



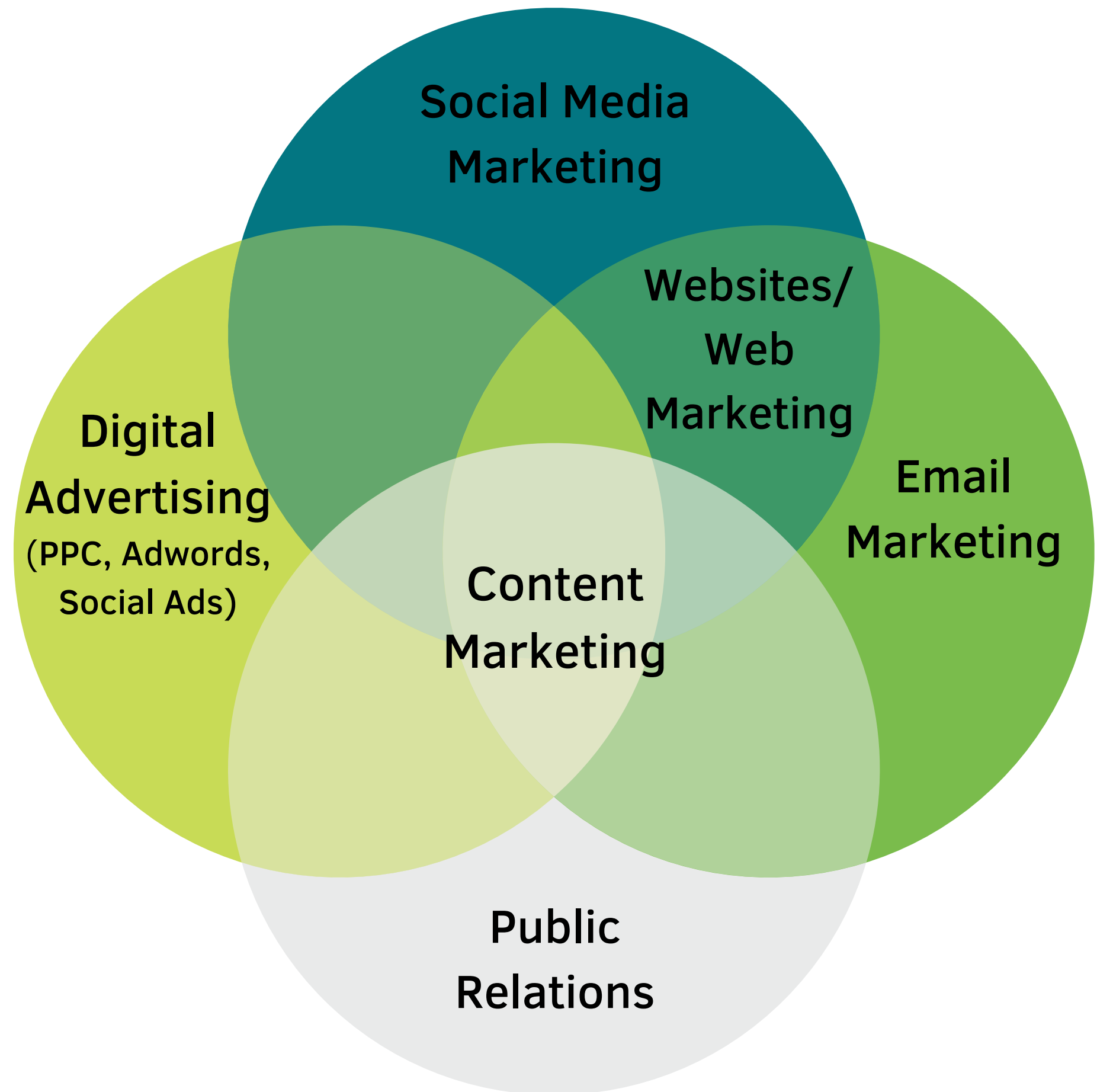
GreenHouse Digital + PR

# Agency Capabilities Overview

Our mission: To bring people together to forge  
**productive** working relationships.

