty-five year old great-grandson Riley Rathmann. After serving time in the Marine Corps, Riley decided to also take a stake in the family business. Though young in age, Riley has dominated the plumbing industry, racking in over one million dollars in revenue each year. He oversees a team of 10 workers, completing a variety of projects from simple home installations to complex systems for large corporations.





Services the organization currently specialize in are new commercial, geothermal, radiant heating & snowmelt, and septic systems.

The current marketing methods for the organization are minimal, with the two methods being an active Facebook page and word-of-mouth marketing. Though these strategies are effective, this plan will help to elevate those methods to derive even better results. AKPR proposes for Rathmann Septic Systems to to enhance their marketing strategy through implementing a plan that covers all bases.



## **II. Situation Analysis:**

A situational analysis is defined as an analysis of the internal and external factors of a business. It clearly identifies a business's capabilities, customers, potential customers, and their impact on the company. A situational analysis is an essential part of any plan and should be reviewed periodically to ensure that it is current. When conducting a situational analysis the key areas of focus are a company analysis, product analysis, competitive analysis, consumer analysis, and market analysis.



a. Market Analysis

In comparison to the market, Rathmann Plumbing & Heating, Inc. is doing well. The market is extremely oversaturated, with 227 different registered heating and plumbing companies within Erie County. However, with no marketing strategy previously established besides word of mouth marketing, the business has cultivated an entire side of town within Erie County while retaining loyal customers. Furthermore, employment for Rathman is less than its competitors, but revenue is significantly high at \$1,000,000 of revenue in 2022.

When looking at the current market, there are 127,343 plumbing businesses, generating a yearly revenue of \$124 billion in the U.S. With plumbing categorized as an essential service, opportunities are endless for individuals to start their own business. The overarching goal of these businesses within the plumbing and heating sector is to provide high quality and affordable service to their customers while cultivating loyal relationships. This makes the work provided more meaningful and effective to create positive outcomes for clients. This market typically targets homeowners, especially those with a steady income and no blue-collar background with their services.

With plumbing deemed essential after the pandemic, it is expected for the industry to continue to grow. Plumbing is the seven highest ranked construction sector by market size and has increased faster than than any other construction sector overall. There is a strong demand for plumbers in the home repair and remodel sector, mainly because of the age of the existing house stock of the U.S. Demand for plumbing services are expected to increase within the next 5 years. A spike in home improvements over the last few years contributed in part to the growth in the plumbing industry as homeowners made upgrades and replaced existing equipment. In fact, according to the Plumbing Manufacturers International (PMI), the repair, re-pipe and



renovation markets are expected to continue to grow as consumers decide to stay in their homes and invest in their current properties, (gaslampinsurance.com).

However, plumbers are a part of the larger construction sector. This means that any economic downturns affecting the construction industry would also have a significant impact on plumbers. Therefore, there is expected to a miniscule decline of 0.1% as the housing market flattens and the average cost for building materials are elevated. Moreover, the plumbing industry is facing an extreme labor shortage. According to the National Association of Home Builders' Spring 2021 Construction Market Report, there was a 55% shortage of available plumbers last year. An aging skilled workforce will only serve to exacerbate the shortage if younger generations don't enter the sector. The Better Business Bureau estimates that by 2024 the percentage of plumbers over the age of 55 will reach nearly 25%, (gaslampinsurance.com). Rathmann Plumbing & Heating, Inc., already has a younger age demographic for laborers, giving them a significant advantage over their competitors in the long run.



*b. Consumer Analysis*

The consumers of Rathman's services are residents in Northwest Pennsylvania that own a home. A downfall about these individuals is that they can be cost sensitive, preferring to do the plumbing themselves. However, their knowledge on basic household maintenance is minimal, prompting them to hire a business like Rathmann Plumbing & Heating, Inc. These consumers generally don't consider their need for plumbing services until the toilet is clogged, a pipe is leaking, or the hot water heater fails.

The target consumers for Rathman Plumbing & Heating, Inc. are family owned homes with children. This is because this household has the most stable income and a high need for trade services since they lack the skills themselves. Yearly income level for this consumer group ranges from 70-120K, with a gender-ratio of 60% male and 40% female. According to U.S. Census, there are 110,173 homes in Erie county, with only 30,699 being a family household with children. Subsequently, about 68% of these homes are self-owned.

*Millennials*

This group born between 1981 and 1998 is the most influential out of consumer groups. This group is very desirable to marketers as they have the highest buying power. They prefer consuming content online hence coining the term "digital natives". For 72% of millennials when they are looking to hire a trade worker, they'll turn to Google. The first stage of research begins with general search terms as buyers explore the options at their disposal. Buyers are usually looking for educational material, customer reviews, and testimonials at this stage.

Millennials make up the largest share of new homebuying population, with homeownership of this generation is 43%. This group is focused more on quality over quantity when it comes to their homes. This is a budget-conscious generation however, they want



low-maintenance so would prefer getting the job done right the first time. For 72% of buyers, they'll turn to Google. The first stage of research begins with general search terms as buyers explore the options at their disposal. Buyers are usually looking for educational material, customer reviews, and testimonials at this stage. Word-of-mouth marketing is prominent with this group, telling their neighbors, family, friends, if they like company. In fact, 90% of consumers give a brand their highest trust when it is recommended by someone close to them.

Home maintenance is overwhelming to millennials, with them having little knowledge and limited access to handy tools. According to a survey, 42% of millennials seek the help out from a professional. For the most part, they feel that these tasks are too complicated, and don't want to risk further damage, so they leave it up to the professionals. This is beneficial to Rathmann Plumbing & Heating Inc., as their target audience has a high need for plumbing and heating services.



c. Competitive Analysis

Based upon primary and secondary research collected, AKPR has identified one primary competitor in the current marketing for plumbing and heating services. The identified competitor is Mansfield Sanitation. This is the most popular plumber in the Erie-county area. Additionally, the vision of this organization is similar to that of Rathman's, with a focus on veterans.

Mansfield Sanitation is a newer business, being established in 2015 in Erie, PA. Services they provide include video inspections, trenchless pipelining, grease traps, drain cleaning, and septic systems. Although they provide an array of HVAC services, they are most notably known for their septic and drain cleaning services. Their main geographical area of operation is Erie and Crawford county. With minimal time in business, they have been successful in securing high customer reviews, with 64 4.6 star google reviews.

Similarly to Rathman, Mansfield Sanitation is owned and operated by a US Navy veteran, pushing that message on to their clients. Their website is aestically designed, creating a user friendly landing page that can be easily navigated by potential clients. The website includes all necessary content to keep their target informed and educated about their business. Furthermore, their Facebook has high engagement, with 1.4 K likes and 1.5 K followers. Their posting strategy is limited, with posts being curated maximum once a week.

In addition to a strong digital presence, Mansfield Sanitation utilizes promotions in their marketing strategy. On the bottom of the home page on their website, they offer a \$5 virtual coupon off any service to first time customers once they sign up to be apart of their email mailing list. Additionally, the organization participated in a fundraiser this past holiday season. This fundraiser involved partnering with a local firestation to collect toy donations for under privilege kids, boosting their overall community relations.



