





MASTERCRAFT KITCHENS



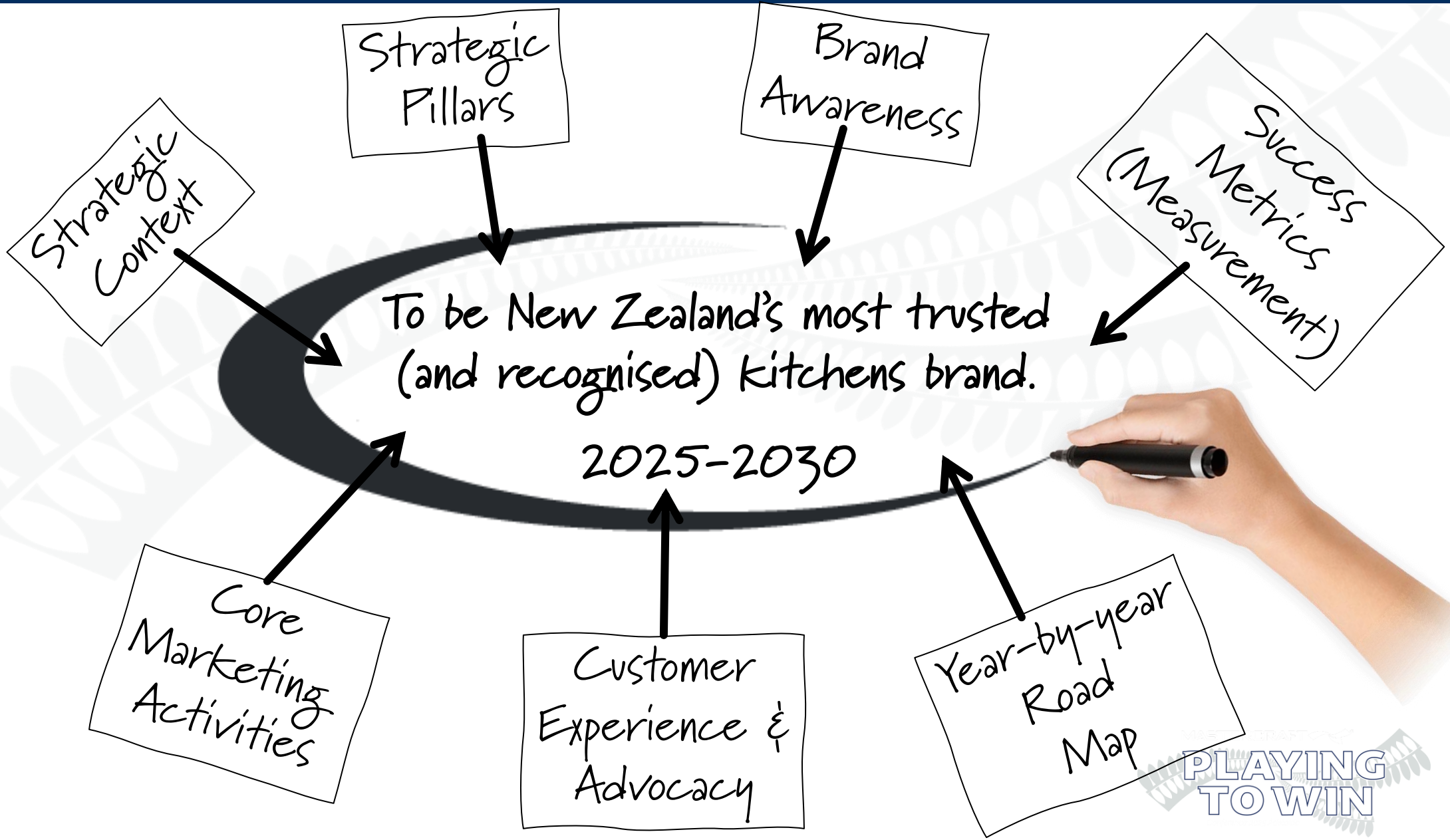
MCK Marketing

Five Year Strategic Plan



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Five Year Strategic Plan



Five Year Strategic Plan

Strategic Context



Brand awareness (2025 baseline survey

Unprompted	Prompted
4%	**52%**

Strong prompted awareness, weak spontaneous recall
→ brand not top-of-mind

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Five Year Strategic Plan

Strategic Context

Budget: Limited – must prioritise ROI-driven activity.

Trends: Rise of AI-driven search → need for **SEO, SEM, and GEO** as a three-part search strategy.

Positioning: National credibility with local authenticity

Organising Campaign Ideas:

Why Choose Mastercraft Kitchens

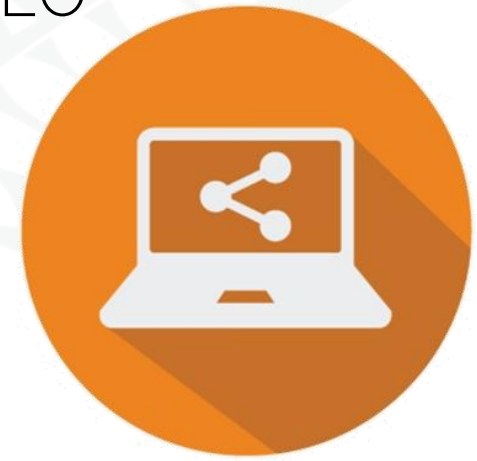
Think National, Be Local

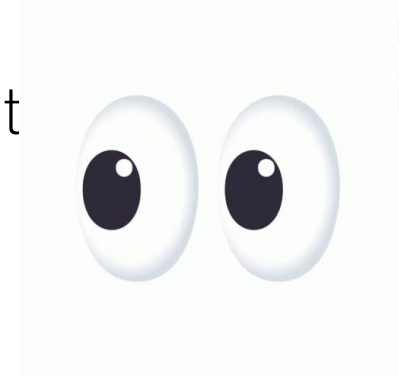
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Strategic Pillars

Demand Generation	Brand Awareness	Customer Advocacy
SEO	TVNZ+	Look Book
SEM	Social Media	Photography
GEO	Print	Renovation Guide
	PR	Cookbook
	Philanthropy	Reviews
	Brand Standards	Customer experience







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Core Marketing Activities

Demand Generation

SEO: Continuous! Top three is the target. National + Geo-specific. Kitchen related search keywords

SEM: (Paid search) – Throwing the bait at people looking for our hook

- Always-on paid campaigns nationally and locally.
- AI-driven bid optimisation phased in from 2026.
- Target intent-driven search terms ("kitchen designer near me," "kitchen renovation NZ").

