BidWork Business Plan Info

Marketing Plan:

Identify target locations for launch to be the following cities:

Little Rock, Arkansas

Fort Smith, Arkansas

Texarkana, Arkansas

Chicago, Illinois

Dallas, Texas

Memphis, Tennessee

Oklahoma City, Oklahoma

Target Audience – Customers:

Single Mothers

* Ages: 22-38
* Education: Bachelors Degree or Less
* Income: Less than 75,000 household income per year
* Home Owners

Home Owners

* Household income < 85,000 per year

Affiliate Plan:

* For any customers and/or contractors that generate a user to signup
  + 2.5% of all profits generated from the new user during their first 6 months of use will be paid to the user who generated the lead
  + If a lead generates a lead, the Up-line will receive an additional 1.5% of profits for the same 6-month time period
  + All proceeding leads that are generated at levels 3 or > are set at 1% of profits
  + Max depth is 10

Incentives:

* If a user provides us with feedback on our software, UX, UI, product, etc. – we will provide them with 5% off the cost of their next job that they post up to.
* If a user shares us via social media: Twitter, Instagram, Facebook: we will provide them with a 5% discount to be used on their next job posting.
* Only one discount can be used per job – Discounts are only applicable within 180 days.

Testing thru Launch

* Contacting lists of contractors to build up supply of contractors
* Providing early adopting contractors commission free work for the first 6 months from our initial launch date

Customer outreach:

* Bid jobs that I can perform: brake and rotor jobs, yard work, car detailing, tire rotation, oil change, etc.
* Gain customer feedback on their experience, if they’d be willing to share with their friends, etc.

Sponsor events: Bass Tournaments, Mud bogs, Races, car wash, dice runs, etc.

Speak at Industry Events: Homeowners Associations, Mechanic Events, Marine Events, Motorcycle Events, Carpenters, Electrical, Plumbing, etc.

Find Entrepreneur networks to get involved in and participate in community events. Generate awareness of who we are and seek advice on marketing strategies, generating leads, converting customers, etc.

Startup communities that host events. Participate and provide a booth if financially capable.

BLOG BLOG BLOG: Generate a mass produced blog. Write successive and continuous blog posts on anything. Jobs and how they’re to be completed, finding the right contractor, grading contractors, working with customers, etc. Create more landing pages for the website.

Get in touch with industry bloggers and establish relationships for them to Beta test and write about us.

I want 2,500 contractors signed up within the first 5 months

I want 750 jobs completed within the first 3 months

Continuous job completion growth exceeding 12.5%

Dream Team:

When Funded:

A senior engineer who makes Steve Wozneyk look like a joke

A Marketing specialist who is connected through numerous branches

A Sales specialist who would Jordan Belford proud

A designer who would put Picasso to shame

Expansion:

Public Relations

Attorney

Accountant – Scrooge who is bullheaded and requires expense reports from everyone

HR, QA– General wellness of all types of people, policy genius

Marketing Plan:

Social Media:

* Utilizing several Instagram pages that focus on target audience for both contractors and customers
  + Building up mass following with content of interest to audience
  + Utilize content creation from CMO to start advertising interest and feedback generation 4 weeks before beta-launch.
* Utilize blog postings to generate a large following of target customers
  + Same tactics as above
* Gather 100-250 early adopters from ads prior to beta to test product and provide feedback
* Contractors signed up during beta will receive 6 months’ access to jobs free of commission

Gather information about expo’s and conferences nationwide and in launch communities. Determine benefit vs expense and schedule to attend expo’s and conferences.

Gather information about local Homeowners Associations etc. to hand out literature for potential contractors.

Gather contact information for 5,000+ contractors in launch locations: Little Rock, Dallas, Chicago

Create a timeline for when to put plans into motion.

Build a statistics section for admin on website to measure visitors, pages reviewed by visitors before conversion/non-conversion, pages generating the most landings/leads, growth stats for revenue, sign ups, job postings, jobs completed, reviews, and views.