Although this business occupies a large sector of the plumbing industry in Erie County, what separates Rathmann Plumbing & Heating, Inc. is the unique experience they provide to each of their clients. Each client's job is treated with extreme care and concern, as if it were the employees own homes. This personal touch when interacting with clients has led to forming long-term stable business relationships. Furthermore, Rathmann is more up-to-date with recent reviews that are relevant, modern plumbing techniques, and a younger demographic for its workers.





### C. Company Analysis

Rathmann Plumbing & Heating, Inc. is a non-union organization dedicated to providing high-quality heating, plumbing, and other HVAC services to residents in Northwestern Pennsylvania. Rathmann was founded in 1967 by Robert Rathmann, a plumber who aspired to run his own business. The organization was created as an avenue for Robert to utilize what he learned from his previous experience as well as explore newly developed plumbing methods. The business quickly gained traction for their expertise, and eventually Rathmann Septic Systems was able to expand to larger and more complex jobs. In 2006, the company expanded its services even further, by combining with parent company Rathmann Heating & Plumbing.

Today, the organization operates out of Harborcreek, PA, serving clients across Erie County extending out to the Pittsburgh area. The organization is structured as a family business, with upper management employees all being descendants from the Rathmann bloodline. Services the organization currently offer include new commercial, geothermal, radiant heating & snowmelt, and septic systems.



d. Product Analysis

1. *Septic Systems*

Rathmann Septic Systems currently provides four different categories of HVAC services to residents within the Erie-County area. The first and most successful service is septic systems. The organization designs and installs all of the six main types of septic systems approved for use in Pennsylvania. They typically handle the siting, permitting and installing of engineered systems. The organization contracts with professional engineers, as well as local soil scientists to generate the designs as required by the Pennsylvania Code. The sizes of their systems vary, from permitting and installing a single family residential system or a large commercial system. Additionally, Rathmann Plumbing & Heating, Inc. also specialize in hard to permit sites. Rathmann Plumbing & Heating, Inc. will perform all the design requirements to obtain any PA permit, and provide complete installation services. They install and permit all the septic systems included in the PA Code, Chapter 73, and the PA Domestic Wastewater Facilities Manual, or the PA Land Application Manual.

2. *Geothermal*

The next category of services that Rathmann Heating & Plumbing provides are geothermal services. This is a newer service for the organization, being offered for the past 25 years. Employees are highly experienced in this area, handling installation from start to finish. For each of their clients, Rathmann Heating & Cooling creates a complete computer generated design that is site-specific for installation after acquiring building specs and a site visit.

Geothermal heating and cooling is the most economical, clean, non-pollution, proven heating and cooling technology available today. The unit merely removes heat from or adds heat to the ground. This results in lower utility bills (40% to 60% lower than with conventional systems), lower maintenance and higher levels of comfort year around. Geothermal heating is flame-less,



therefore producing no health and safety concerns as associated with fossil fuels. There are two basic types of Geothermal heating and cooling systems: Closed Loop and Open Loop. Closed Loop systems are Horizontal Trenched-in Pipe or Multiple Vertical Bore Holes or Pond Installation. Open Loop systems are Supply & Recharge Wells. We primarily install the Closed Loop Horizontal Trenched-in Pipe. We have found these have the longest life (50 year guarantee), with the least amount of service.

### *3. Commercial*

Commercial service includes plumbing and HVAC jobs. Rathmann Heating & Cooling has the capabilities to attend to any size of project, from a major problem to a small leak.

Commercial services the organization offers includes new commercial & industry plumbing, industrial waste water treatment, industrial process systems & piping, food industry piping & systems, commercial, industrial, & municipal sewage pump systems - design, installation & service, and commercial hvac systems - design, installation, & service.

### *4. Radiant heating & Snowmelts*

Radiant heating can be used to heat your whole home, business, or just a localized area for thermal comfort. It can also be installed in your driveways and walkways to remove snow and ice. Underfloor radiant systems are ideally suited to renewable energy sources including geothermal systems or any system where waste heat is recoverable. Rathmann Plumbing & Heating, Inc. designs, installs, and services client's entire residential or commercial radiant heating system.

## **III. SWOT Analysis:**



# SWOT ANALYSIS



## STRENGTHS

- Many opportunities to grow
- Strong reputation with a loyal customer base
- Highly skilled workers with longterm working ability



## WEAKNESSES

- Currently servicing a restricted area
- Low SEO
- Little to no marketing efforts



## OPPORTUNITIES

- Expand service to new geographical areas
- Increase brand awareness
- Establish longterm relationships with new clients



## THREATS

- Not converting leads to actual customers
- Economic fluctuations
- Competitor's efforts



## V. Target Audience:

Based on secondary research conducted, one main target audience has been identified to focus marketing efforts around in correspondence with the established objectives. The markets that are being targeted geographically all fall within Erie County. Specific areas of focus include Fairview, Millcreek, and Glenwood to attract the desired target audience.

### Primary Target Audience:

The identified target audience for this marketing plan are homeowners with a family. These homeowners include anyone within the designated geographical area that currently own their house that is occupied by their spouse and small children. They have been identified as the primary audience as they have a continuous need for plumbing services and the income to support those needs. According to U.S. Census, there are 110,173 homes in Erie county, with only 30, 699 being a family household with children. Subsequently, about 68% of these homes are self-owned. Additionally, this audience has a gender-ratio of 60% male and 40% female. Once individuals in this group are cultivated to be loyal customers, they can be utilized as a tool in word-of-mouth marketing, to convince their neighbors, family, and friends to employ Rathman for all their plumbing and heating needs.

Millennials were born between 1981 and 1998 are the most influential out of consumer groups. This group is very desirable to marketers as they have the highest buying power. They prefer consuming content online hence coining the term “digital natives”. For 72% of millennials when they are looking to hire a trade worker, they'll turn to Google. The first stage of research begins with general search terms as buyers explore the options at their disposal. Buyers are usually looking for educational material, customer reviews, and testimonials at this stage. Moreover, a study from Pew Research outlined that the most popular way that millennials receive their information is social media. In fact, 90% of millennials reported that they use social



media regularly. The top social media platforms used by this group are Facebook (87%), Instagram (72%), and YouTube (66%). Additionally, a study from Statista outlines that email is another preferred form of communication for millennials, with 79% of respondents indicating that they liked to receive messaging from brands via email. It is key to communicate with this group through their regularly used platforms to ensure that maximum communication impact is achieved.

### *Customer Persona:*

Though Rathmann Plumbing & Heating, Inc., services clients from trailer parks to million dollar homes, the organization has identified a desired customer persona of their target audience. The ideal customer is a traditional family, comprised of a mom, dad, and two younger children. Their income is steady, with both adults bringing in a form of income totaling over 100K a year to support themselves and two kids. The millennial has little to no knowledge about home improvement, therefore are reliant on plumbers to perform emergency fixes. They are unlike lower income clients and do not try to “cut a deal”, instead they prioritize quality and convenience over price. Therefore, this customer is going to hire a plumber no matter the price. There will always be a need for a plumber for this client, with this need becoming a reliable form of income for Rathmann Plumbing & Heating, Inc. out into time.

Erie County is known as a blue collar town, with most residents traditionally having a “do it yourself mentality”. For older generations, they are less likely to call a plumber for service, instead performing home improvement duties themselves. Moreover as to why millennials are the desired age demographic for the customer persona. Creating relationships with a younger demographic will become increasingly beneficial for Rathman plumbing out into time, establishing long term relationships that provide consistent revenue.