SEMRUSH

GEO: (Generative Engine Optimisation)

- Create authoritative, AI-friendly content to surface in generative engine results. (For example, Trends Property Podcast video and transcript, and other similar educational content)
- Long-form FAQs, conversational copy, structured schema markup*.
- Build topical authority around design, renovation, cost, and trends.

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Core Marketing Activities

Demand Generation

Local Licensee Pages: Regular auditing, Google review feed integration, and specific localised content.

Automated Google Review Prompts: Launch 2025 via HubSpot (post-guarantee registration).



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Core Marketing Activities

Brand Awareness

6-month alternating campaigns reaching ~250k monthly views

for high-intent design inspiration audiences. Provides excellent content and reciprocal links

By 2025, organic reach is limited; ROI from social is strongest in visual storytelling and brand reinforcement rather than lead generation.
Continuously review alternative/new platforms and target market behaviours to keep aligned, eg TikTok, Reddit, Threads.
Implement where there is alignment..

Continued support of TFS which reviewed positively in the brand awareness survey, however, increased PR activity required to leverage this.

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Core Marketing Activities

Brand Awareness



Redefine a set of compulsory brand standards and hold licensees to account for compliance when representing the Mastercraft Kitchens Brand

TAKE YOUR BUSINESS TO THE STREET!

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Year by Year Roadmap

2025

FOUNDATION & GEO EXPLORATION

- Launch automated Google review prompts.
- Pilot review feeds on licensee pages.
- Execute TVNZ+ campaign.
- Strengthen SEO + SEM campaigns (national and local).
- Conduct GEO audit: identify AI-driven queries relevant to kitchens in NZ.
- Produce revised compulsory brand standards.

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Year by Year Roadmap

2026

SEO + SEM + GEO INTEGRATION

- Full rollout of review feeds across licensee pages.
- Launch NPS survey automated at Guarantee registration via HubSpot
- Expand content with GEO-friendly hubs (cost guides, design trends).
- Deploy schema markup across kitchens.mastercraft.co.nz and location pages.
- SEM: adopt AI bid management and refine targeting.
- Paid social: testimonial-driven content.
- Launch “Mastercraft Trust Index” – 40 Year Heritage

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Year by Year Roadmap

2027

MEASUREMENT + OPTIMISATION

- Conduct 2nd Brand Awareness Survey. Targets:
  - Unprompted recall ≥8% (from 4%).
  - Prompted awareness ≥65% (from 52%).
- Assess Mastercraft's visibility across SEO, SEM, and GEO vs competitors.
- Adjust SEM and GEO strategies to close content/visibility gaps.
- Enhance "Mastercraft Trust Index" campaign (reviews, guarantees, 40+ years).

40 YEARS Mastercraft

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Year by Year Roadmap

2028

CONSOLIDATION + ADVOCACY

- SEM + SEO dominance reinforced.
- GEO presence strengthened with localised, licensee-driven content.
- Expand PR campaigns to start positioning Mastercraft as NZ's most trusted kitchens brand.
- Leverage testimonial videos across paid, organic, and earned channels.

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Year by Year Roadmap

2029

LEADERSHIP + VALIDATION

- Conduct 3rd Brand Awareness Survey. Targets:
  - Unprompted recall ≥15%.
  - Prompted awareness ≥80%.
- National campaign: "NZ's Most Trusted Kitchens Brand."
- Benchmark Mastercraft visibility: appear in ≥50% of AI generative answers to kitchen-related queries.
- SEM, SEO, and GEO fully integrated with AI-driven optimisation.



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Success Metrics

DEMAND GENERATION

- Website enquiries +20% YoY.
- Top 3 SEO rankings for 10+ keywords.
- SEM: measurable ROI (cost per lead at or below industry average).
- GEO: presence in ≥50% of relevant AI-generated answers by 2029.
- Licensee ratings ≥4.5 stars.

BRAND AWARENESS

- 2027: Unprompted ≥8%, Prompted ≥65%.
- 2029: Unprompted ≥15%, Prompted ≥80%.

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Success Metrics

CUSTOMER EXPERIENCE

- ≥25% of customers provide Google reviews by 2026.
- ≥50% of customers provide Google reviews by 2029.
- NPS improves year on year.

A Net Promoter Score measures customer loyalty and satisfaction by asking how likely customers are to recommend a business to others on a scale of 0–10.

Respondents are grouped as **Promoters** (9–10), **Passives** (7–8), and **Detractors** (0–6). The score is calculated by subtracting the percentage of Detractors from the percentage of Promoters, giving a result between –100 and +100.

A positive score means more promoters than detractors, while a good target score is typically 50 or higher, which indicates strong customer advocacy and satisfaction. **70+ is considered world class**

Voted by New Zealanders Winner TRUSTED BRAND 2029 Reader's Digest Kitchen Designers & Manufacturers

Review us on Google

NPS NET PROMOTER SCORE

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