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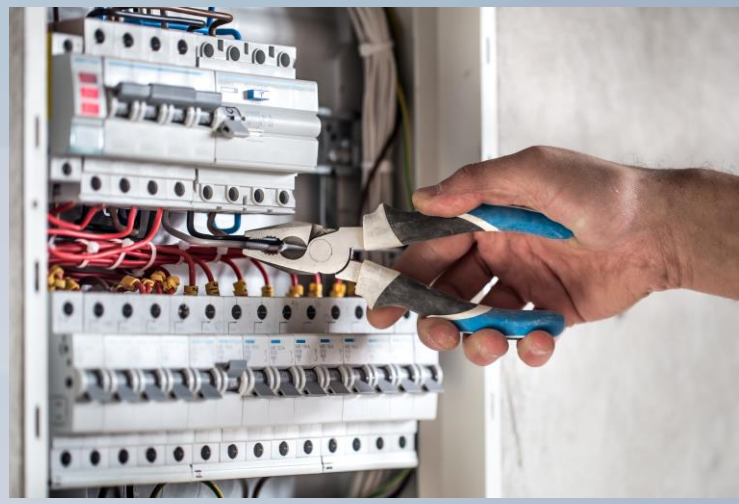


Communication Day

Friday 21 June 2024

Rydges Hotel

Wellington







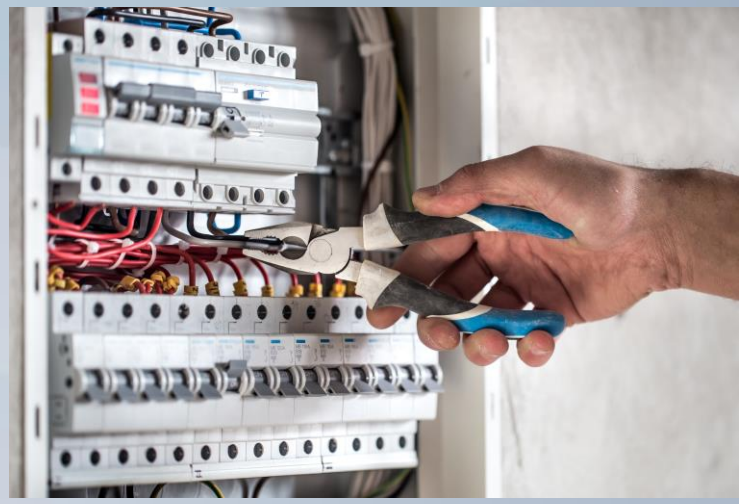


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Marketing Update

Introducing Kaydi O'Connor



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Marketing Update

We made some changes this year with how we implement Google Adwords



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Marketing Update

We made some changes this year with how we implement Google Adwords

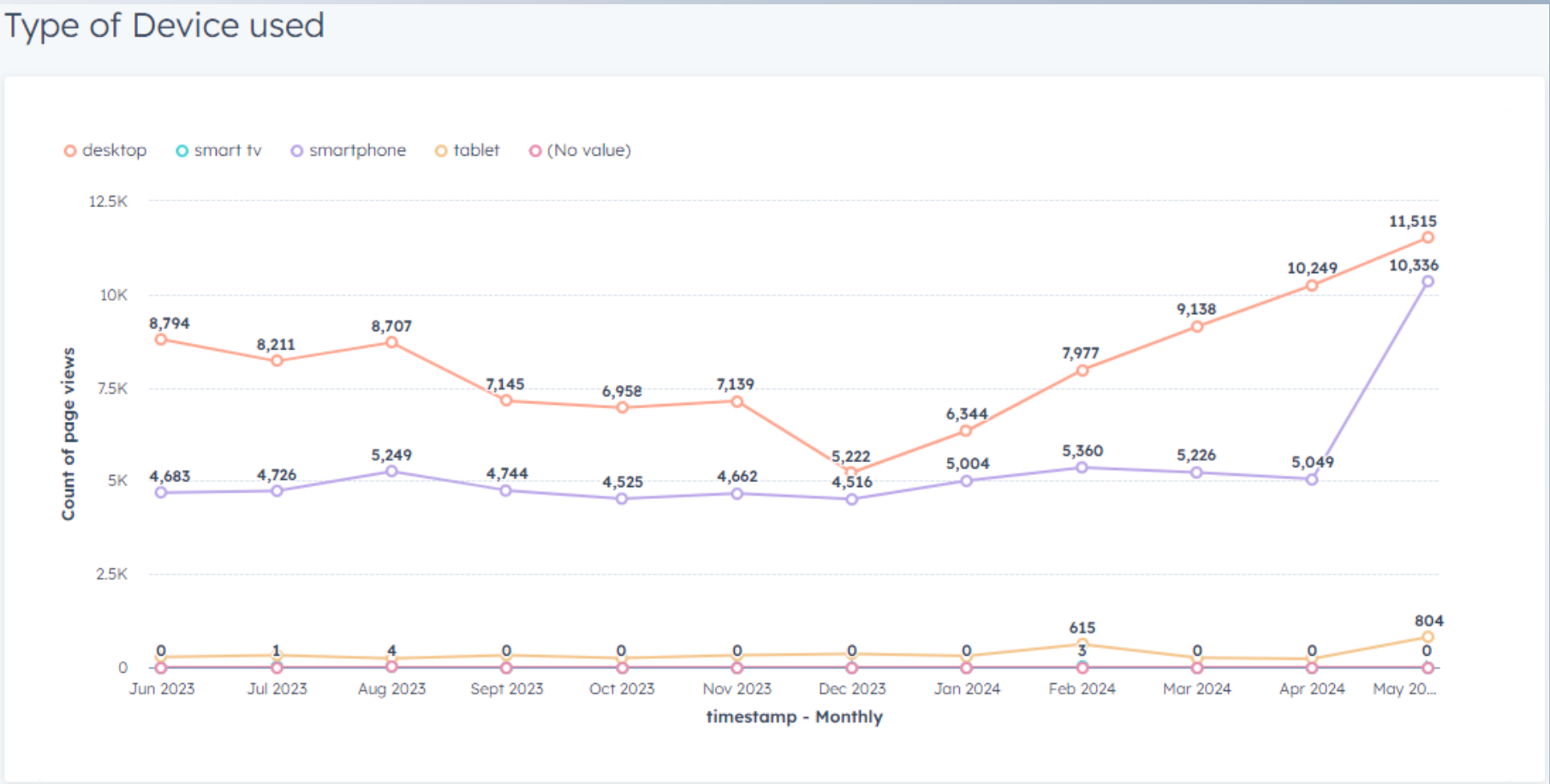


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Marketing Update

We made some changes this year with how we implement Google Adwords

Type of Device used



Mastercraft Electrical

May 2024 Summary - Social & Search Ads

All Traffic			
177 Total Website Visitors 50% Paid Search; 13% Paid Social; 31% Organic & Direct Traffic **+13% MOM**	51 Electr. Reno Guide Requests 8 Contact Forms Submitted 1 Licensee Enquiry	$479 Total Ad Spend $99 Social; $380 Search	41,310 Ad Impressions* 31,477 Social; 9,833 Search
Paid Search			
439 Clicks CTR 4.46%	3 Contact Forms Submitted	Licensee Opportunity Campaign 122 Clicks; CTR 2.39%	Highest CTR (80%) MCE Whangaparaoa Most Clicks (81) MCE Canterbury
Paid Social			
10,872 Social Ads Reach	439 Clicks; 56c per click CTR 0.56%	21 Post Reactions, 5 Post Comments, 4 Post Saves, 2 Post Shares	

* amount of times our ads shown on screen

NEW Google ads started 7 May 2024.