**VI. Goals and Objectives:**

At AK Public Relations, I strive to provide high-quality creative solutions to my clients' marketing efforts. To stay true to this, a list of goals and objectives have been created to follow for the proposed marketing communication strategies. The rationale behind setting goals and objectives is to hold accountability while using effective traditional and modern marketing strategies to accomplish our proposed marketing strategies.

- To expand the geographical reach of the customer base through implementing strategic marketing tactics throughout the west side of Erie County.
- To attract a younger clientele demographic while forming long-term relationships through utilizing communication efforts specific Millennials.
- To increase their community relations through sponsoring a local non-profit, enhancing their overall image of goodwill to the public.
- To create a more user friendly website that will cultivate any leads being generated through redesigning and adding any missing information.



## VII. Big Idea:

The big idea is a concept that builds on the promotional strategy by joining the service benefits with the consumer in a way that brings the subject to life, in hopes of gaining their attention. The big idea has been determined through not only wanting to achieve IMC, but through analyzing the client (*Rathmann Plumbing & Heating, Inc.*), the services it provides, its competitors, and target audience. Additionally, the organization's strengths and weaknesses have been identified through a SWOT analysis, determining the appropriate marketing communication strategies moving forward.

The proposed big idea is **Erie's Premiere Plumbing Legacy** with a slogan of **"Heat Now, Leak Never"** with a tagline of **"Providing High-Quality Solutions Since 1967."** The big idea aims to resonate with the target audience by emphasizing Rathmann's extensive experience as the oldest in the city. For generations, the Rathmann bloodline has provided high quality plumbing services. This history is presented as a testament to reliability and longevity, creating a sense of trust. This big idea communicates to the target audience that the plumbing company combines a rich legacy, symbolized by being the oldest in the city, with a commitment to high-quality service. It assures them of reliable expertise and a tradition of excellence for their home plumbing needs.

The proposed slogan highlights both services that are maily sought out by the target audience. The catchiness will create a memorable way for the consumer to remember your organizayion. For millenials especially, this communicates a balance between the reliability of established practices and a focus on modern excellence.





Furthermore, it reinforces the company's dedication to providing high-quality plumbing solutions. It assures homeowners that they can rely on the companies seasoned expertise, offering a level of service that has stood the test of time.

### *Campaign*

A public relations campaign is an organized course of activities aimed at distributing information and positively promoting the image of the organization. It is the action of maintaining a good reputation and keeping good relations and understanding between a brand and the public. The primary objective is to increase brand awareness in consumers and geographical reach through education. This will help to build a sense of loyalty within consumers, positively impacting service inquiries. A campaign will also help *Rathmann* establish its brand's identity and increase its credibility. The central theme for this campaign will correspond with the big idea of "Erie's Premiere Plumbing Legacy" to continue to practice IMC. Another objective specifically for this campaign would be to expand the current geographical reach of Rathmann's customers. Utilizing a big idea centralized around a common theme through multiple promotional resources will help lead *Rathmann* to achieving their goal.

The campaign will be applied and monitored through multiple promotional and communication channels. These channels/methods include direct mail, social media, email marketing, a charity event, and out-of-home advertising. The campaign will run for one calendar year from April 1st 2024 to April 1st 2025.



## VIII. Marketing Communication Tactics:

### a. Rebranding

One of Rathmann's biggest obstacles is the lack of branding established for the company. In pursuit of continuous improvement and market relevance, AKPR recognizes the importance of a strategic rebranding initiative. This endeavour is aimed updating the visual identity of Rathmann and redefining how their plumbing services are perceived to the target audience. With the need for plumbing on the rise since the pandemic, now is the ideal time for Rathmann to rebrand their company as a staple service in the Erie area.

As Rathmann embarks on this rebranding journey, AKPR recognizes the importance of consistency across every touchpoint. The visual identity refresh extends to various elements, ensuring a cohesive and impactful brand presence. This phenomenon is known as Integrated marketing communications, or IMC. IMC is the coordination of all marketing communication tools into a seamless program involving general advertising, direct marketing, sales promotion, personal selling, and public relations. It recognizes the added value of a comprehensive plan and combines the promotional mix elements to provide clarity, consistency, and maximum communication impact on consumers. Using one cohesive message to communicate to various audiences across all promotional channels produces synergy, eliminates confusion in the mind of consumers, and positions the minds of consumers in a desired way towards the marketer.

Elements of the rebrand include:

1. Brand Identity Refresh: Rathmann will engage in a visual overhaul to modernize and integrate their logo, color palette, and overall brand aesthetic. It is important to ensure that the new design elements resonate with the core values of the organization, and convey professionalism, reliability, high-quality, and trustworthiness.



2. Updated logo: The centerpiece of the rebranding effort is the redesigned logo. The logo will still hold the traditional shape, coloring, and font style that Rathmann is currently utilizing for their branding. Keywords “plumbing and heating” ;will be added under the organization’s name. This will communicate to the target audience the services that Rathmann provides. The new logo incorporates modern design elements, reflecting a fresh and dynamic approach to plumbing services while still communicating instrumental information.
3. Employee T-Shirts: To ensure that an integrated image is being conveyed with the rebrand, it is recommended that Rathmann invests in new employee uniform shirts. The updated t-shirt design will prominently feature the refreshed logo, creating a unified polished appearance. Employees will proudly wear the new brand on their uniforms, reflecting their professionalism and unity that define Rathmann.
4. Website Revamp: Rathmann’s online presence will undergo a comprehensive revamp to align with the new brand identity. The website will feature updated visuals, streamlined navigation, and engaging content that highlights Rathmann’s services and values. The website revamp will ensure a seamless user experience for potential customers browsing the website to aid in turning leads to actual sales. Consistency will be ensured across the website and all other social platforms with the redefined brand image.
5. Work Truck Logos: Rathmann’s fleet of work trucks will serve as mobile billboards, prominently showcasing the refreshed logo and brand messaging. Each truck will feature uniform and consistent branding, emphasizing a cohesive visual identity. The placement will ensure that Rathmann’s brand identity is



instantly recognizable, creating a lasting impression on the trucks when navigating through local communities. Eye-catching design elements will be incorporated to not only reflect Rathmann's plumbing expertise but also captivate attention. Things like bold colors, modern typography, and key brand messaging will contribute to a visually striking and memorable presence on the road.

Alongside the logos, essential contact information will be prominently displayed.

This ensures that potential clients can easily reach out to Rathmann when in need of plumbing services, enhancing accessibility and customer engagement.

The transformation of the work trucks will serve as a crucial aspect of the rebranding initiative, as it serves as a mobile representation of the brand identity.

The updated truck logos will not only create brand visibility but also instill confidence in the company's reliability and professionalism.

6. Business Cards and Stationary: Every piece of communication outputted by Rathmann will reflect the new brand. Consistent branding across printed materials reinforces Rathmann's commitment to a unified and impactful visual identity. For convenience, it is suggested that each employee at Rathmann is gifted with their own DOT business card. A DOT business card is a smart business card that provides scanning capabilities. Equipped with a unique QR code on the back, any Rathmann employee will be able to hold the card up to any customers phone and have their information inputted directly into their contacts. This will help to eliminate customers losing a physical card with the potential of losing a sale. Now customers will be able to have information that can be imminently accessed in their phone instead of trying to search for a lost



business card. Furthermore, this will be beneficial to employees as they can carry this on their person at all times similar to a credit card.

