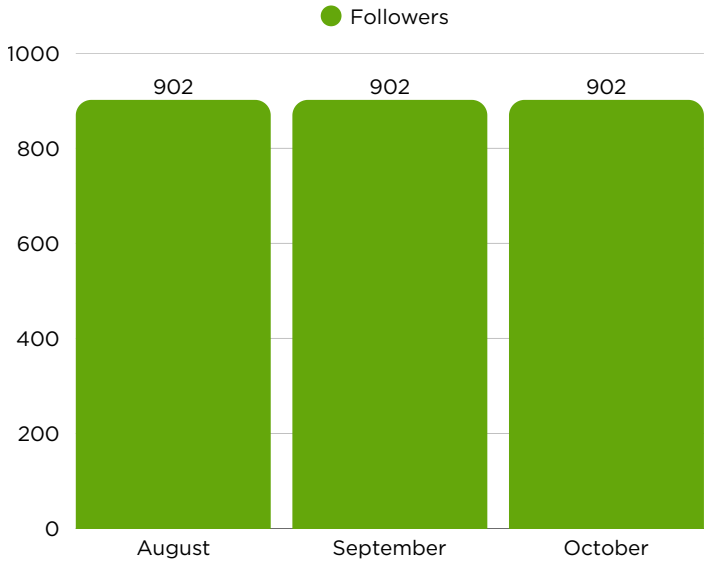
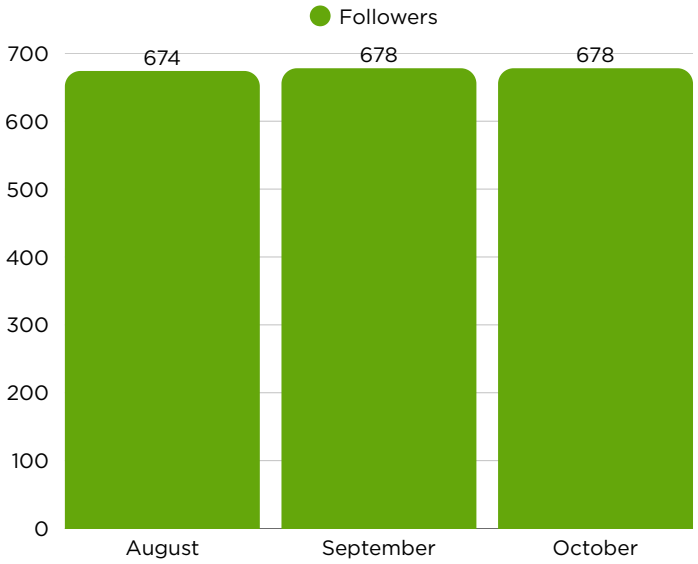
MASTERCRAFT ELECTRICAL