# INTEGRATED STRATEGY

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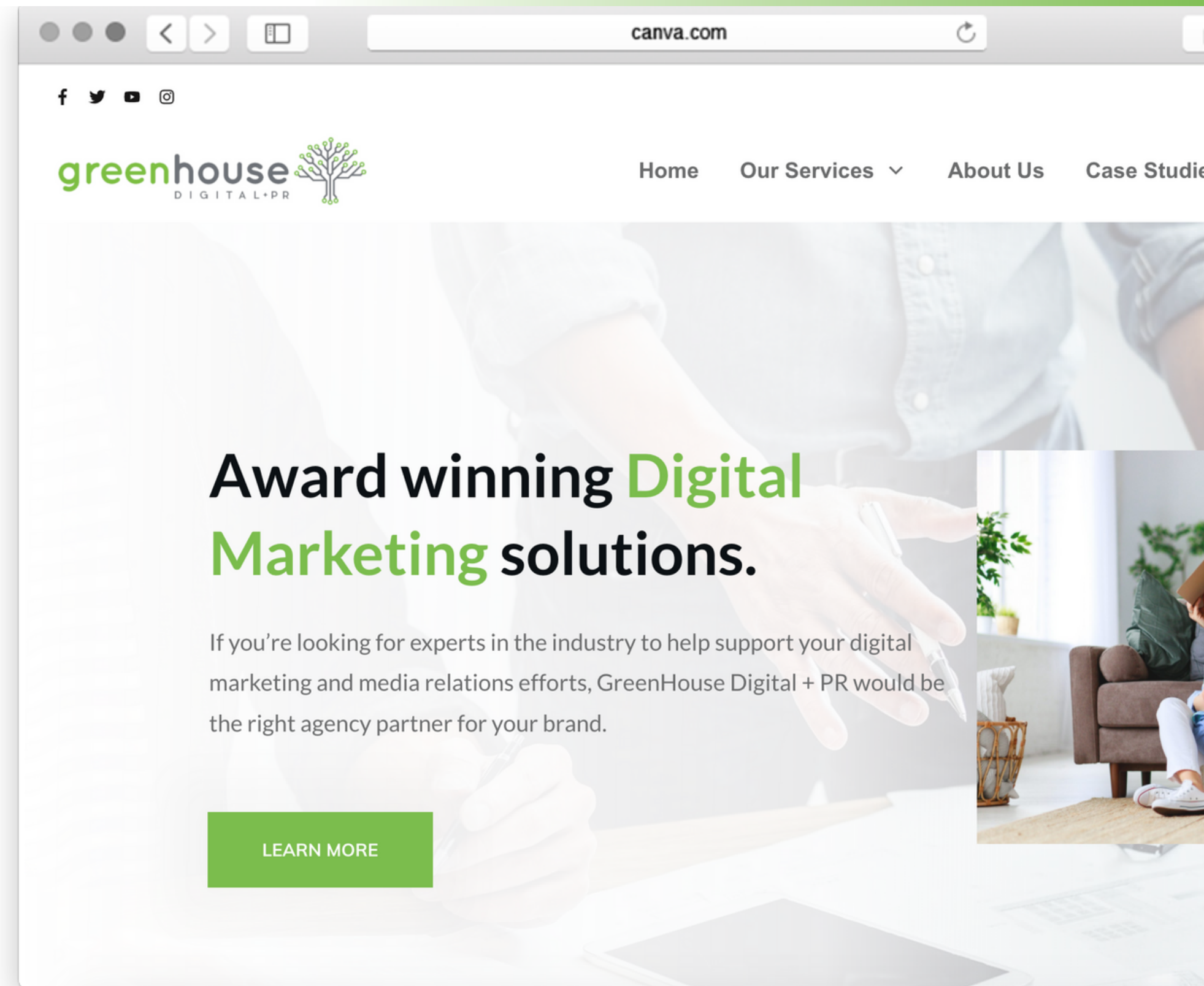
# About Us

**We focus exclusively on building-product brands and trade organizations**

Our Frankfort (Chicago), Illinois-based agency specializes in digital marketing and public relations solutions for the **design and construction industry**. Our clients are typically manufacturers, industry trade groups and related businesses in the B2B, building-products and industrial-products fields.

## Ensuring Growth In 2022 & Beyond

We are a proud, independent shop that emphasizes **close working relationships** with our clients, as well as with the media and other influencers who serve our clients' customers.



# Tried and tested strategies from our team of experts



**JOHN O'REILLY**  
**PRINCIPAL**



**PAYTON MEYERS**  
**SENIOR ACCOUNT**  
**MANAGER**



**MADELYN YOUNG**  
**SENIOR ACCOUNT**  
**MANAGER**



**SHANNON FAZZINI**  
**WEB DEVELOPER**



**CELESTE GOLDEN**  
**FINANCIAL MANAGER**



**LEOCONIE ROBINSON**  
**ACCOUNT MANAGER**



**RILEY JOHNSON**  
**ACCOUNT**  
**COORDINATOR**





# What we do for you



## TARGETED MEDIA RELATIONS

Target, pitch and build relationships with relevant editors, writers and influencers.



## PROACTIVE MEDIA PITCHING

Proactively pitch relevant, monthly editorial-calendar opportunities with ongoing, substantive communications with editors.



## CONTENT MARKETING

Write and distribute product, trend and thought-leadership content to relevant print and online media and influencers, both trade and consumer shelter.





# What we do for you

## TRADE-SHOW MEDIA RELATIONS

Arrange appointments for editors and influencers to tour your booth, see new products first-hand and speak with your product experts.

## VIRTUAL PRODUCT LAUNCHES/EVENTS

We are proud to offer virtual events and live streaming services. From planning to event execution, our team provides the support to ensure your event runs successfully.

## ANALYZE AND REPORT

Detailed reports on all print and online mentions of the brand, its people or its products. Then execute the most effective opportunities based on those results.





# What we do for you



## DIGITAL ADVERTISING

Digital campaign strategy and development including management of all digital channels including email marketing platforms, websites, video and social media platforms.



## DIGITAL CONTENT CREATION

Produce email content, social media graphics, brochures, sell sheets, product/trend guides, video, infographics etc.



## EMAIL MARKETING

Develop email campaigns to educate audiences, raise awareness of new products/company news, grow contact lists, and nurture leads through the marketing funnel.