By embarking on this rebranding initiative, AKPR aims to not only elevate the visual presence of Rathmann but to reinforce their commitment to excellence and innovation in the plumbing industry. This strategic move positions Rathmann for sustained growth and increased market share.

Logo:



## 2. Employee T-Shirts







b. Google Ads

Google has 8.5 billion searches a day, deeming it the number one search engine that consumers utilize to receive information. The search engine provides opportunities for businesses to advertise their products online, known as Google ads. There are two different types; Google Ads and Google Local Service Ads.

*Google Ads:*

Google Ads are pay-per-click ads that feature small businesses in the sponsored section of Google Search results for keywords related to their business. Companies pay a fee every time an individual clicks on these ads, whether or not the person becomes a paying customer.

*Google Local Services Ads:*

In contrast, Google local services ads are re pay-per-lead ads that also help small businesses show up at the top of Google Search results when searchers are looking for keywords related to their business. Companies only pay when they get new leads from Google Local Service Ads. For instance, a charge is incurred when a plumbing lead shares their contact information with your company or successfully books a home service.

*Benefits and Risks:*

Google Ads is an effective way to drive qualified traffic, or good-fit customers, to your business because they're searching for products and services like the ones you offer. With Google Ads, you can boost your website traffic, receive more inquiries, and increase in-store visits, (hubspot.com). It's a solidified way to supplement your organic marketing strategy. However, the downfall is that this doesn't guarantee a sale.

A solution to this is to ensure that all advertisements are utilizing the AIDA method. This method refers to awareness, interest, desire, and action. The top of the sales funnel with the wide opening (your reach) is the "Awareness" factor. If people aren't aware of your business,





there's a slim chance they're going to land on your page and request your services. With more potential clients visiting your website, it's time to build interest. Not everyone who clicks on a blog post or even clicks to your home page will necessarily want your services.

However, you can generate that interest by having avenues to click through on your website. An email marketing strategy may utilize email leads from your website's contact form and provide potential customers with exclusive plumbing tips or offers. Sending an email with friendly tips on how to winterize your house and avoid broken pipes can enhance client interest and brand awareness. By connecting with the potential customer emotionally, you can build desire for your product or service. Try to touch on specific pin points of clients and explain how you would assist them in your own personal way. Finally, a call to action (CTA) is needed to take the next step. Whether that's setting up a call or offering a free consultation, the CTA should be geared toward your brand and a specific pain point.

#### *Terminology:*

Google Ads is a complex marketing method, hence why it is important to understand all necessary parts. A few key definitions to keep in mind are:

- Ad extensions - Allow you to supplement your ad with additional information at no extra cost. Five categories include location, Sitelink, call, offer, or app.
  - *Sitelink* - Provide additional links to your site that offer users more enticing reasons to click.
  - *Location* - Include your location and phone number within your ad so Google can offer searchers a map to find you easily.
  - *Call* - Incorporating phone number into ad so users have an instant way to reach you.



- *Offer* - Running a current promotion that can entice customers to click on your ad over competitors.
- Adrank - This determines your ad placement. The higher the value, the better you'll rank, the more eyes will fall on your ad, and the higher probability of users clicking on your ad. This is determined by your maximum bid multiplied by your quality score.
- Bidding - Google ads is based on a bidding system, where the advertiser selects the maximum bid amount you're willing to pay for a click on your ad. The higher your bid, the better the placement. There are there different options for bidding:
  - CPC: Cost-per-click. The amount you pay for each click on your ad.
  - CPM: Cost-per-mile. The amount you pay for 1,000 ad impressions, when your ad is shown to 1,000 people.
  - CPE: Cost-per-engagement. The amount you pay when someone takes a predetermined action with your ad.
- Click-thru rate - The number of clicks you get on an ad as a proportion of the number of impressions your ad gets. A higher CTR indicates a quality ad matching search intent and targeting relevant keywords.
- Conversion rate - A measure of form submissions as a proportion of total visits to your landing page. A high CVR means that your landing page presents a seamless user experience that matches the ad's promise.
- Impressions - Everytime your ad is shown on the SERP, it receives an impression. Impressions make up half of the equation of CTR. You can



use insight from impressions to understand how many people see your ad are clicking through to your landing page and optimize your ad to get a higher CTR.

- **Keywords** - When a Google user types a query into the search field, Google returns a range of results that match the searcher's intent. Keywords are words or phrases that align with what a searcher wants and will satisfy their query. You select keywords based on which queries you want to display your ad alongside. For example, a searcher that types "how to clean gum off shoes" will see results for advertisers that targeted keywords like "gum on shoes" and "clean shoes." Negative keywords are a list of keyword terms that you do *not* want to rank for. Google will pull you from the bid on these keywords. Typically, these are semi-related to your intended search terms but fall outside of the realm of what you offer or want to rank for.
- **PPC - Pay-per-click.** type of advertising where the advertiser pays per click on an ad. PPC is not specific to Google Ads, but it is the most common type of paid campaign.
- **Quality Score** - Measures the quality of your ad by your click-through-rate, the relevance of keywords, the quality of your landing page, and past performance on SERPs.
- **Retargeting** - is a way to advertise to users who have previously interacted with you online but have not yet converted. Tracking cookies will follow users around the web and target these users with your ads.



Remarketing is effective since most prospects need to see your marketing multiple times before becoming a customer.

*How it works:*

1. **\*\*Create a Google Ads Account:\*\*** Go to the Google Ads website and sign in with your Google account. If you don't have one, you'll need to create it.
2. **\*\*Campaign Creation:\*\*** Click on "Campaigns" and create a new campaign. Choose your campaign goal, such as website traffic or conversions.
3. **\*\*Targeting:\*\*** Define your target audience by selecting demographics, locations, and interests.
4. **\*\*Budget and Bidding:\*\*** Set a daily or monthly budget for your campaign. Decide on your bidding strategy, whether it's cost-per-click (CPC) or other options.
5. **\*\*Create Ads:\*\*** Craft compelling ad copy and design eye-catching visuals. Google Ads offers different ad formats like text ads, display ads, or video ads.
6. **\*\*Keywords:\*\*** Select relevant keywords for your ads. These are the words or phrases that trigger your ads to show.
7. **\*\*Ad Extensions:\*\*** Enhance your ads with extensions like site link extensions or callout extensions to provide more information to users.
8. **\*\*Review and Launch:\*\*** Double-check your settings, budget, targeting, and ads. Once satisfied, launch your campaign.
9. **\*\*Monitoring and Optimization:\*\*** Regularly monitor your campaign's performance. Adjust keywords, ad copy, and targeting based on the data to improve results.
10. **\*\*Analysis and Reporting:\*\*** Use Google Ads' reporting tools to analyze your campaign's performance. This helps you make informed decisions for optimization.



Remember, Google Ads can be complex, so it's advisable to start with a small budget, monitor results, and gradually refine your strategy. Additionally, Google provides resources like tutorials and support to help you navigate the platform effectively.

### *Influential Factors:*

#### 1. Adrank

- a. AdRank determines the placement of your ads. It's determined by a formula that takes into account Quality Score and the amount you bid on a keyword. Your quality score is where you should focus most of your attention when you first set up your Google Ad campaign — even before you increase your bid amount. The higher your QS, the lower your acquisition costs will be and the better placement you'll get without having to pay more money.