Marketing Dashboard October 2025

Social Media



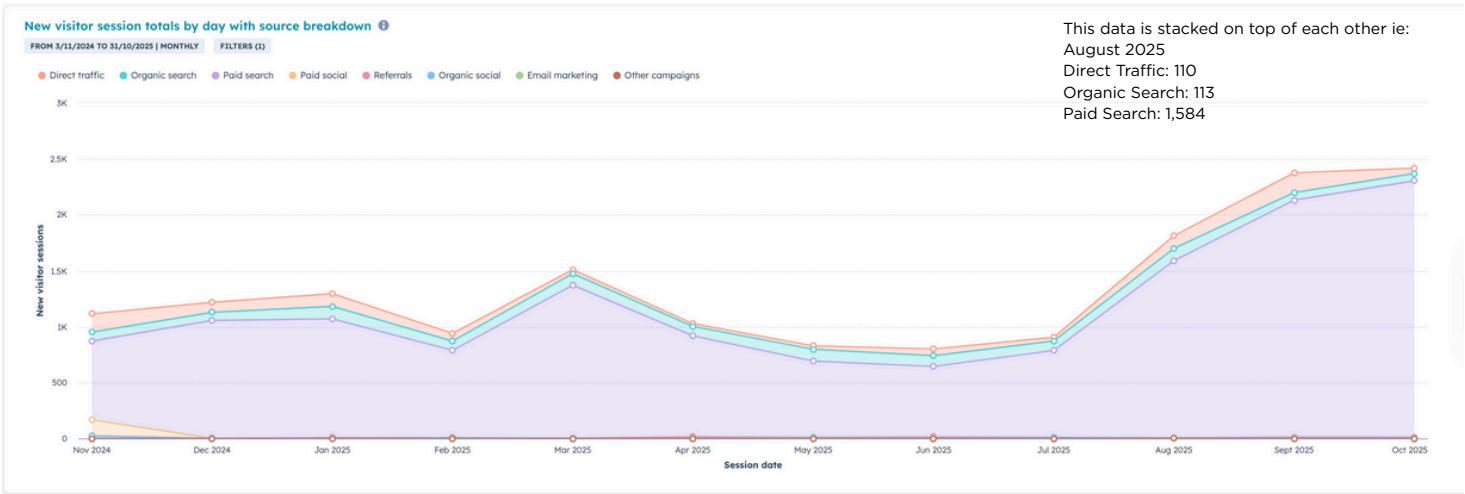
FACEBOOK FOLLOWERS



INSTAGRAM FOLLOWERS

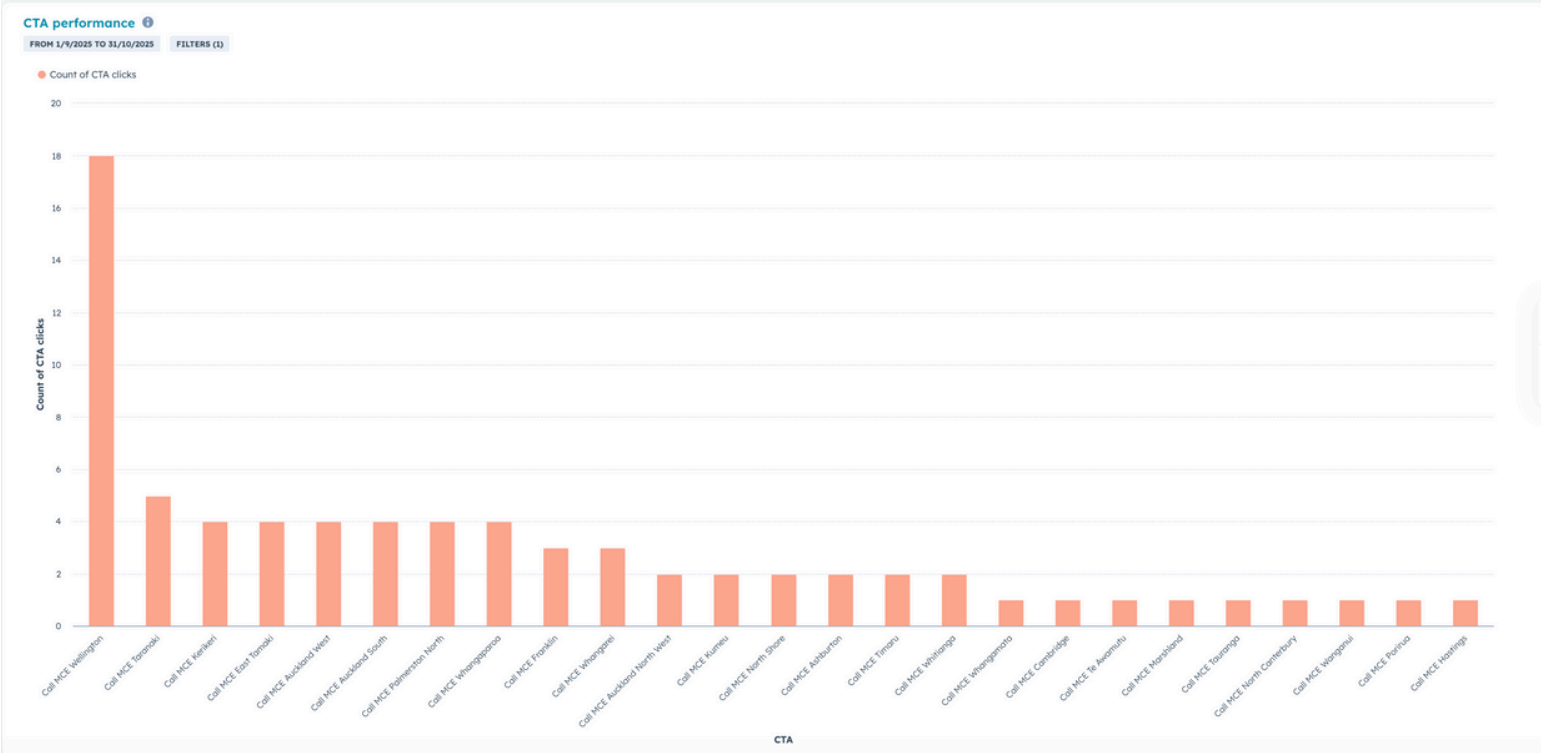
New Website Visitors

This data is stacked, clearly showing paid search is our biggest driver by far. The increase in our Google Ads spend is shown clearly in the October data. Our expectation is this trend continues to rise reflecting our increased spend.