## ANALYZE AND REPORT

Report and analyze social media, SEM, email marketing results. Then provide suggestions/feedback for campaign improvement.



# PR + Media Relations Strategies



**Proven** track record in public relations.

Drive brand awareness, interest, preference and, ultimately, sales through sustained engagement, education and a blend of earned and paid content. Our agency serves as the client's PR representative to national and regional trade and consumer media, print and digital.





## **MANAGING MEDIA + INFLUENCER RELATIONS**

Identify and target key trade, business, and general-interest media, as well as any key influencers

## **PROACTIVE TARGETING + OUTREACH, EDITORIAL FULFILLMENT**

Drive awareness of your brand and its market leadership with proactive media pitching, capitalizing fully on publicity opportunities, while always meeting editorial requests promptly

## **STRATEGY + PLANNING**

Assess media opportunities as they arise and their fit with client goals

# Trade Show Media Relations Support

Attract journalists to  
educate them on new  
offerings and applications.



## PRE-SHOW

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- Develop targeted media lists
- Distribute e-invitations to media registrants
- Arrange one-on-one media appointments

## POST-SHOW

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- Follow up with media by fulfilling requests, pitching new ideas
- Develop written report for the client on booth visits, documenting media comments and upcoming opportunities

## ON THE SHOW FLOOR

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- Conduct booth tours with editors
- Connect editors with product experts to deepen relationships
- Uncover present and future opportunities to contribute content





# Media Tours: In-Person + Virtual



## Take your story to the editors.

Media tours are designed to launch and deepen relationships with news media, as well as generate coverage. This is the ultimate way to deepen relationships with publications in a more relaxed, friendly and focused setting (than a typical trade show).





## CONCEPT

- Meet with key national trade magazine editors at their offices or online
- Introduce members of your team to the editors
- Launch/present your products, their features and benefits

## RATIONALE

- Build relationships with relevant publications
- Uncover opportunities to contribute content in the future

## TYPICAL OUTCOMES

- Six to eight, 60- to 90-minute meetings over the course of three days with key editors on in-person sessions or post-presentation on virtual gatherings



# MEDIA TARGETS

Extensive research is always the first step in our marketing strategy process. Pinpointing your targeted customers and their major pain points is critical to defining an effective selling strategy for your products.

Here are just a few of the many media outlets we target...

CONTRACTORS

DESIGNERS

BUILDING  
TEAMS

DISTRIBUTORS

CONSUMERS

**PRO**REMODELER  
PROFESSIONAL REMODELER

**kitchen  
& bath** DESIGN  
NEWS

**WHOLE**SALER  
News of Plumbing • Heating • Cooling • Industrial Piping Distribution

**Builder**

**CONTRACTOR**

**hospitality**design

Official Publication of the American Supply Association  
**SUPPLY**HOUSE  
TIMES

**INTERIOR  
DESIGN**

**PHCP** **PROS**  
YOUR PROFESSIONAL PLUMBING, HEATING, COOLING & PIPING COMMUNITY

**KBB** THE OFFICIAL  
PUBLICATION OF  
**NKA + KBS**

*Beautiful*  
**KITCHENS  
& BATHS**  
30 YEARS OF INSPIRATION

**design****NJ**  
NEW JERSEY'S HOME & DESIGN MAGAZINE

# CONTENT DEVELOPMENT

## PRESS RELEASES

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- **Concept**
  - Short, 250- to 500-word announcements
  - Typically target 100 to 200 trade media outlets, depending on the topic
  - Subjects: Company news or major product launches
- **Rationale**
  - Contributes to an overall brand story
- **Outcomes**
  - Online, e-newsletter + print placements from leading trade publications
  - Ongoing, repeat use for pitching monthly editorial calendar opportunities

## CASE STUDIES

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- **Concept**
  - 750- to 1,500-word profiles of successful installations
  - Optional: 3-to-5 minute video of application, installation, job-site interviews
  - Story strategy: Problem | Solution | Payoff, featuring your customers, specifiers and other influencers in visually appealing applications
- **Rationale**
  - Highlight the brand's unique value, benefits, customer support
  - Agency pitches ideas/articles/images to media, including those who prefer to write their own stories
- **Outcomes:** Minimum of one major feature placement per case study



# CONTENT DEVELOPMENT

## FEATURE ARTICLES

- Concept
  - Address topics relevant to the readers of industry trade/ consumer shelter publications
  - Describe practical, cost-effective solutions to their problems
  - Make the implied, if not explicit, connection that your brand can be part of those solutions
- Rationale
  - Editors are wide open to such non-branded contributions, which they lack the resources and expertise to develop on their own
- Outcomes
  - Opportunities are proliferating, as editors recognize the practical value of the manufacturer's expertise and point of view

## Examples of client publicity



# Digital Marketing

**YOUR DIGITAL FOOTPRINT  
IS MORE THAN YOUR  
WEBSITE.**

Create digital marketing campaigns across Google (Pay per Click) and social media (Instagram, Facebook, LinkedIn, Pinterest advertising) to increase brand awareness, increase website traffic, help drive awareness/engagement/sales/app downloads, and bring your targeted audience through the buyer's funnel.