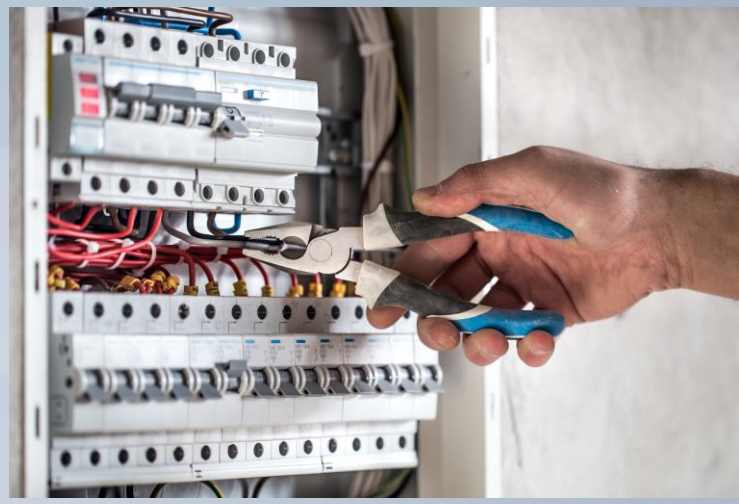
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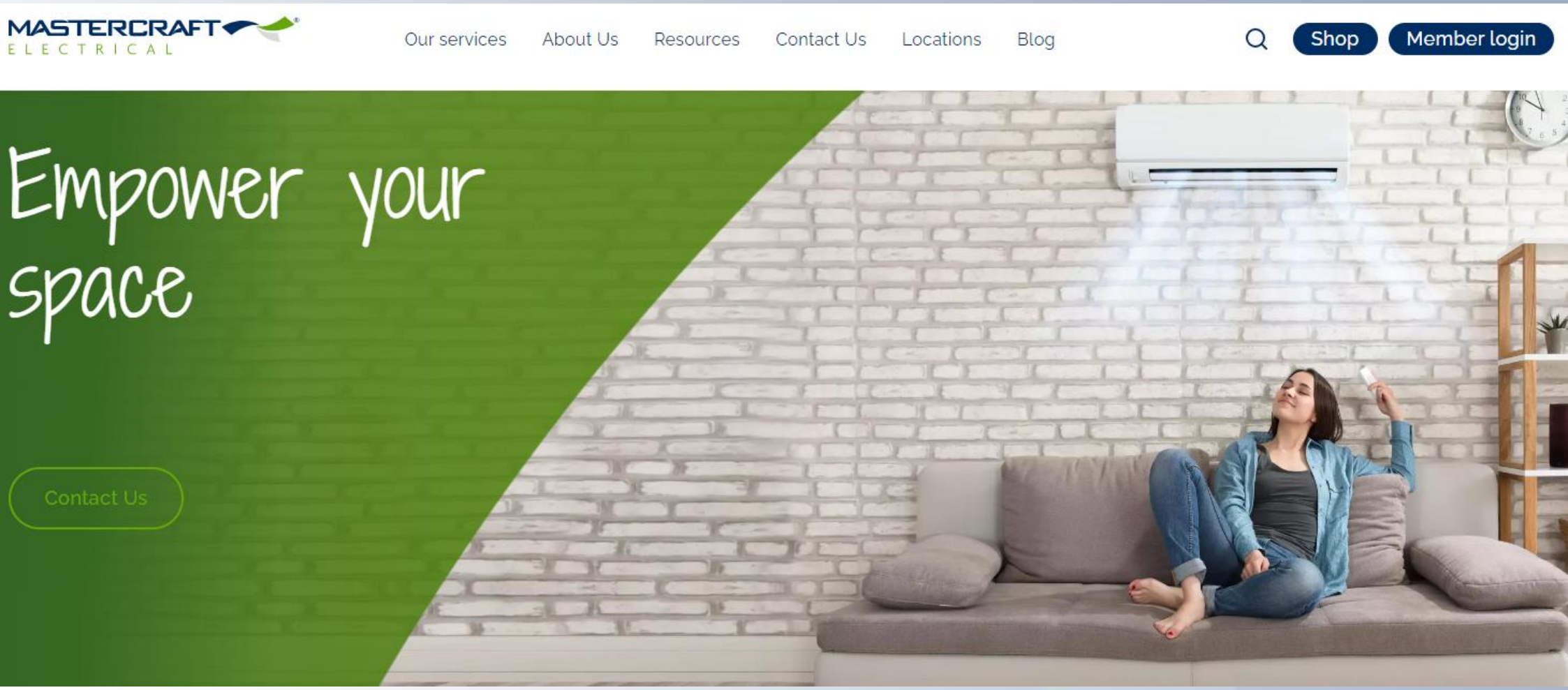
Nexus