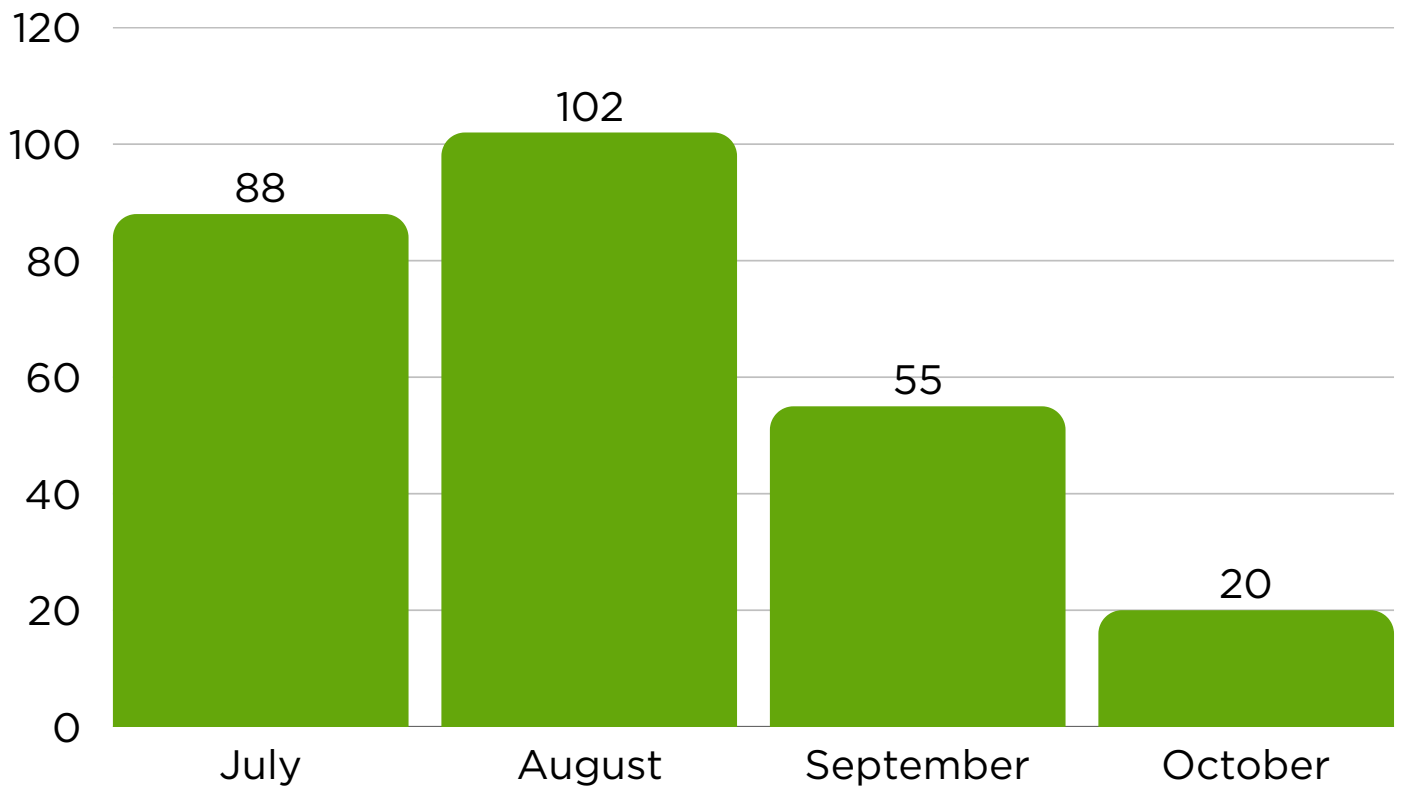
CTA - MCE Call Now Buttons

Website pages have been updated to have working call now buttons on andriod and IOS, this took place over July/August. The data below shows September and October calls. Showing MCE Wellington to be rather popular.