#### 2. Match Types

- a. Match Types give you a little wiggle room when it comes to your keyword selections. They tell Google whether you want to match a search query exactly or if your ad should be shown to anyone with a search query that's semi-related. If you're just starting out and don't know precisely how your persona will be searching, move from a broad match to a more narrow approach so you can test which queries yield the best results. However, since your ad will be ranking for many queries (some unrelated), you should keep a close eye on your ads and modify them as you can gain new information.

There are four match types to choose from:

1. *Broad Match* - is the default setting that uses any word within your keyword phrase in any order.



2. *Modified Broad Match* - allows you to lock in certain words within a keyword phrase by denoting them with a “+” sign. Your matches will include that locked-in word at the very least.
3. *Phrase Match* - will match with queries that include your keyword phrase in the exact order but may include additional words before or after it.
4. *Exact Match* - maintains your keyword phrase as it is written in the exact order.

### 3. *Headline & Description*

- a. It's important that your ad copy matches the searcher's intent, is aligned with your target keywords, and addresses the persona's pain point with a clear solution. In the headline, keywords should be included. As for the description, it should address why your service is the best option for the consumer for their persona. This kind of copy will get you clicks, however conversion will occur from carrying this intent to the landing page copy.

### *Your Strategy*

A good keyword strategy is to use broad match and phrase match to drive traffic, then use the Search Terms report to find the keywords that convert well and make sense for your business, and set those to exact match, because they've been proven to work. The best thing to do to figure out your match type strategy is to just keep testing. Use your performance metrics to optimize your keywords, which could include adding and deleting keywords or changing their match types. It's an ongoing process. Keyword performance will change over time, and your campaign strategy should change with it. However for Rathmann, Google Ads will serve as a means of ongoing lead generation. Therefore, the Google Ad campaign will run continuously with periodic optimizations.



At first, a low daily budget will be set to slowly begin measuring success and lead quality. A monthly budget will need to be predetermined. The type of ad this will be used is a display ad and a smart campaign. Display-ads are image based and are shown on web pages within the Google Display Network. Smart campaigns have Google finding the best targeting to get you the most “bang for your buck”.

*Proposed designs for Google Ads is as follows:*

<https://www.canva.com/design/DAF7Xww1OLk/4wIELRAwZJYdDY0hDbfwjg/edit>



**Rathmann**  
Plumbing & Heating, Inc.

**LOOKING  
FOR ERIE'S  
PERFECT  
PLUMBER?**

**WE CAN HELP.**

 **CALL NOW 814 825 7416**

 **www.rathmannplumbing.com**



c. Out of home advertising:

Out of home advertising refers to any form of advertising that a consumer views outside of their home. Outdoor advertising comes in various forms. For the purpose of this campaign, it is recommended that yard signs, fridge magnets and banner ads are used. This will be an effective form of advertising as out of home can reach a large number of consumers for a long period of time. Furthermore, out of home advertising cannot be deleted or closed out in comparison to digital advertisements, making the frequency of the communication message more constant.

The key to out of home advertising is to place them strategically at locations that will reach the proposed target audience. Consumers that Rathmann Plumbing & Heating Inc., want to target reside within residential neighborhoods in Erie County. With this knowledge in mind, it is determined that the best place to administer these marketing pieces would be to customers that live in designated neighborhoods. This will provide a form of word of mouth marketing, with happy clients passing along their recommendations to neighbors and others in their life. Consumers instill more trust in a personal testimonial over information found online. Therefore, current customers can be an influential part in retrieving leads in their respected areas. This trickle down flow of communication will enhance the marketing efforts of Rathmann without actually doing extra work on their end.

Yard signs:

Customers at the conclusion of their service will receive a sign to be displayed in their front yard. This sign will contain the organization's logo to stay on brand, as well as a message displayed "Another successful job completed by Rathmann Plumbing & Heating, Inc". Contact information should also be included on the sign to promote lead generation. A yard sign is a great way for a business to stake their claim while on the job. Neighbors who may have been





meaning to make a call to a plumber could see the sign, ask their neighbor how things are going, then reach out themselves to inquire about services. Additionally, these signs are easy to transport and can be brought easily from one job site to the next. Furthermore, they are inexpensive to produce.

*The proposed design for the yard sign is as follows:*



## Another Quality Job By

**Rathmann**  
Plumbing & Heating, Inc.

**septic systems • residential • commercial • geothermal**

**814-825-7419** [www.rathmannplumbing.com](http://www.rathmannplumbing.com)



PUBLIC RELATIONS

Fridge Magnets:

Customers at the conclusion of their service will receive a magnet to be placed on their fridge. Magnets provides both promotional and functional purposes, offering a long-lasting presence in customers homes. (social4retail.com). These magnets will serve as a means of advertising to other individuals that may enter your customers home, or as a reminder to you recurrent customer of who to call when something breaks down in their house again. Therefore, fridge magnets will be an effective means of freely advertising to both recurrent and new customers. The design of the magnetic will be simple in design, yet ensuring the reflect the brand's identity.

*The proposed design for the fridge magnet is below:*



### Sporting Event Advertisement

It is recommended that Rathmann invests in advertisements at local sporting events. The selected sporting events to have advertisements at include at the Erie Seawolves and the Erie Otters. These venues bring in a larger crowd, especially families, providing a perfect environment to reach the target audience. These advertisements will be in a banner format, being displayed around the exterior of the field or ice rink. The wording on the advertisements will correspond with which sporting event it is being displayed at while tying in plumbig.

With these sports teams being seasonal, advertisements will only be displayed during their respected playing season. Since these two sports teams play in opposite seasons, Rathmann can ensure that their message is being communicated all year along. Furthermore, many of these individuals attend both of these sporting events, increasing the frequency that the target audience receives the message.

*The proposed design for the banner advertisements is as follows:*



d. Social media

AKPR believes that increasing the utilization of Rathmann Plumbing & Heating, Inc.'s social media channels will be an effective means to communicate to and with the proposed target audience. Social media platforms that are suggested to be used are Facebook and a Nextdoor Business account.

Facebook

According to Payaca.com, Facebook is the best platform for plumbers to advertise their businesses. As the largest social media platform in the world and with 2.91 billion active monthly users, Facebook allows businesses to reach an audience that can't be matched anywhere else. Additionally, Facebook is the top social media platform used by the primary target audience. Furthermore, Facebook's ability to reach the right target demographic, combined with the simplicity and flexibility of the platform, makes it ideal for plumbers.

The company currently has an active Facebook account but with very low engagement at 54 likes and 63 followers. It is recommended to continue to use this account, but expand on the current marketing strategy to increase follower engagement. Utilizing your account in an effective way will give Rathmann Plumbing & Heating, Inc. a chance to reach a broad audience and promote their brand.

Next door business account

According to Hootsuite, the Nextdoor app is a social media platform for neighborhoods. The idea behind the app is to help neighbors communicate with each other, organize local events and share information about what's happening in their community. Nextdoor also has a business page that lets you promote your company locally by interacting with members of your



neighborhood and surrounding areas. The app is now used in over 260,000 neighborhoods worldwide, with businesses earning 40 million recommendations via Nextdoor.