**AUDIENCE RESEARCH**

**DIGITAL MARKETING  
AUDIT**

**COMPETITIVE ANALYSIS**

**BEST PRACTICES AD  
GUIDE**

**CAMPAIGN STRATEGY**

**CAMPAIGN  
MANAGEMENT**

**A/B TESTING &  
OPTIMIZATION**

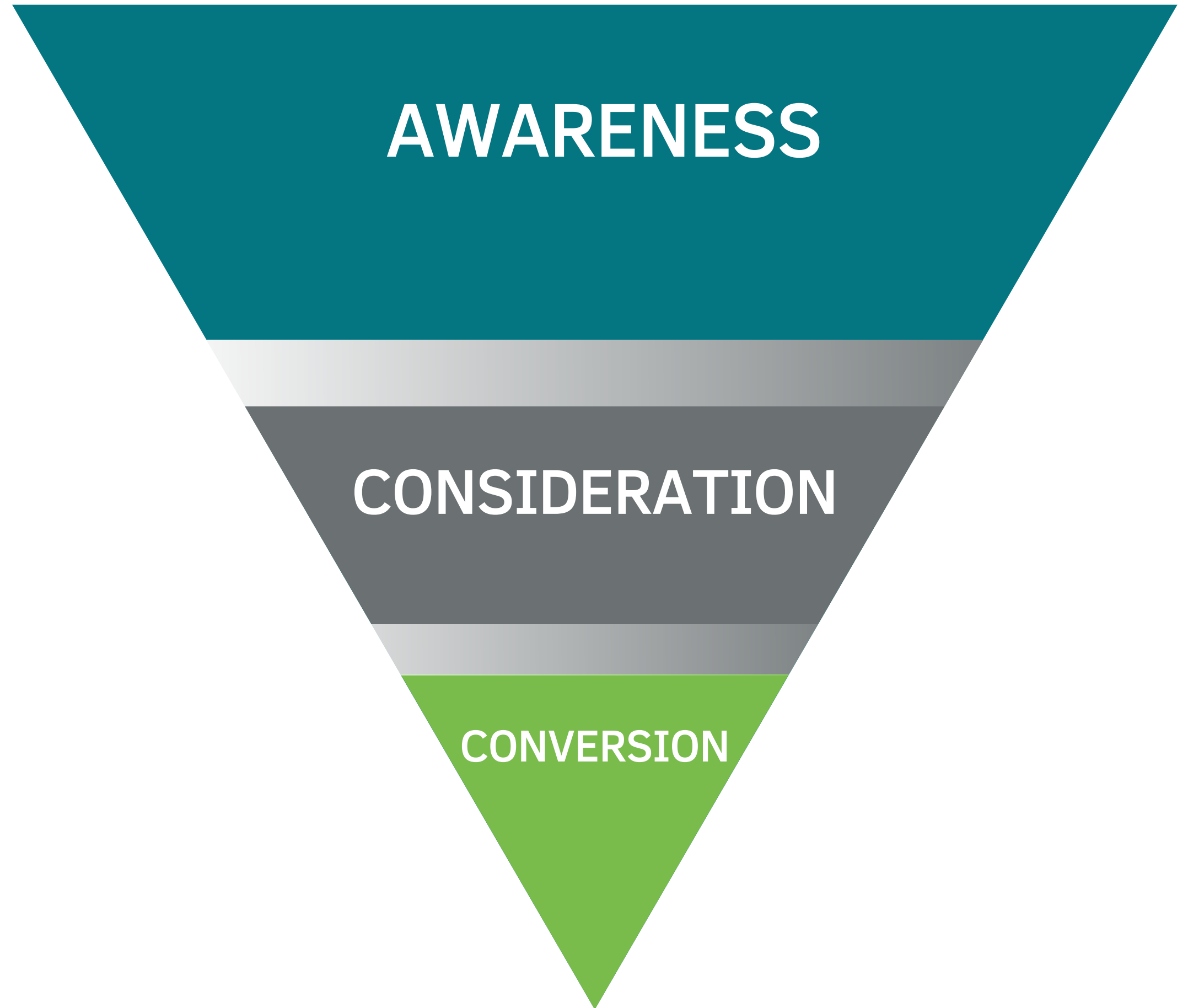
**CAMPAIGN REPORTING**





# FUNNEL APPROACH

Our ad campaigns follow a strategic model that represents the entire buying journey of your personas, from the moment they first encounter your brand until the time they become customers





## DIGITAL STRATEGIES ALWAYS BEGIN WITH RESEARCH

Extensive audience research is the first step in our marketing strategy process. Understanding your target customers and their unique pain points is critical to defining an effective strategy for selling your products to them

CLIENT  
DISCOVERY  
CALL OR  
QUESTIONNAIRE

FURTHER IN-  
DEPTH  
RESEARCH INTO  
SPECIFIC NICHE  
MARKETS AND  
DECISION-  
MAKERS.

CREATION OF  
BUYER  
PERSONAS

- Discovery questionnaire and call to determine key decision-makers client has identified from experience.
- Client understanding of brand needs and pain points.

- Customer Avatars
- Quantifying what matters to each decision-maker.




