



DIGITAL MARKETING CAMPAIGN

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Brief Introduction

For more than 75 years Turnall has been the market leader in the manufacture and supply of Fibre Cement roofing products, water, and sewerage pipes in Southern Africa. At Turnall we have realized that in piecing a customer's dream home together you need quality products that are available under one roof. Turnall is adept in identifying and meeting changing tastes and trends, creating innovative and quality products that are appreciated by thousands of homeowners across the region.

Turnall continues to be innovative and has introduced Ravenna concrete tile, Nutech non-asbestos sheets, and Turnall Spanish pavers on its roofing products line and concrete to meet its customer's needs. Turnall is much more than Fibre Cement roofing sheets.

A photograph of a man sitting on a chair in a modern living room. The room features exposed red brick walls, large windows looking out onto a beach, and various plants and furniture. Red curved lines are overlaid on the bottom left corner of the image.

CAMPAIN GOALS

Drive a 15% increase in website traffic within six months.

Build a strong digital presence and position Turnall as a thought leader in sustainable construction solutions.



Achieve a 10% boost in sales of roofing products across Southern Africa.



Increase brand awareness of Turnall's innovative product range (e.g., Ravenna concrete tile, Nutech sheets).

TARGET AUDIENCE

Taking into account the identified users, we have chosen these brand identity attributes that will be projected on all promotional materials of the campaign.



Innovation

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Goals

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Transparency

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Equipment

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Responsibility

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Trust

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Integrity

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81%

Of Home Owners Lack of information about long-term savings (e.g., low maintenance, durability).



31%

Of Contractors need help standing out in a competitive market.



71%

Construction Companies They need durable solutions that reduce lifecycle costs, not just upfront costs.

CAMPAIGN STRATEGY

- Highlight Turnall's innovative and high-quality offerings, such as Ravenna concrete tiles, Spanish pavers, and Nutech sheets.
- Leverage Turnall's long-standing legacy as a trusted market leader to foster credibility.
- At this point the entire product is developed and culminates with a deliverable.
- Promote Turnall's commitment to sustainability and its Global Reporting Initiatives.



SALES FUNNEL

Step 1

Getting Seen

Use of social media to introduce brand

Step 2

Engaging Potential

Share Useful resources like webinars, ebooks and Blog posts to spark interest

01

02

03

04

05

06

07

Step 3

Evaluating Choices

Providing Information About Product Benefit

Step 5

Commitment

Send followup emails and special offers to get customers to choose the brand

Step 6

Making the purchase

Facilitate purchase through a clear and convenient process

Step 4

Building Intention

Offer Demos, consultations and limited-time offers to increase purchasing intent

Step 7

Fostering loyalty

Focus on post-purchase support to build long time customer support

Identify the Right Digital Channels

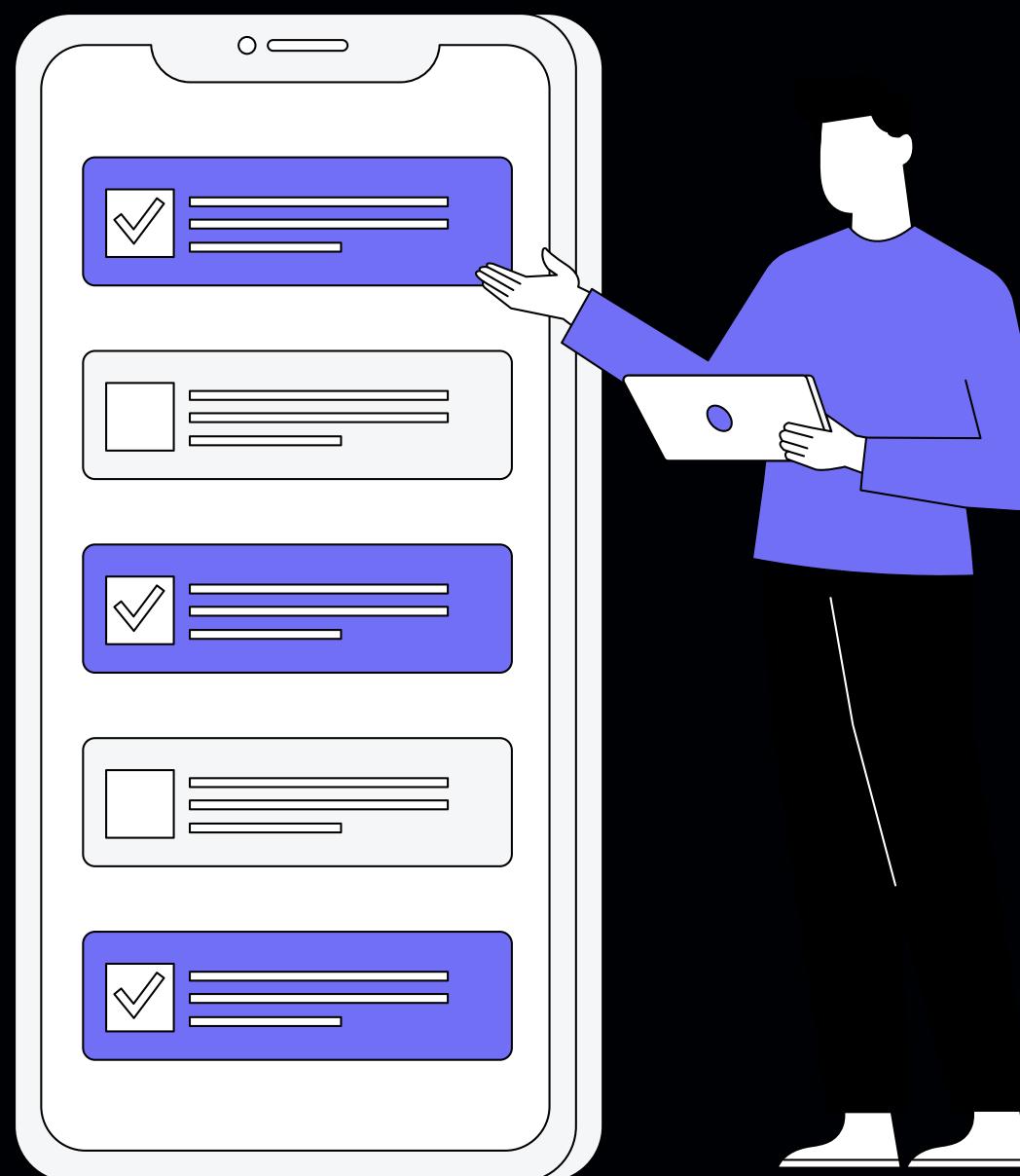
Find where your audience spends time, whether on social media, search engines, email, or websites. Focusing on the right platforms ensures better engagement and results.