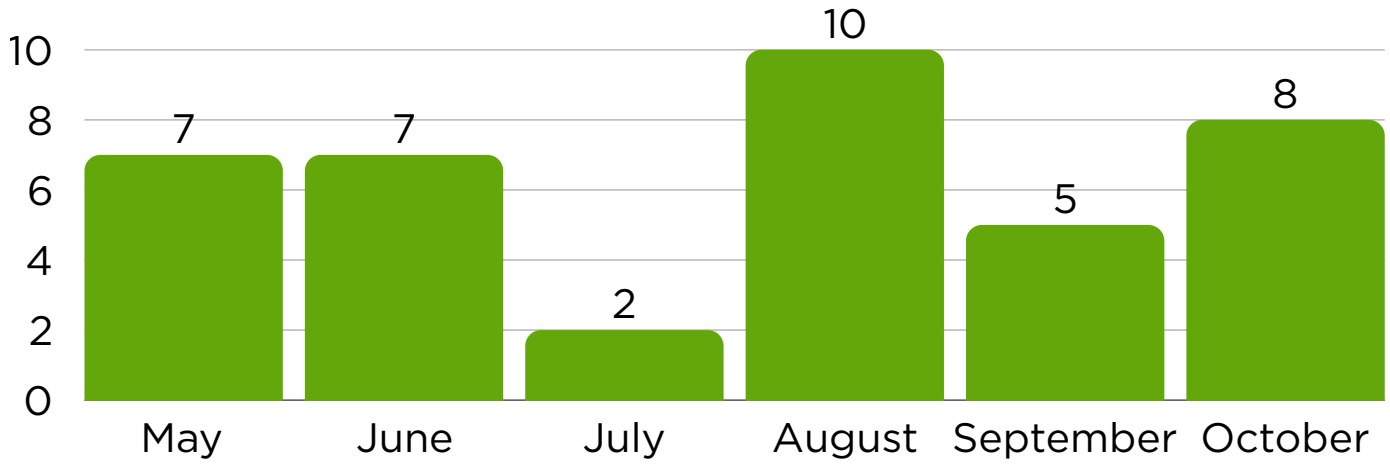
COMBINED CALLS

Total number of calls from all of our MCE Call Now buttons. The below numbers are inclusive of our testing of the Call Now buttons in July and August. We are seeing the drop that we anticipated after testing. As calls coming via the website the data moving forward will provide us a good insight into the trends as to how the Call Now buttons are being utilised, and if campaigns need adjusting



MCE Form Fills (last 6 months)

Total number of form fills for our MCE Contact form and our location Switchboard stickers.



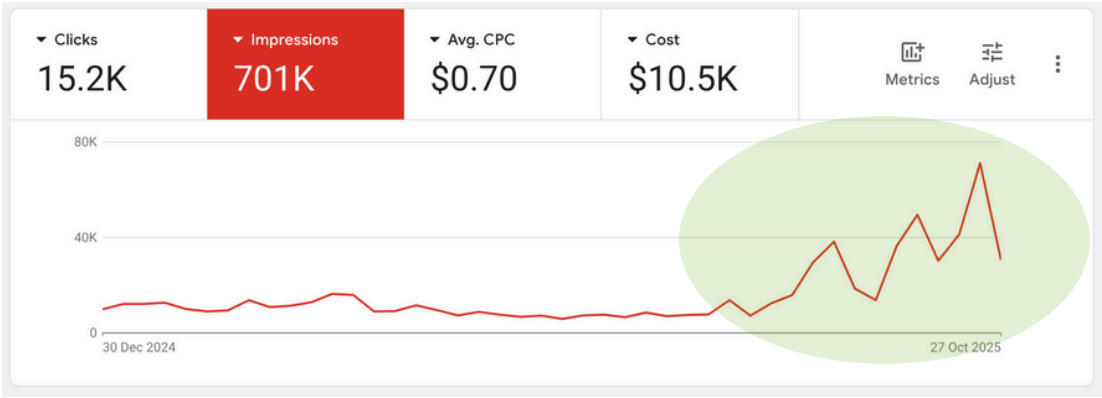
Form Enquiry Details (last period Sept - Oct)

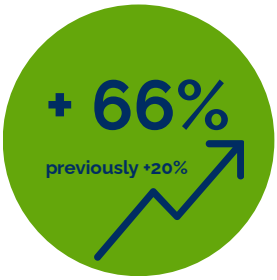
Date	Enquiry Type	Licensee	Form Type
September	General Information Enquiry	Mastercraft South Auckland	Switchboard
September	Bathroom Ventilation	Mastercraft Taranaki	Switchboard
September	Install New Oven	Mastercraft Wanganui	Switchboard
September	Bathroom Heater Install	Mastercraft Wanganui	Switchboard
September	Heating & Cooling Maintenance	Mastercraft South Auckland	Contact
October	Remove/Reinstall Solar Panels	Mastercraft Taranaki	Switchboard
October	Wiring of Sleepout	Mastercraft Taranaki	Switchboard
October	Powerpoint Installation	Mastercraft Wanganui	Switchboard
October	Replace Gas Oven with Electric	Mastercraft Kerikeri	Switchboard
October	Powerpoint Replacement	Mastercraft Palmerston North	Switchboard
October	Test & Tag Service	Mastercraft Whangarei	Switchboard
October	Ethernet Cabling	Mastercraft Wellington	Switchboard
October	Bathroom Renovation	Mastercraft Kapiti	Switchboard