# Buyer Persona Profile

## What do buyer personas do?

- Distinguish between target markets and different levels of buyers
  - What demographic info is most relevant to each type of buyer
- Identify buyer pain points
- Establishes what content buyers need in the discovery phase
- Determines where buyers look for information

CUSTOMER AVATAR

Agency



GOALS AND VALUES

Goals

\_\_\_\_\_ wants to:

✓

✓

✓

Values

\_\_\_\_\_ is committed to:

✓

✓

✓

DEMOGRAPHIC INFORMATION

Age:

Gender:

Marital Status:

Age of Children:

Location:

Quote:

Occupation:

Job Title:

Annual Income:

Level of Education:

Other:

SOURCES OF INFORMATION

Books:

Magazines:

Blogs/Websites:

Conferences:

Gurus:

Other:

CHALLENGES & PAIN POINTS

Challenges

\_\_\_\_\_ is challenged with:

✓

✓

✓

Pain points

\_\_\_\_\_ pain points are:

✓

✓

CHALLENGES & PAIN POINTS

Objections to the sale

✓

✓

Role in the Purchase Process

# Organic SEO + Content Marketing

01

## KEYWORD RESEARCH

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As part of Search Engine Marketing: Extensive 10-day research effort to create targeted keyword topics that match the decision-maker's intent behind a search; i.e., how customers will search for your brand...

Tools:

- Google Keyword Planner
- SEMRush / Moz
- Manual Research

02

## ON-SITE & TECHNICAL SEO OPTIMIZATION

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- Meta descriptions
- Headline/Title tags
- Proper image formatting and labeling
- URLs
- Identify crawl errors
- Mobile-friendly website
- Backlinks
- Loading speed
- etc...

03

## CONTENT MIX

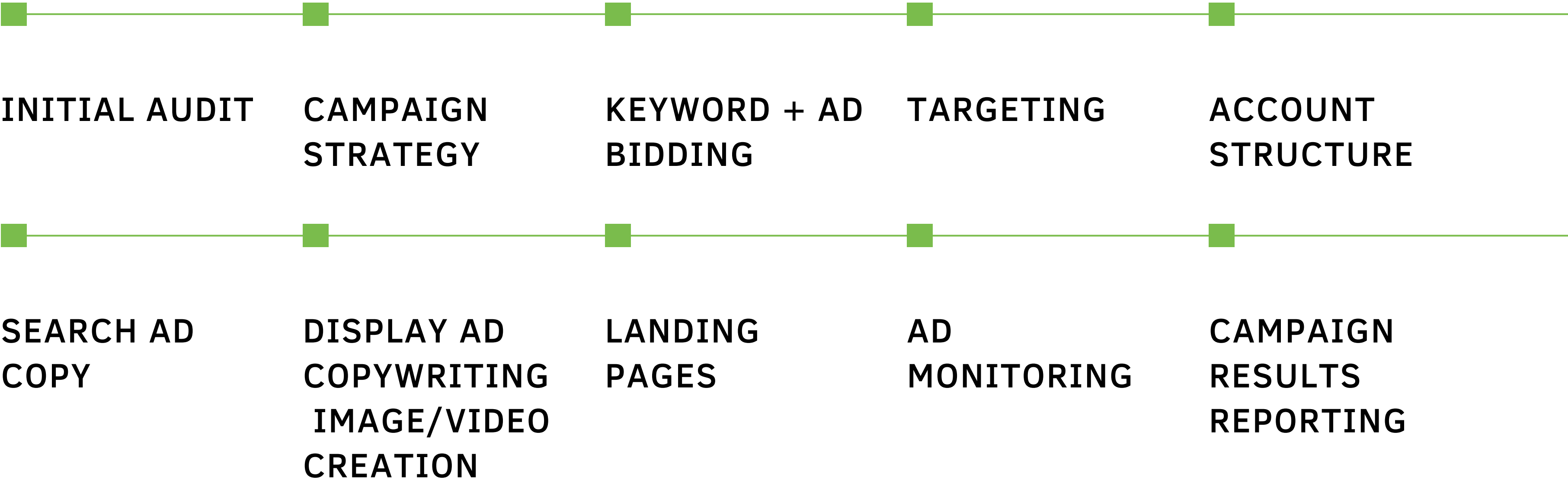
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- Graphics
- Blogs & Trend Guides
- Whitepapers/eBooks
  - Lead Generation
- Videos
- News Releases and Feature Articles
  - Media and Influencer Relations



# Search Engine Marketing

BUILD WEBSITE TRAFFIC AND VISIBILITY FOR YOUR BRAND AND PRODUCT/SERVICE OFFERINGS VIA SEARCH ENGINES THROUGH PAID SEARCH





# Email Marketing

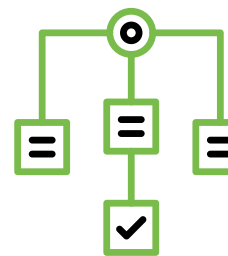
Develop and grow client customer contact list and help nurture leads through the buyer's funnel with email marketing strategy, including lead-generation campaigns and website-lead capture.



