

# Nashville Painting Professionals - Full Campaign Plan

## Slogan

We elevate the backdrop of your life.

## 1. Executive Overview

Nashville Painting Professionals aims to become the most trusted premium painting brand in Middle Tennessee. With a \$45.8B U.S. painting industry projected by 2026 and Williamson County as a high-growth market, our strategy focuses on brand trust, referral-driven growth, and a premium client experience.

## 2. Brand Foundation

- Premium, detail-driven, integrity-first positioning
- High-income homeowner focus (Franklin, Brentwood, Williamson County)
- Consistent visual identity and messaging

## 3. Market Opportunity

- U.S. painting industry growth from \$42.1B (2023) to \$45.8B (2026)
- Williamson County as the premium growth engine

[Placeholder for bar chart]

## 4. Target Audience

- Demographic and psychographic profile
- County distribution:
  - Williamson 35%
  - Davidson 30%
  - Rutherford 15%
  - Wilson 10%
  - Sumner/Dickson 10%

[Placeholder for pie chart]

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## 5. Brand Messaging

- Core message pillars
- Tone and voice guidelines
- Slogan usage

## 6. Social Media Strategy

- Instagram: Led collaboratively with Logan
- Facebook & X: Led by Jason
- Content pillars, posting cadence, engagement strategy

## 7. Month-by-Month Campaign Timeline (12 Months)

- Months 1-2: Branding & Digital Foundations
- Months 3-4: Social Media & Community Engagement
- Months 5-6: Referral Systems & Signature Experience
- Months 7-12: Scale, Optimize, Expand

## 8. Signature Experience

Garrett's leadership in project management is essential.

"Garrett's leadership ensures our brand promise becomes a lived reality."

Execution is a leadership responsibility, not a shared one. Acknowledge Ryan's sales focus and Sidonie's operational load.

## 9. Growth Potential

- Lead growth projection from 20 to 150 over 12 months

[Placeholder for line chart]

## 10. Team Roles & Responsibilities

- Jason: Marketing lead
- Logan: Instagram collaboration

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- Garrett: Project management execution
- Ryan: Sales focus
- Sidonie: Operations load

## 11. Final Call to Action

Let's build the most trusted painting brand in Middle Tennessee.