

Thank you for submitting our form!

Here are the details you sent us:

**First name:** Randy

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**How would you paint success in a measurable way for your company in the next 12 months?:** -

Maintain current clients and grow within certain categories and territories. Categories of products to expand: window treatment division

-Core business: integrated, automation

-Territories: North Miami Beach. Opportunity

-20,000 securing clients and also 80,000 6000,000 USD.

-Offer financing

-Correct things on website and then possibility of investing more on marketing.

-They have a CRM and ability to measure everything.

**What type of products or services do you offer?:** Things blend between products and services.

Top services split by new and existing customers. Existing: system down, upgrades, making systems smarter. New business: whole home automation, lightning, window treatments. Strong network for all clients.

**Who are your clients, customers or audience?:** -Ships from overseas

-Millionaires from Florida, Bahamas.

-Majority of customers come in either wanting the best (don't know exactly what) or a specific thing but they are not tech savvy. "Make it pretty, make it functional".

-Client will send us Avatars of their customers: wealth based category, who can afford this kind of lifestyle.

-A lot of people acquire a new home with some level of technology in it. Inheriting life technology lifestyle.

-45-65 income of higher level not usually under 150 K.

-B2C getting referrals. Primarily residential. Primary brands for commercial use have delays so they

are filling in a gap.

-Focusing on residential is important for the business.

-B2B Hotels (surveillance, window treatment, lightning for high-end products, wellness lightning).

-Conference room technology, surveillance.

-They sell whole package not single products or services.

**What is their geography?:** Tampa, North Carolina, Bahamas, New York, New Jersey.

**What are their preferences?:** Aesthetic, functionality, luxury.

**What mode of product or service delivery do they prefer?:** Direct delivery.

**How have you tried to reach/market to them?:** Yes, with ads, social media, referrals.

**What new changes do you want to make to your marketing strategy?:** -Things that worked well: primary brands, repair issues, replacements,

-Don't want to loose momentum they've established.

-Presenting home automation possibilities and ideas, things that people can see. Strong social media visuals.

-Tips on getting the right partners.

-Previous marketing approach: Best Buy Perspective - Target level, Sak's. Match the expectations from the customers.

What's not been successful: Ads campaign, compatibility with our brands and partners. Not reaching the right market.

-Not having a holistic team with first-perspective.

**What are your unique abilities, services, products, and remarkable offerings in comparison to your competitors?:** Direct relations with brands they work for is very strong, immediate strategies, holistic solutions for clients, availability, creative input from partners, customer service centric, vendor relations. Operations in professional level, customer experience, timely to get on site, fast turnarounds, departments that handle everything, understand ways of doing business, project flow from general contractor to designers perspective, team player.

**What weaknesses of your company culture and marketing are negatively impacting your client acquisition and retention?:** Not targeting the right customer and therefore, not getting conversions.

**Years In Business :** 15-20

**Who are your competitors? (Share websites):** Some competitors like 1) MaxiCon, they get most attention from all competitors, they've been around for 15 years approx. They display their team a lot, Premium is more conservative and they need to be more in front of the camera - Meet the team - 2) Audio 1. Competitors have hyper-focus. Premium leads and is strong because they can work with one brand or with multi-brands. 3) Acoustic Architects.

**Your Company Marketing Budget for next 12 Months?:** \$40K - \$50K

**What services are you interested in?:** SEO (Search Engine Optimization), B2B Business Development, B2C Business Development, Google Adwords, Google My Business, YouTube Ads,

Display remarketing ads, Facebook Ads, Instagram Ads, Social media advertising, Social media management, Public Relations/Press Mentions, Affiliate Marketing, SMS Marketing, Door To Door, Telemarketing, Website Design, Video Marketing, Podcast Marketing, Print Marketing

**Other Services You Are Interested In?:**

**Special Comments For Proposal Team:**