## eMail Marketing Strategy



Creation of email blast artwork, including copywriting and copyediting, layout and design, execution of mailing.



## eMail Marketing Automation/Workflows



Growth, development and management of Hubspot (or preferred CRM) contact database.



## Campaign results reporting





## Trade + Consumer Media Advertising

GreenHouse serves as your ongoing liaison with media outlets to ensure that the correct venues are selected to reach targeted audiences; that the required, correctly sized print or digital materials arrive on time to meet deadlines; and that other, ancillary marketing opportunities are fully explored in pursuit of your business and marketing goals.

### ADVERTISING PROPOSAL

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Research various media outlets, their audiences, general advertising rates and special value-added offers and potential editorial placements with the goal of making recommendations (media outlets, advertising frequency, critical issues) toward a year-long advertising schedule.

### ADVERTISING SCHEDULE IMPLEMENTATION

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Execute the client-approved advertising schedule. Includes additional communications with recommended media outlets, preparation of insertion orders, implementation of special offers, further rate negotiations, and ongoing consultation with the client. Agency fee would ultimately depend on the size of the schedule.

### ADVERTISING SCHEDULE

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Create a year-long advertising schedule — print, digital ads and eblasts, etc. — based on client input and subject to client review and approval. Includes additional communications with recommended media outlets and further rate negotiations.



# Website Development + Consultation

Entice your audience  
with a stunning website







# Fully optimized, mobile-first website

- UI/UX Design
- On-Site and Technical SEO
- Chat Bots
- Lead Capture and Conversion
- Landing Pages and Microsites
- Easy Navigation
- Responsive Design
- Fast Load Times
- Web Content Development (graphics, photography, video, copywriting)

If a fully optimized website already exists, we provide support through consultation.

# Success Metrics

The calculation process GreenHouse Digital + PR uses to determine **Return on Investment (ROI)** involves several metrics.

Reliable data pertaining to ROI is collected and used for up to two years for these calculations.

Our process includes determining Cost Per Lead/Download and ROI, as well as measuring **non-sales KPIs (Key Performance Indicators.)**







# Non-Sales KPIs Explained

Non-sales KPIs help determine the effectiveness of digital advertising in situations where there is (1) no e-commerce business; or (2) no website to track instant sales results.

For example, increased web traffic indicates that the particular message or call-to-action (CTA) of an ad was enticing enough to encourage your target audience to seek further information.

Similarly, an ad prompting the download of additional materials, such as a sales guide or a whitepaper, not only can show us what information your audience seeks, but it can also be used as a lead magnet throughout various stages of the sales funnel.

# KEY PERFORMANCE INDICATORS

## Awareness (Top of Funnel)

- Ad Recall Lift
- Reach
- Impressions
- Video Views

## Consideration (Middle of Funnel)

- Link Clicks
- Engagement Rate
- Lead Generation
- View Content/Interest Conversions

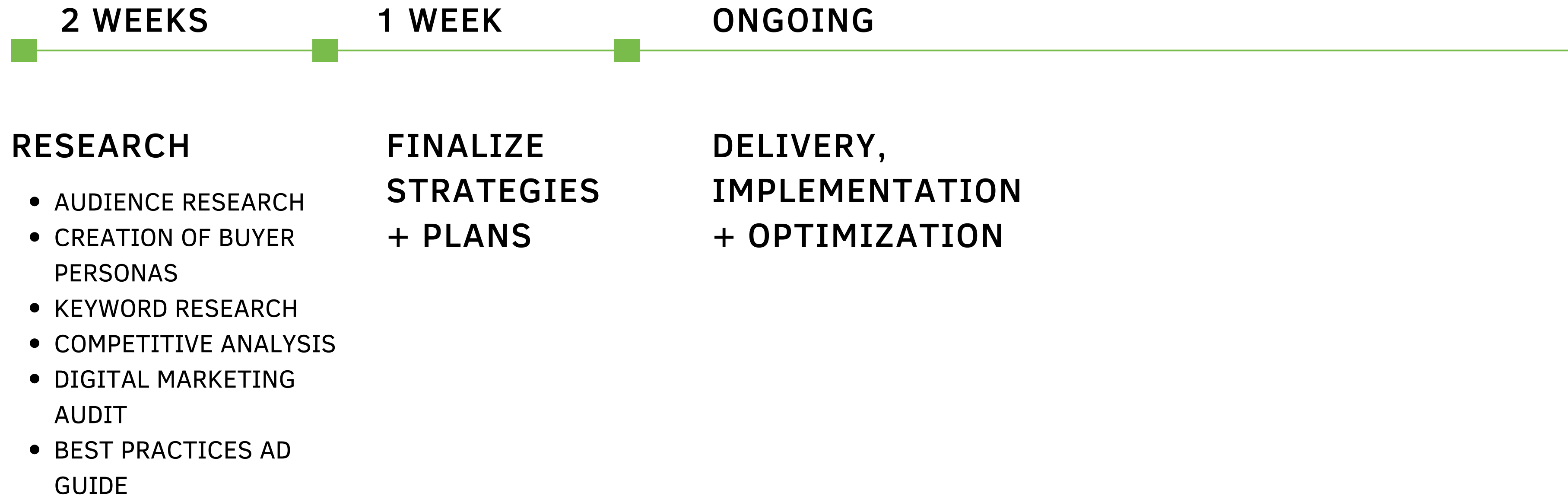
## Conversion (Bottom of Funnel)