90

90% of consumers use social media—focus where it matters.



Social Media Engagement



-  Post regularly and engage with comments.
-  Use interactive features like polls & live videos.
-  Build a strong community around your brand.

Search Engine Optimization (SEO)



Optimize website and content for search engines.

Improve rankings for better discoverability.

Increase visibility and attract organic traffic.





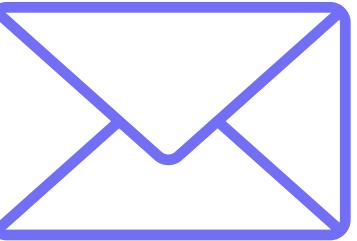
Paid Advertising

Investing in paid ads, such as Google Ads or social media advertising, helps businesses reach a larger, highly targeted audience. By analyzing data and refining ad strategies, companies can improve conversion rates and maximize their return on investment (ROI).



Marketing

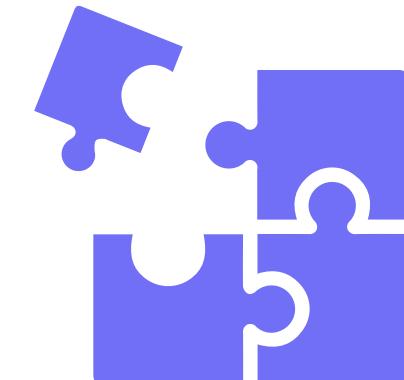
Build and nurture an email list.



Send personalized, valuable content.



Maintain direct communication with your audience.

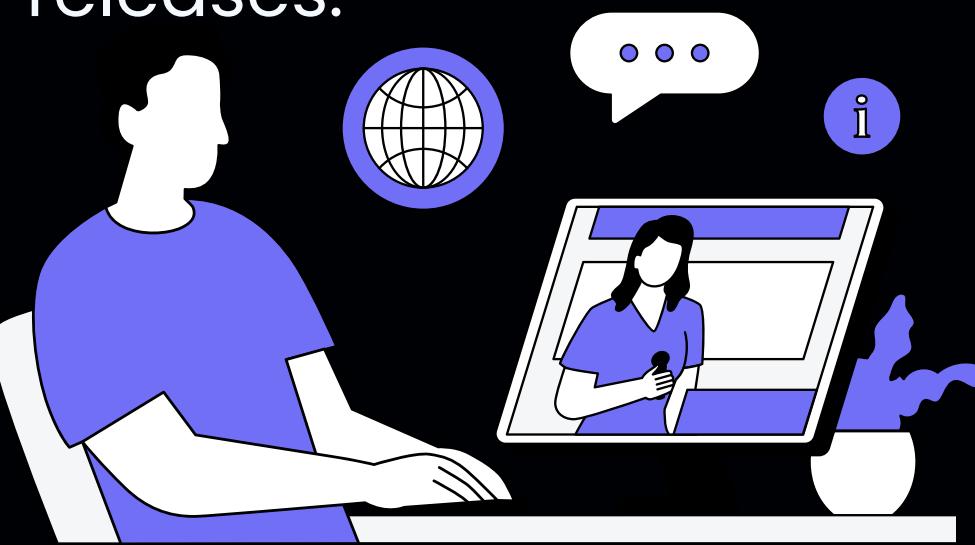


Strengthen customer relationships and brand loyalty.