Business pages strengthen your local network and build customer relationships. Businesses typically use Nextdoor to run local deal ads, engage with the community, share special offers, and gauge their local reputation. Rathmann can leverage Nextdoor to connect with the local community and establish their presence as a trusted plumbing service. On their page, Rathmann will share relevant content tailored to the neighborhood, such as local projects. However, Rathman Plumbing & Heating, Inc. will not show up on Nextdoor until it has three recommendations from neighbors. Therefore, this account should be advertised on other networks to help grow the profile.

#### *Paid Advertisements*

Facebook offers a Facebook Ads Manager that serves as a powerful tool to elevate Rathmann's online presence, driving target engagement and conversions. The application offers detailed audience targeting to reach potential clients within the service area. Rathmann will need to define on Facebook Ads Manager demographics, interests and behaviors that align with the idea customer profile. Furthermore, it will be beneficial to Rathmann to implement geotargeting to ensure that the ads are being displayed to users in specific locations where their plumbing services are available. Additionally, Rathmann can boost their high-performing organic posts to expand their reach and engagement and amplify their impact. Through an application called Facebook Pixel, Rathmann will be able to track user interactions on their website to measure the success of conversion from the advertisements.



Nextdoor also provides a unique opportunity to engage with local communities, making it an ideal platform for Rathmann to connect with potential clients in specific neighborhoods. Ads will be focused on specific neighborhoods or areas where Rathmann's plumbing services are available. Content will be tailored to resonate with the local community, addressing their specific needs and concerns. Ad content should also be localized, emphasizing community involvement, special promotions, and rebranded identity to establish a direct connection. It is important for Rathmann to leverage Nextdoor's hyperlocal targeting options to reach targeted users within specific areas or zipcodes. Demographics and interests relevant to the local community will need to be defined, ensuring that Rathmann's ads resonate with the intended audience. Nextdoor also provides an analytic service to track the performance of paid advertisements. Rathmann will be able to analyze key metrics such as impressions, clicks, and engagement to measure the effectiveness of the paid ads.

By strategically utilizing Facebook and Nextdoor, Rathmann's proposed marketing plan aims to not only increase brand visibility and engagement but also drive tangible results through targeted paid advertisements and boosted posts. This approach ensures that Rathmann's plumbing services remain top-of-mind in the digital spaces where the local community actively interacts.

### Schedule

Frequency is a crucial aspect in any organization's social presence. Finding the perfect combination between posting too much or too little is important in establishing a strong social media image. With the right frequency, reach can be increased, allowing for more users to be exposed to Rathmann Plumbing & Heating, Inc.'s message and its services. It is recommended



that Rathmann Plumbing & Heating, Inc. posts on their normal Facebook feed once a day during the work week. For nextdoor, one post a month advertising the organization will be sufficient. This will allow for them to stay active, building a consistent online image without bombarding their followers's feeds.

Content should not solely be focused on sales, but instead use the 80/20 rule. 80% of your posts should be informational and engaging, and only 20% should be sales-oriented. The goal of social media is to grow a relationship, and that relationship will never get off the ground if you're always asking your audience to schedule a service call.

To ensure consistency with posts and an easy form of distribution, a template will be created on Canva. This template will be used with the allocated day each week, permitting information to be changed out intermittently as needed. Additionally, posts will be scheduled ahead of time using the Canva subscription.

The suggested weekly social media schedule for Rathmann Plumbing & Heating, Inc's social media is as follows:



**MONDAY: “Money-Saving Monday’s”**

- Offer promotional discount
- This will be general “sales” post



**Rathmann**  
Plumbing & Heating, Inc.

**WE ARE ERIE'S OLDEST**  
**PLUMBING**  
**PIONEERS**

**WHAT WE OFFER**

- Septic Systems ✓
- Geothermal Plumbing ✓
- Commercial Plumbing ✓
- Radiant Heating & Snowmelts ✓

**CONTACT US**  
**814-825-7416**

9333 Tate Rd. Erie, PA 16509

[rathmannplumbing.com](http://rathmannplumbing.com)





**TUESDAY: “Thank a Vet Tuesday” “Veteran Spotlight”**

- Little giveaway to a vet, post about them and thanking them for their services
- Will promote goodwill
- Once a month
- Give away discount on service



**WEDNESDAY:** “customer testimonial”

- Feature a testimonial from happy employee
- Will add credibility to business



**THURSDAY:** *"Throwback Thursday"*

- Show images from the business in the past
- Expands on big idea of emphasizing their history
- Educate customers on being the oldest plumbing company



**FRIDAY:** *"This week in the dirt"*

[https://www.canva.com/design/DAF6Ph3vErc/nhtzUzaU\\_EjClpkqyk2VIQ/watch?utm\\_content=DAF6Ph3vErc&utm\\_campaign=share\\_your\\_design&utm\\_medium=link&utm\\_source=share\\_yourdesignpanel](https://www.canva.com/design/DAF6Ph3vErc/nhtzUzaU_EjClpkqyk2VIQ/watch?utm_content=DAF6Ph3vErc&utm_campaign=share_your_design&utm_medium=link&utm_source=share_yourdesignpanel)

- Feature slowmotion videos of bigger jobs completed this week
- In reel format
- Aerial and drone shots



e. QR code

Customer reviews are one of the most impactful ways to attract customers to your brand. They hold tremendous power, with 91% of customers regularly reading reviews. The vast majority of customers consult ratings and reviews as a crucial part of their purchase decision making process. More trust is put in the experiences and opinions of fellow customers over traditional marketing avenues. Positive reviews build credibility and trust, enabling customers to share perceptions, provide constructive feedback, and influence others. Additionally, positive customer reviews create tangible benefits for a business. They build credibility and trust in the eyes of prospective customers, providing social proof of quality and value. High ratings and flattering testimonials boost conversion rates and sales as positive sentiment leads more site visitors to become customers. Positive review profiles also improve local search rankings and review site placement, amplifying a brand's visibility and reach. Additionally, happy reviewers are more likely to return for repeat business and refer others. (cmswire.com).

Rathmann Plumbing & Heating, Inc. currently has a google rating of 4.3 stars from 12 different customers. Unlike their competitors, their reviews are updated being posted within the last year, staying relevant to the current state of the organization. To increase their customer reviews, AKPR suggests that a Google Review QR code is created. This is a type of QR code that permits users to scan and post a review on a brand's Google Business Profile listing. Customers can easily scan and share their feedback online to positively affect the organization. Convenience is key when acquiring customers reviews. No matter how happy a customer may be with a service, they are not likely to take the time to search the business online to leave a review. (forbes). This QR code will be dynamic, ensuring that any changes made to the



organization will stay updated with the link. An added benefit of a dynamic QR code is the tracking capabilities. It allows for businesses to track the number of scans, locations, and devices used.

There are many reasons as to why a QR code is beneficial in retrieving customer reviews. However, the most beneficial is that QR codes can be posted anywhere, allowing for customers to scan quickly and conveniently. Recommended avenues of display for the QR code include with thank you cards, on the side of company vehicles, and phone wallpapers of employees. Inserting a QR code with a tangible reward (Starbucks giftcard) inside of the thank you cards creates a memorable touchpoint, increasing chances of customers leaving a positive review. As for displaying on work vehicles, Rathmann Plumbing & Heating, Inc. will be able to reach its consumers on a more mass production scale. Furthermore, having the QR code readily available at job sites provides a quick want to scan, cultivating reviews immediately following a service.



f. Email marketing

Email marketing is proposed to be utilized to send informative and promotional emails to current and potential customers. Emails can be used effectively to create databases, which consist of a list of consumers with information that helps target and segment those who are highly likely to be in the market for a certain product or service. Creating a database will assist in database marketing efforts to track customer purchase patterns, targeting advertising to their wants and needs and cultivating any leads into sales. Databases are important in measuring lifetime value, recency, frequency, and monetary value. The measurement of these key concepts works together to create beneficial information that can be utilized in Rathmann's selling efforts towards its consumers. Emails can also be used to keep consumers up-to-date on the latest news, keeping the organization consistently on their mind. This phenomenon is known as top-of-mind-awareness, which refers to the first brand that consumers think of when thinking of a specific product or service. This can help Rathmann Plumbing & Heating, Inc. to become more of a household name in the local plumbing world, leading consumers to make decisions that positively affect the organization.

