

Job One SDS Paid SEO Strategy January + February 2019

Background

This paid search engine optimization campaign is geared to help support Secure Document Solutions sale initiatives and grow brand awareness.

Objects

Primary

- Gain new leads and business opportunities for Job One's Secure Document Solutions

Secondary

- Create buzz and generate brand awareness with targeted demographic/business leads

Destination

- <https://jobonekc.org/secure-document-solutions/>

Budget Breakdown

January

- Paid Social Ads (Facebook, LinkedIn) = \$250
 - \$150 = Facebook ; \$100 = LinkedIn

February

- Google AdWords = \$300
 - 3 \$100 Ads
- Paid Social Ads (Facebook, LinkedIn) = \$200
 - \$100 = Facebook ; \$100 = LinkedIn

January Paid Social Ad Breakdown

Facebook = \$150 total

- January 3rd paid boosted post for \$20
 - Blog post (authored by Dee) on getting your business docs in order for new year. The importance of properly disposing of sensitive materials, etc. and why you shouldn't shred yourself.
- January 7-14th paid Facebook ad for \$65
 - "Shred --don't stress" → focus on easy, convenience SDS service for busy office managers who have other things to worry about
 - Target local schools (administrators, board members, exec teams), nonprofits, locally owned businesses, co-working spaces, office parks, etc.
- January 21st-28th paid Facebook ad for \$65
 - "Get greater peace of mind" → focus on the NAID certified aspect, how to safely destroy sensitive docs.

- Target small businesses and offices in KC metro radius of ~50 miles (accounting firms, medical record companies, business consulting firms, law firms, etc.)

LinkedIn = \$100 total

- January 1st paid boosted post for \$20
 - Blog post (authored by Dee) on getting your business docs in order for new year. The importance of properly disposing of sensitive materials, etc. and why you shouldn't shred yourself.
- January 14th paid post for \$80
 - "Is your business compliant?" → target local businesses with the idea of getting compliant and making sure you're compliant for the new year.

February Paid Keyword Ad Breakdown

Ad #1 = \$100 total

Date: February 1st - 10th

Ad Group: Document Disposal

Keywords: document disposal, certified shredding, compliance, data destruction, secure doc destruction

Ad Copy:

With on-site and off-site shredding, our NAID-certified document disposal services keeps your Kansas City business complaint!

www.secureshredkc.com

Request a free quote today!

Ad #2= \$100 total

Date: February 11th - 19th

Ad Group: Document Shredding

Keywords: document shredding, shredding services, secure shred, paper shredding, Kansas City shredding

Ad Copy:

Easy, reliable, cost-effective secure document & paper shredding services and hard-drive destruction for all your businesses needs!

www.secureshredkc.com

Request a free quote today!

Ad #3 = \$100 total

Date: February 20th-28th

Ad Group: Residential Shredding

Keywords: residential shredding, identity theft, purge service, shred events, Kansas City shredding

Ad Copy:

Dispose of personal documents and information without putting yourself at risk of having your identity stolen.

www.secureshredkc.com

Request a free quote today!

February Paid Social Ad Breakdown

Facebook = \$100 total

- February 4th paid boosted post for \$20
 - Blog post → Case study and/or testimonial on how SDS has helped someone's local KC business get better peace of mind.
- February 25-28th paid Facebook ad for \$80
 - "Shred it and forget it" → Let SDS handle the hassle. Target more residential + shred event leads

LinkedIn = \$100 total

- February 11th paid boosted post for \$20
 - Blog post → Case study and/or testimonial on how SDS has helped someone's local KC business get better peace of mind.
- February 18th-22nd paid post for \$80
 - "Shred it and forget it" → Helping Kansas City businesses keep stay secure. Target more business leads

*Left these screenshots in case the board is curious about we're buying when we say SEO adwords. Should help them visualize it!

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