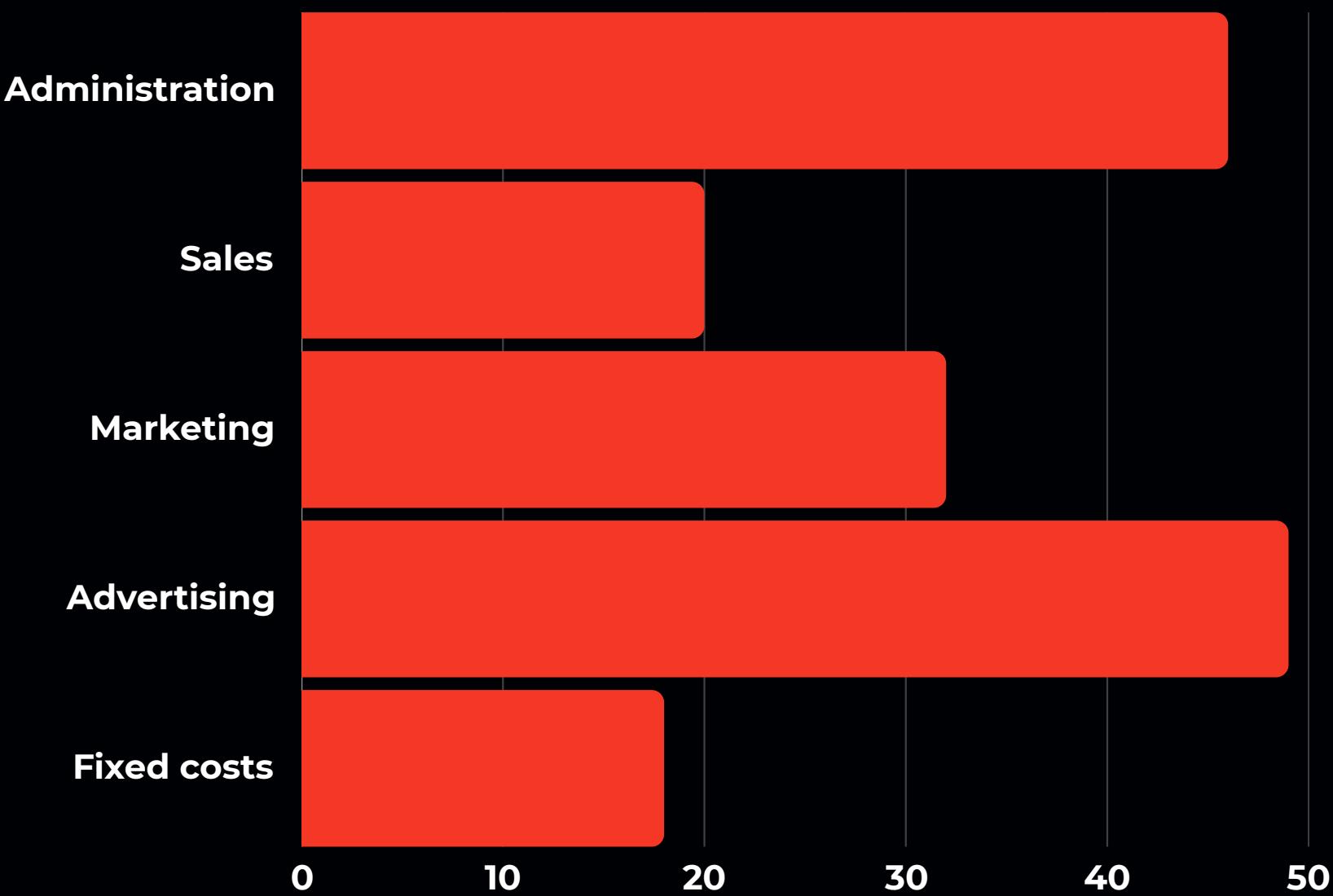
Content Plan

Innovative product features and benefits (e.g., Nutech sheets are non-asbestos and eco-friendly).
Sustainable construction practices.
Customer success stories and testimonials.
Blog posts, infographics, short-form videos, and live Q&A sessions.
Weekly social media posts, monthly blog articles, and bi-monthly video releases.



BUDGET

The graph reflects all the expenses associated with the campaign.



PERFORMANCE INDICATORS

Metrics

Social
photo
network

Long video
social
network

Short video
social
network

Professional
social network

Number of publications

100

100

100

100

Gain followers

1000

1000

1000

1000

Numbers of Like

10000

10000

10000

10000

Number of interactions on posts

10000

10000

10000

10000

Number of conversions

10

10

10

10

Expected Outcomes

Short-Term:

Enhanced brand awareness and digital presence within three months.

20% increase in social media followers and website visits.

Mid-Term:

Greater customer engagement, reflected in a 25% increase in inquiries and downloads of product catalogs.

Steady growth in product sales, targeting a 10-15% rise within six months.

Long-Term:

Turnall establishes itself as a leading innovator in the construction industry, setting benchmarks in sustainability.