- Inbound Leads
- Social Media Metrics Growth
- Unique And Returning Visitors
- Time Spent On Page





# Digital Process Timeline





# CASE STUDY: Virtual Product Launch



## PROBLEM

GreenHouse Digital + PR was asked to manage a virtual product-launch media event for a linear and center-point drain manufacturer. Traditionally, GreenHouse Digital + PR would recommend a media tour or trade show media relations to support a new product launch. But the COVID-19 pandemic hit and in-person trade shows and media tours were no longer an option. The client decided to move forward with transitioning the live experience to a virtual one. GreenHouse Digital + PR had three months to help plan the event and bring it to life in a virtual environment.





## OVERALL GOAL

Launch the client's new product lines through targeted consumer design and shelter media, as well as relevant building-product trade magazines and communicate the new product's unique selling proposition.

## SOLUTION

GreenHouse Digital + PR suggested a webinar format to ensure smooth event execution. Mix of live and pre-recorded footage. The virtual media event also included one-on-one interviews with key trade media via Zoom Meetings. These half-hour conversations took place after the webinar presentation.



## RESULTS

In their first-ever virtual product launch and within a niche media environment, our client was able to generate 26 media registrations and, subsequently, engage 19 key trade media editors with a 45-minute, online presentation.

Among the attending media outlets were editors and freelance writers from: Architectural Digest, Architectural Record, BNP Media, Building Design & Construction, Connecticut Cottages & Gardens, Contractor, Design New Jersey, Interior Design Magazine, Kitchen & Bath Business, PRODUCTS for Residential Construction Professional Builder, among others.

Read full case study [here](#).



# CASE STUDY: Search Engine Advertising)



## PROBLEM

A pump manufacturer needed a new Google and Bing ad strategy after noticing lower website traffic and inquiries with rising ad costs.

## OVERALL GOAL

- Decrease cost per click
- Determine the most meaningful conversions while increasing the overall conversion rate
- Re-evaluate current ad strategy and determine the most effective course of action for continuing to market to a targeted audience
- Create a more effective keyword strategy

Before beginning any work or suggesting a new advertising strategy, GreenHouse performed a thorough audit of current efforts by the client.



## SOLUTION

The digital marketing team used a variety of keyword and SEO tools to analyze over 300 existing keywords, eight ad campaigns and 80 ad groups. Upon reviewing each campaign and corresponding keywords, GreenHouse determined the best and most effective strategy was to segment each campaign by product application instead of the previous set-up, which focused on segmenting based on branded keywords and product type.





pay per click

## RESULTS

After launching the new display and search ad campaigns, the client quickly noticed an increase in website traffic, product inquiries, and other conversion metrics. Most importantly, the cost per result drastically decreased.