Initial recipients of these emails will be current customers. This information can be derived directly from their client profile. Levering existing customers will prove to be beneficial to Rathmann Plumbing & Heating, Inc. as current customers are a goldmine for opportunity. The organization has already established a relationship with them, making them more likely to continue to use your services and stay on the top of their minds. Using email marketing gently reminds them of your presence, keeping them updated on upcoming maintenance visits or other relevant services. With this previously established relationship, their likeliness of reading an email from Rathmann is increased.



To secure accounts outside of current clients, it is recommended that Rathmann Plumbing & Heating, Inc. provides an area on their website to join the mailing list. Connecting with potential clients via email is one of the most productive ways to earn new business. Some website visitors are not ready to make a purchase decision immediately, but are more willing to join an email list. (plumbingwebmasters.com). Emailing potential clients after they looked at your website will help to cultivate leads into actual clients by continuing to stay on their mind until their purchasing decision is made.


It is suggested that an email is sent once a month to the previously identified recipients. This quantity will not overwhelm consumers with spam content, but instead maintain awareness. With the duration of emails being consistent, it is recommended that a third-party monitoring service is purchased. The suggested mail service is MailChimp, which will allow for Rathmann Plumbing & Heating their entire house email list at once. Purchasing a premium account will not be necessary as the free version will accomplish the desired objectives. Furthermore, utilizing this service permits emails to be drafted and scheduled out ahead of time.

For the format, it is important to have a call to action on each email message sent, as this will lead consumers to the website to sign up for services. Some examples of call to action include a website link, current promotions, or a reminder to check an appliance in their home that may need updated. Additionally, it is also important to have an attention grabbing heading, subheading, and visuals on emails to intrigue consumers to open it amongst all other clutter. Each email sent to customers will be accompanied by a unique graphic designed in Canva, ensuring all visuals are aligned with the organization's branding.

An example of an email header is as follows:







**Rathmann**  
Plumbing & Heating  
www.rathmannplumbing.com

## Spring into action, Prevent leaky pipes.

YOUR CHOICE PLUMBERS FOR A DRIFF-FREE SEASON!

To book your service, call 814-825-7419

## APRIL FOOLS DAY WARNING: PLUMBING ISSUES ARE NO JOKE!

SERIOUS PLUMBING SOLUTIONS, NO FOOLING AROUND

**BOOK NOW**

814-825-7419



**Rathmann**  
Plumbing & Heating, Inc.



*g. Website redesign*

AKPR proposes that Rathman Plumbing & Heating, Inc. should redesign their current website. The current layout of the website is hard to navigate, missing information, lacking branding, and does not grab the attention of individuals when they log on. The redesign will be sleek, ensuring that all necessary information is being communicated to the target audience in a visually appealing way.

The website will have various tabs titled home, about us, services, book a service, and contact us. It is key on a website to create an outstanding landing page as this is the first page the consumer sees when they visit their business online. Additionally, consumers are less likely to click onto a second page on a website on their first visit, making it even more important to hot all necessary targets within that first page. Necessary sections that are recommended to be included on the landing page are a map of the businesses geographical reach, recent job sites, photo gallery, “veteran operated” statement, customer testimonials, links to social media pages, and an email list.

In today’s world, the digital marketing scene is taking over, making it crucial for a company to have a developed website. It’s the first thing consumers search for on the internet why trying to find information about an organization. Websites help to differentiate a company from their competition through communicating elements such as their unique value proposition on their homepage. Additionally, websites add credibility to an organization. It displays that a company is established, and its services are reliable. For Rathman Plumbing & Heating, Inc., they have the advantage of being able to track their consumers behavior through data mining. They will be able to track the frequency of visits on their website and the most popular tabs visited, cultivating consumer behavior to drive positive results.



Another important factor to website design is SEO. SEO or search engine optimization refers to the process used to optimize a website's technical configuration, content relevance and link popularity so its pages can become easily findable, more relevant, and popular towards user search inquiries, and as a consequence, search engines rank them higher, (mailchimp.com). One of the most critical components of SEO for a plumbing business is keyword research. There needs to be an understanding of what customers are searching for so a business can optimize their website for keywords that will drive the most qualified traffic to the website. A list of the most commonly searched plumbing keywords is [HERE](#).



*h. Charity Event*

To position Rathmann Plumbing & Heating, Inc. in a favorable light within the community, it is recommended that the organization hosts a charity event. This event will be titled “Pipes of Joy: Plumbing a Path of Joy for Veterans Kids”. AKPR believes that this will be a thoughtful way to give back and strengthen community ties. This name adds a playful touch and sticks to the plumbing theme while conveying the holiday spirit with a charitable focus around children of veterans. This fundraiser will run from November 1st 2024 - December 15th 2024 to allow ample time for collection and distribution of toys.

Individuals in the community will have the opportunity to adopt a veteran’s child this holiday season to purchase unwrapped gifts for. The organization will partner with local VFW branches for a broader reach and impact. In Erie County, there are 17 VFW posts. Collaborating with the VFW will also help to identify families in need and ensure that toys reach the right recipients.

The VFW locations plus Rathmann’s physical location will be available as collection spots to maximize donations. Each collection spot will have a christmas tree located in a noticeable location with the surrounding area decorated festive to create a cheerful atmosphere. The tree will be adorned with ornaments that list the name of the child, their age, gender and gift suggestions to guide donors. The top of the tree will have a star with Rathmann’s logo glued onto it to ensure brand awareness for all those that participate in the fundraiser. Not only is this an organizational effort, but a community effort to spread goodwill during the festive season.

It is recommended that this event is promoted on social media to emphasize the goal of bringing joy to veterans families this christmas. Sharing regular story updates will keep the community informed and engaged. To further promote the fundraiser, posters can be designed



and hung in a relevant location at the VFW branches, communicating all necessary information.

To distribute the gifts, it is recommended to hold a distribution event at one of the selected VFW locations following the conclusion of the fundraiser. To make it a special occasion, it is suggested that a Santa Claus is hired to distribute the toys to the children. Adopted families will be notified beforehand via email with an attention-grabbing invitation to ensure their attendance. Additionally, it is important beforehand to reach out to local media outlets to secure news and media coverage. By incorporating all of these elements, Rathmann can create a well-rounded and impactful toy drive for veterans families that not only benefits the recipients but also strengthens community bonds.



i. Promotions

1. *Stagnant Vetern Discount*

To correlate with an image of supporting Veterans, it is recommended that a discount to Veterans is offered. The offer on the discount will be \$10 off any service. To receive the discount, Veterans must click on the link and follow the instructions. This will redirect them to a window that will instruct them to enter their contact information, as well as the years and branch served. This discount will be present on the top of the website's landing page to ensure maximum visibility. The promotion will be running, being offered all year long.

