



RUSCO HOME- IMPROVEMENT

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YOUR CUSTOMERS

(30+ Home Improvement Industry Statistics [2022]: Trends, Spending, and Growth – Zippia, 2022, Renter, 2022, Discover 2022)

HI, I'M CAMERON!

- AE with KARE 11 in St. Paul/Minneapolis area
 - Kare 11. a TEGNA affiliate, reaches homeowners and high-income viewers (more on this later!)



AGENDA

1. Advertise now!
2. Client Objectives
3. Recommendations
4. Customer Journey
5. Plan
6. Next Steps

WHY ADVERTISE NOW?

95% considering Home-Improvement

Most home-owners want to take on home-improvement projects within the next two years.

Increased Spending

Spending is expected to grow from \$538 billion in 2021 to \$620 billion in 2025.

People prefer to renovate

2 out of 3 homeowners are renovating as opposed to moving.

(Renter, 2022) , (30+ Home Improvement Industry Statistics [2022]: Trends, Spending, and Growth – Zippia, 2022).
, (Discover, 2022)

An abstract graphic on the left side of the slide, consisting of several overlapping, tilted rectangles and lines that create a complex, layered geometric pattern.

PRIMARY GOALS

- Increase leads
 - Increase leads by 20 percent
- Raise Revenue
 - Raise revenue by 20 percent
- Sale Products
 - Sale windows, doors, and siding

RECOMMENDATIONS

Broadcast & Banner Ads

Building awareness is key to increasing leads and revenue.

Streaming

Awareness will lead to interest. Through streaming, we'll encourage interested customers to take action.

Pre-roll video

When users share videos from our site, visitors may view advertisements from RUSCO Home-Improvement before videos on our site.

ROAD MAP

| Awareness | Interest | Visit- store/website | Consider Purchase | Purchase |
|--|--|---|---|--|
| Broadcast and Banner ads . We'll reach customers who need you now and later! | Streaming . We'll focus on customers seeking home-improvement services. | Pre-roll video will lead provide users with direct to access site. | SEO marketing driven by our products, will lead customers to your site. | Customers will contact RUSCO Home Improvement via website and phone. |

AWARENESS: BROADCAST

**Broadcast will build an audience, reaching those in the market now and those who will be later.*

- Impact on Awareness
- High income and home-improvement
- Local population
 - The majority of people within the DMA are homeowners and are high-income
- **Banner ads on KARE 11 site**



Scarborough - Minneapolis St. Paul MN 2021 Rel 2 Total Jul20-Jul21 and Nielsen & U.S. Census Bureau, 2021, Baker, 2020, "TVB 2022 Home Improvement Purchase Funnel Study," 2022)

INTEREST: DIGITAL-STREAMING

- **People prefer ads**
 - ½ of people prefer ad-supported streaming services
- **TEGNA reaches high-income audience**
 - Half are earning \$100,000 a year
- **Targeting via streaming**
 - Strong, targeted marketing will be empowered by TEGNA AudienceONE

** Streaming will reach audience interested in taking action on home-improvement purchases.*



SHARE: PRE-ROLL VIDEO

- **Pre-roll video on KARE 11 Site**
 - 67 percent of respondents in a TVB study visit news' sites more than any other local site
- **People are watching internet content more than ever**
 - Maximum potential for potential customers to view your ads

**As people share videos, they'll also share RUSCO Home-Improvement advertisements.*

(“TVB 2022 Home Improvement Purchase Funnel Study & ” 2022

VISIT WEBSITE

- **Use keywords!**
 - Keywords in broadcast and streaming advertisements can lead customers to website.
- **SEO marketing**
 - SEO is a powerful tool for promoting website visibility across search engines.

“windows”

“bathroom
remodel”

“siding”

“St. Paul”

“home-
improvement”

“Minneapolis”

“doors”

“customer service”

RECOMMENDED PLANS

* Proposal A *

- Evening-focused (Broadcast)
- 2 targets (Digital)
- Spend: \$742,925 (1 year)
- ROI: \$19,695,000

Proposal B

- Morning and evening focused (Broadcast)
- 1 target (Digital)
- Spend: \$578,700
- ROI: \$16,575,000

Proposal C

- Evening and late night focused (Broadcast)
- 2 targets (Digital)
- Spend: \$928,050
- ROI: \$21,195,000

PROPOSAL A

- Total Broadcast: \$637,325
- Total Digital: \$105,600
- Total: **\$742,925**
- Estimated ROI: **\$19,695,000**

*The more advertisements people see, the more likely they are to purchase

*ROI will be based on your follow-up and closed leads

(“TVB 2022 Home Improvement Purchase Funnel Study,” 2022)

BROADCAST PLAN A

| Day/Time Period | # of Commercials | Rate(\$) | Impressions (A18+) | Cost per Thousand (CPM) |
|-----------------|------------------|-------------|--------------------|-------------------------|
| M-F 5a-10a | 6 | \$300 | 60,000 | 30.00 |
| M-F 10a-4pm | 7 | \$87.50 | 35,000 | 10.00 |
| M-F 4p-8p | 15 | \$375 | 225,000 | 16.67 |
| M-F 9-11p | 5 | \$343.75 | 75,000 | 18.33 |
| Sa-Su 8p-11p | 5 | \$500 | 50,000 | 50.00 |
| Total | 39 | \$12,256.25 | 445,000 | 27.54 |

DIGITAL PLAN A

| Digital Tactic | Impressions | Cost per Thousand (CPM) | Total | Targeting |
|----------------|-------------|-------------------------|---------|-----------|
| Streaming | 100,000 | \$80 | \$6,000 | 2 |
| Banner ads | 100,000 | \$10 | \$1,000 | 1 |
| Pre-roll video | 60,000 | \$30 | \$1,800 | 1 |
| Total | 260,000 | \$33 | \$8,800 | |

CAMPAIGN

Commercials

30 seconds for broadcast and one-minute for streaming.

Banner Ads

Banner ads featuring windows, siding, and doors across KARE 11 site.

Pre-roll Video

30 second advertisements before videos across KARE 11 site.

(Renter, 2022) , (30+ Home Improvement Industry Statistics [2022]: Trends, Spending, and Growth – Zippia, 2022).
, (Discover, 2022)

3/10 _____ Credit Application - RUSCO

3/13 _____ Provide production dates - RUSCO

3/15 _____ Set consultation date - Cameron

3/29 _____ Copy of creative - RUSCO

NEXT STEPS

THANK YOU

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APPENDIX

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CALCULATIONS- ROI

- ROI calculations are based on industry standards:
 - Formula: $\text{impressions} \times .10 \times .10 \times .05$
 - 10 percent will notice your advertisement
 - Of those 10 percent, 10 percent will take action (i.e. visiting website or calling store)
 - Of those 10 percent that take action, .5 percent will buy