Luke Boustridge

NEXUS ELECTRICAL



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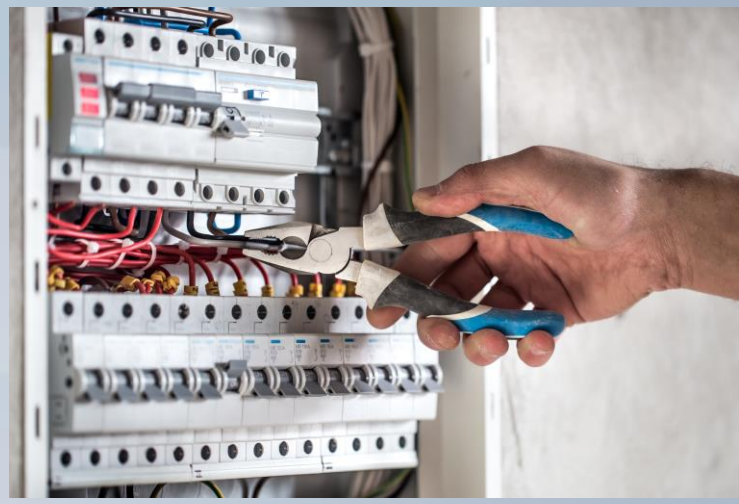
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SEANZ

Brendan Winitana

Chair and CEO SEANZ







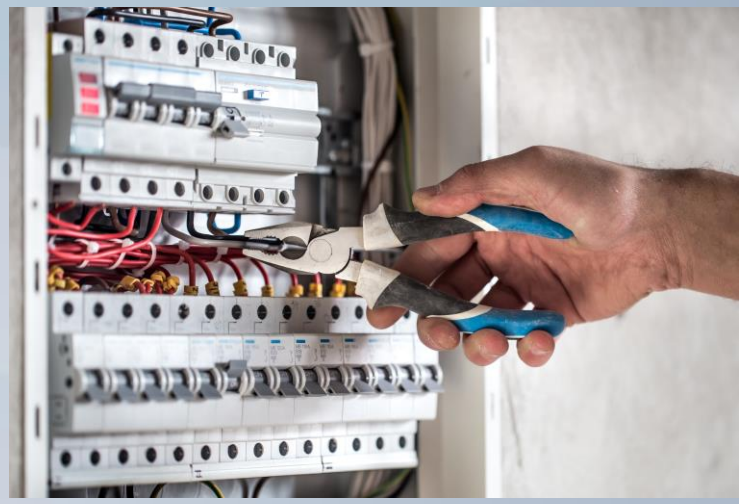


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Group Discussion

What are we doing to combat the dropping of recession-related workloads?







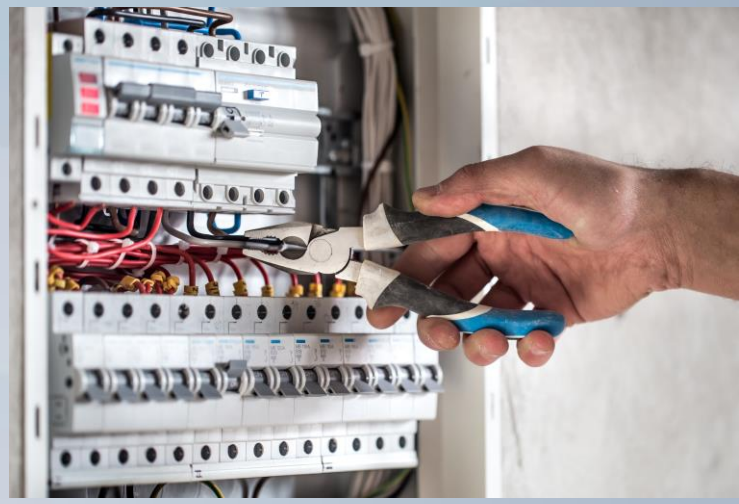


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HazardCo

Kieran Cripps



MASTERCRAFT KITCHENS

Upcoming events

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Communication Day

Friday 18 October 2024

Auckland



Annual Conference

Tue 11 – Thu 13 March 2025

Adelaide

MASTERCRAFT KITCHENS

Bar Open

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