The rationale behind this is that Rathmann's biggest competitor offers a similar promotion as well, but with only a \$5 reward. Providing a discount that is greater in value to Rathmann's main competitor will create greater influence on converting consumers on the fence to loyal customers. To keep track of redemptions, consumers will receive a digital coupon code in their email to be used at their service.

2. *Referall program*

To expand on Rathmann's relationship with their current customers, AKPR suggests that a referral program is implemented. The program will involve allocating current customers as the communicators, facilitating information out to neighbors, family, and friends in hopes of generating potential new clients. This program will offer a 10% discount off any service to current customers who's name is used by a new client. Customers will receive this discount in their email once a jobsite is secured with a special coupon code to differentiate it from the veterans discount. This discount will only be offered for a limited amount of time to test out its effectiveness in cultivating sales.

It is extremely important to leverage your current customers and continue to build a positive relationship with them so that they continue to choose you for service, as well as spread



a positive word to the community. Word of mouth recommendations from someone they trust plays a strong part in influencing Millennials on who to hire for home improvement services. The students and teachers will receive informational messages that will inform them about the company, what services they offer, and explain why they should hire Rathmann for plumbing services over its competitors. The influential presentation of these promotional messages will provide a method for the identified audience to take action and purchase a service.

### *3. Email list discount*

The final promotional discount that AKPR recommends Rathmann offers to its target audience is an email discount. This email discount will offer consumers a one-time \$5 off any service if they sign up to be added to the email list. Anyone that clicks on the website link and heads over to the landing page will be approached with a pop-up message communicating this special offer. Consumers will be able to click out of this pop-up however, will still be given the opportunity to sign up at the bottom of the landing page. It is recommended that this promotion be ran for a limited amount of time at first to test out the effectiveness into generating sales and cultivating new clients in the targeted areas. However if proven to be effective, it can be ran as a stagnant promotion on the website to continue to grow the house email list.

After a potential customer signs up for this promotion, they will be added to the house list and email campaign. After being added to the house list, consumers will continue to receive emails regularly once a month with a variety of different offers, promotions, and taglines. Offering this discount influences the consumer to feel positive thoughts towards your organization for offering this tangible reward, and create a potential lead that could generate into

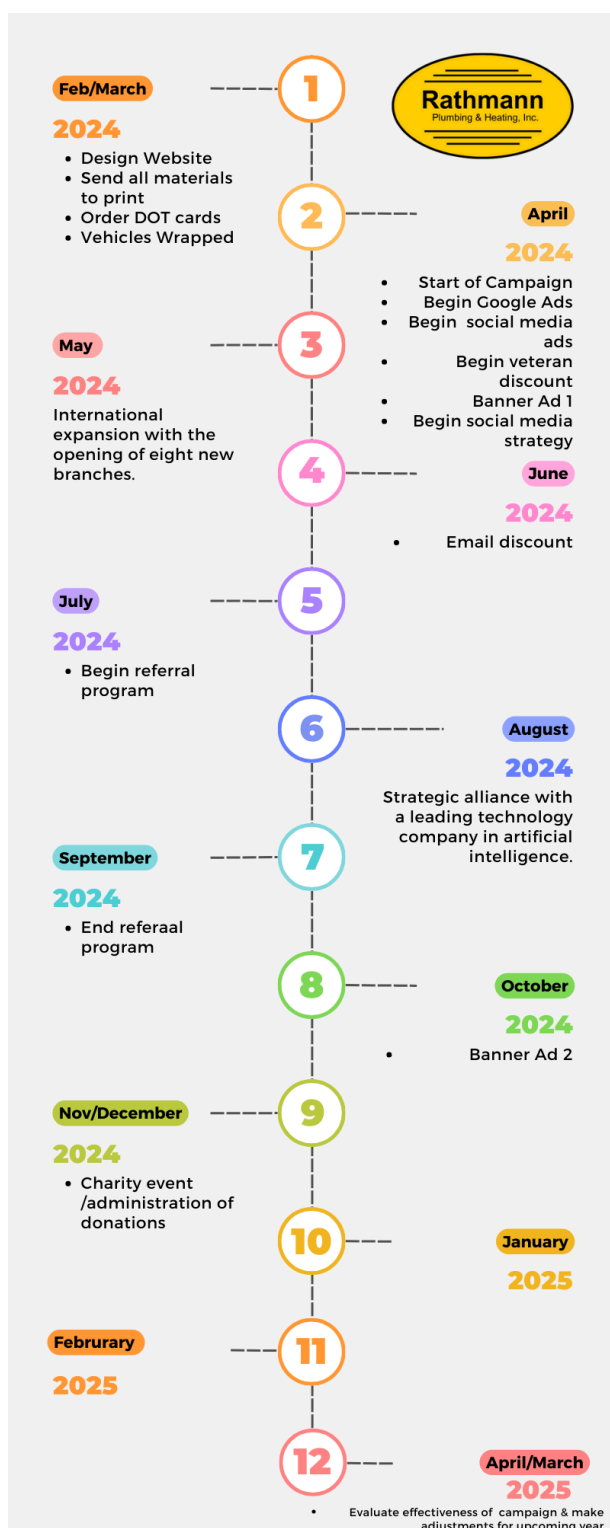


a future sale. Furthermore, having these consumers receiving recurring messages from Rathmann will help to build a strong working relationship between business and consumer.





## IX. Timetable:



**X. Budget:***Rebranding:*

Product	Fee
Vehicle Wraps	\$200-500/vehicle x 7 (one-time)
T-shirts	\$10/shirt x 11 Employees (one-time)
Buisness Cards	\$20/card x 11 Employees (one-time)
Magnets	\$1/unit x 100 (one-time)

*Google Ads:*

Product	Fee
Advertising Budget	\$500 - \$1,000/MO

*Social Media Ads:*

Product	Fee
Advertising Budget	\$200 - \$300/MO

*Graphic Design:*

Product	Fee
Canva Subscription	\$14.99/MO

*Out-of-home:*

Product	Fee
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Banner Ad	\$50/AD (2x purchase)
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Yard Signs	\$3.08/unit x 100 signs
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*Charity Event:*

Product	Fee
---------	-----

Decorations	\$30/Post x 17 posts
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*Website Redesign:*

Product	Fee
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Subscription	\$32/MO
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**ESTIMATED TOTAL: \$11,711.88 - \$21,011.88**



PUBLIC RELATIONS

### XIII. Sources

- [https://gitnux.org/millennials-on-social-media-statistics/#:~:text=What%20percent age%20of%20Millennials%20use,2019\)%20use%20social%20media%20regularl y.](https://gitnux.org/millennials-on-social-media-statistics/#:~:text=What%20percent age%20of%20Millennials%20use,2019)%20use%20social%20media%20regularl y.)
- <https://www.statista.com/statistics/1338365/email-marketing-consumers-usa/#:~:tex t=During%20a%202022%20survey%20carried.of%20respondents%20from%2 0Generation%20Z.>
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- [Plumbing Market Size, Plumbing Market Analysis, Trends, Growth Opportunities, and Forecast, 2023-2030 | Latest Market Study by RationalStat](#)
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- <https://www.payaca.com/post/advertising-for-plumbers>
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