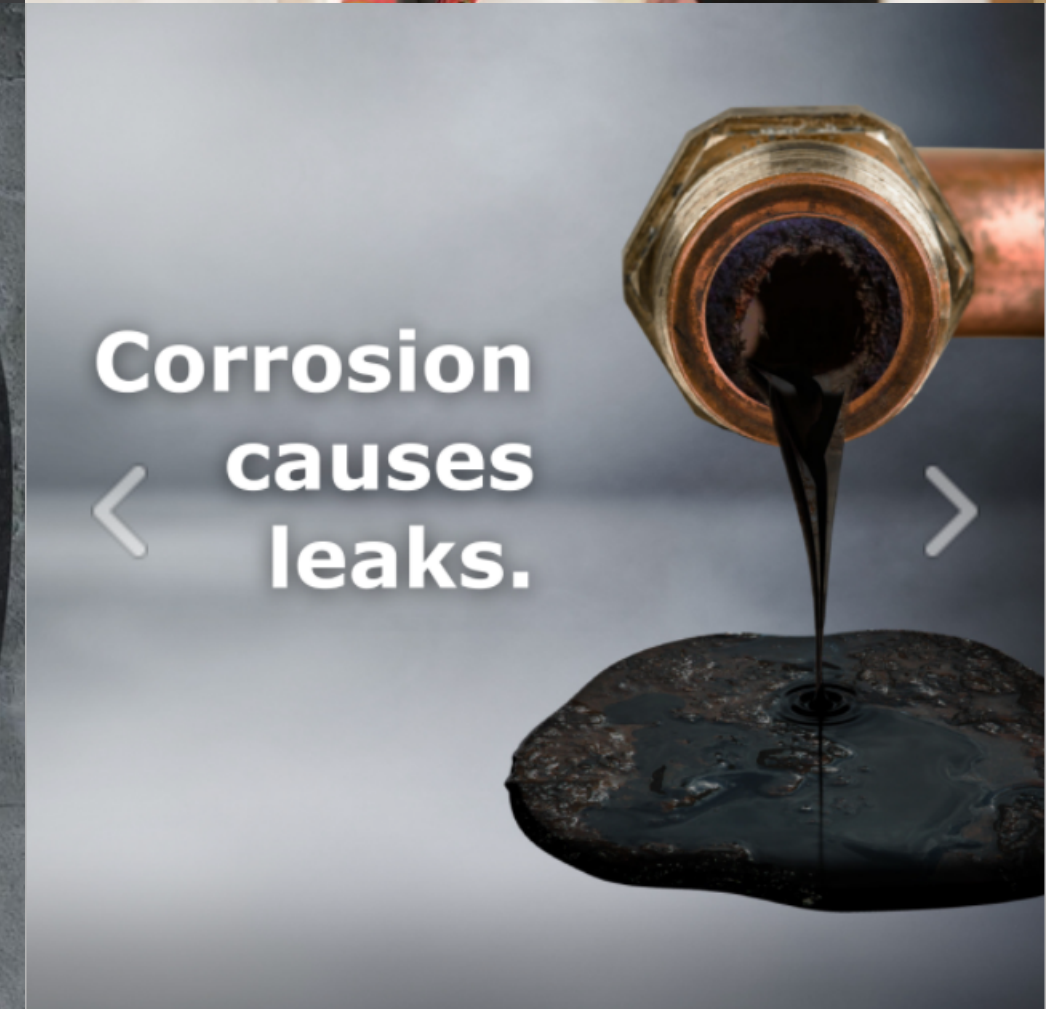
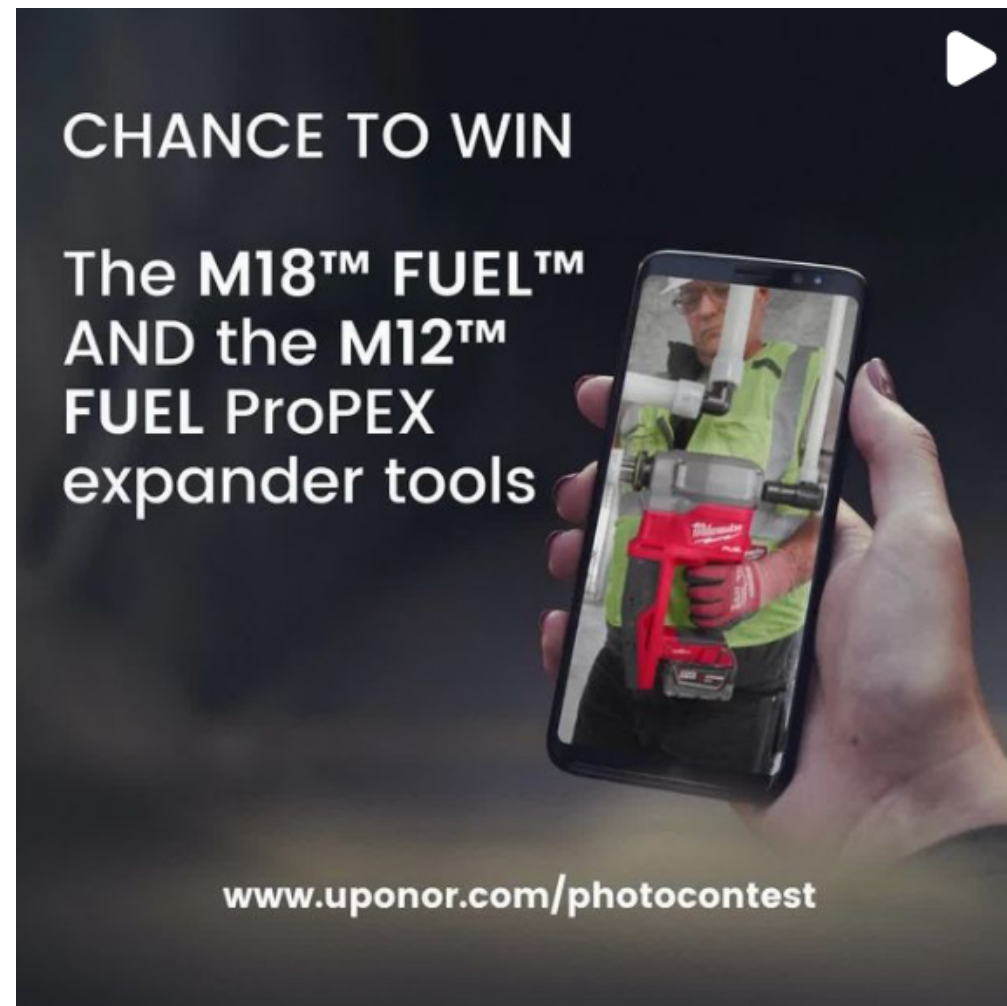
Additional achieved results: Average quality score of 9, 90%+ optimization score for each campaign, Lower cost conversion,  
Average click through rate of 8%.

Read full case study [here](#).





## Examples of recent campaigns





# Next Steps

If you're looking for experts in the industry to help support your digital marketing and media relations efforts, GreenHouse Digital + PR could be the right agency partner for your brand.

- In-person meeting or conference call to discuss proposal specifics; answer questions; adjust and finalize this proposal
- Review, discuss and approve the resulting Scope Of Work
- Discuss terms of agreement, as necessary
- Initial payment, if applicable
- Program launch



# Contact Us

We'd love to talk about all things marketing.

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