



## Job One Growth Strategy Digital Marketing Brief

### Overview

This brief covers Job One and Shred One KC's recommended growth strategy for Q4 2019 and Q1 2020. The goal of this brief is to layout marketing strategies to align with Job One's 2020-22 Strategic Plan by driving new business leads, new partnership leads, website traffic, fund development and general brand awareness across multiple divisions. This is a working document.

### Four key ways to scale the goals of Job One through Growth Marketing:

1. SEO/Keyword Audit
2. Paid Media (Social Advertisements + Google Adwords)
3. Content Creation
4. Sales Emails

### Phase 1: SEO + Keyword Audit

Our recommendation is to first focus on conducting a comprehensive audit of our current SEO rankings and keywords for both <https://jobonekc.org/> and <https://www.shredonekc.com/>. While we have ongoing SEO, we need to compare it against our competitors and add in new keywords that might have changed in the past ~6 months. We'll use these findings to then update copy on the frontend and metadata on the backend. We'll also want to update our Google Business pages and Google info pages correctly.

### Phase 1 Steps

- Run <https://jobonekc.org/> and <https://www.shredonekc.com/> through Moz (and SEO tool) to determine top-ranking keywords in our industry
- Pull lists of keywords into excel doc
  - Update every ~6 months
- Update website copy to make sure all top-ranking industry keywords are reflected
- Update metadata (copy on the backend) to make sure all top-ranking industry keywords are reflected
- Update all social media copy to make sure all top-ranking industry keywords are reflected
- Update Google Business pages and other Google info pages to make sure updated keywords + copy are consistent. Make sure correct address listing is displayed.
- Define UTM (Urchin Tracking Module) tagging strategy

### Timeline

- October - December 2019 (8 hours total)



## Phase 2: Paid Media (Social Advertisements + Google Adwords)

To keep the funnel open for business leads and website traffic, we recommend implementing a paid media strategy starting in Q4 2019. National Disability Employment Awareness Month should give us good organic exposure. Combining that with more paid advertisements will significantly drive traffic and leads. We'll also leverage the updated keywords list from Phase 1 to use in ad copy as well as targeting specific keywords to boost impact of paid social ads.

### Social Media Budget Breakdown

- Total proposed budget = \$500 for November - December for both JobOne + Shred One's Facebook & LinkedIn pages
- Total Facebook budget = \$300
- Total LinkedIn budget = \$200

### Job One Facebook

- Proposed budget = \$150
- Run two \$50 ads, each for one week
  - Promote Packaging and Assembly
  - Promote Shred One → <https://www.shredonekc.com/>
  - CTA = request quote
  - KPI = form completions (goal TBD)
- Boost two blog posts for \$25 each, run for one week
  - Packaging and Assembly blog post (from Job One's website)
  - Shredding Services blog post (from ShredOneKC's website)

### Shred One One Facebook

- Proposed budget = \$150
  - Run one \$100 ad for Shred
    - Push to request quote page on <https://www.shredonekc.com/>
  - Boost one blog posts for \$50 each, run for one week
    - Push to request quote page on <https://www.shredonekc.com/>

### Job One LinkedIn

- Proposed total budget = \$100
  - Run one \$50 ad to run for ~2 weeks
    - Promoting packaging and assembly
    - CTA: request quote
  - Boost two Job One blog posts for \$25 each
    - Blogs promoting Shred One KC and Packaging and Assembly



## Shred One LinkedIn

- Proposed total budget = \$100
  - Run one \$50 ad to run for ~2 weeks
    - Shred One KC services
    - CTA: request quote
  - Boost two Job One blog posts for \$25 each
    - Blogs promoting Shred One KC
    - Graphic promoting Shred One KC
    - CTA: request quote
- Facebook is the #1 way people get to JobOne.org + ShredOneKC.com, so we'll want to focus the bulk of our budget there
- Facebook & LinkedIn ads will promote packaging and assembly and push to request a quote
- Leverage current Job One's Facebook page to promote the new Shred One Facebook + website

## Timeline

- November - December 2019

## Google Adwords Budget Breakdown

- Total proposed ad budget = \$300

**Ad #1** = \$100 total

**Date:** January

**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!

<https://www.shredonekc.com/request-estimate>

Request a free quote today!

**Ad #2**= \$100 total

**Date:** February

**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!

<https://www.shredonekc.com/request-estimate>

Request a free quote today!

**Ad #3** = \$100 total

**Date:** March

**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.

<https://www.shredonekc.com/request-estimate>

Request a free quote today!

#### **Timeline**

- January - March 2020

### **Phase 3: Content Creation**

We recommend creating a pipeline of content to help widen the sales funnel for Job One's business services. Currently, most of our content are blogs and press releases about Job One's career services. We'd like to begin executing on purpose-built content created to drive sales and showcase the value of Job One's business services, primarily Shred One KC and Packaging & Assembly. We'll also leverage the updated keywords list from Phase 1. Some of this content will be turned into paid ads for Phase 2.

#### **Content Ideas**

1. White paper / report on the value of using JO's business services (Shred One KC and Packaging & Assembly)
  - a. Full of stats and/or testimonials
2. One pagers on JO's business services
3. Infographics
4. Case Studies

#### **Timeline**

- October 2019 - January 2020

### **Phase 4: Sales Emails**



We recommend implementing a sales email strategy to drive leads to business services website page, request a quote page, <https://www.shredonekc.com>, or a JO sales rep. Content from Phase 3 will be leveraged in these email drip campaigns. We recommend purchasing a list and/or using email leads from the website and Phase 2 social leads to build these email lists. Every campaign will include a drip of 2-3 emails, depending on the topic/need. These emails will be sent through MailChimp.

### **Tracking**

- Every marketing initiative will be tracked in a live Google Excel sheet and will be updated at the end of every week starting in Q4.
- Specific KPIs will be set for every marketing campaign and will be tracked in the doc