Google Ads

Impressions 2024 vs 2025 to date

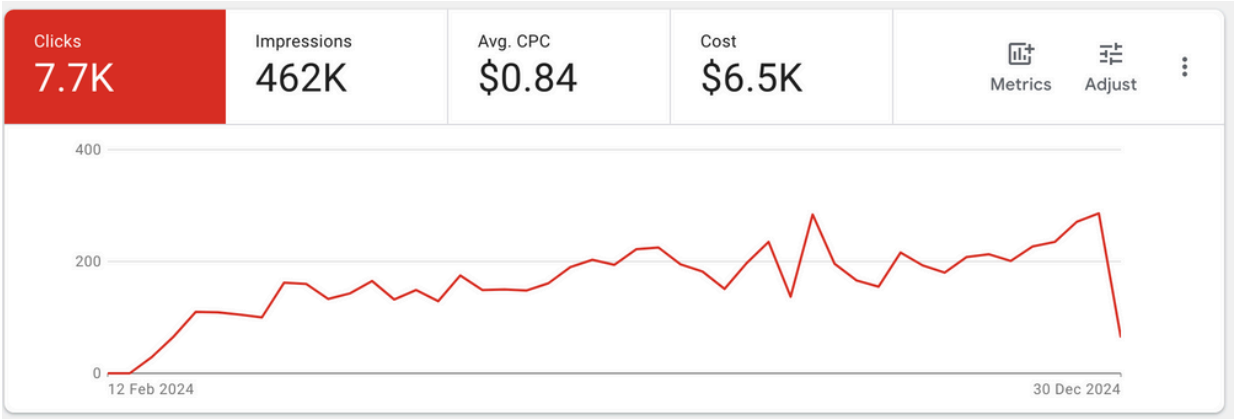




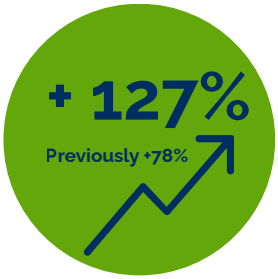


Average monthly impression rate (YTD)

Clicks 2024 vs 2025 to date







Average monthly click rate (YTD)

National Support Office Initiatives YTD

Date	Key Initiative
September	Implementation of Marketing Report
September	Increased spend with Google to leverage review of Google Adwords and increase opportunity for lead generation
September	Entelar Solar Product Training Completed in Auckland - 27 Participants
September	Development of Website Elements for Licensee Websites
September	Social Media Posts
October	Entelar Solar Product Training in Wellington
October	Social Media Posts
October	Mastercraft Marketing Collateral Review
October	Attendance at Master Electricians Conference to promote Mastercraft Electrical within the industry

Social Media Posts Coming up

Social Media Posts will be posted on Mastercraft pages and are also available for all licensee's to utilise on your own social media pages.



Mastercraft Electrical Marketing Actual April 25 - March 26

	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26		Total
Revenue - Excl GST	-190.53													
Licensee Contribution	$ 2,900.00	$ 2,900.00	$ 2,800.00	$ 5,250.00	$ 5,250.00	$ 5,100.00	$ 5,100.00	$ -	$ -	$ -	$ -	$ -		$ 29,300.00
Expenses - Excl GST														
Marketing Corodinator Salary Contribution	$ 437.50	$ 437.50	$ 437.50	$ 437.50	$ 437.50	$ 437.50	$ 437.50							$ 3,062.50
Group Marketing Funds Accounts Coordination	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00							$ 700.00
Software Subscriptions - Office 365/Web Hosting/Adobe	$ 315.40	$ 503.50	$ 271.60	$ 354.90	$ 343.60	$ 293.50	$ 271.60							$ 2,354.10
CRM	$ 1,796.73				$ 3,878.16									$ 5,674.89
Nexus	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00	$ 100.00							$ 700.00
Google Adwords Marketing	$ 474.31	$ 420.71	$ 461.64	$ 482.96	$ 1,332.47	$ 1,739.14	$ 3,561.74							$ 8,472.97
Social Media Advertising (Meta) OAS				$ 637.50	$ 340.00	$ 339.45	$ -							$ 1,316.95
Printing	$ 767.00													$ 767.00
Total Expenses	**$ 3,990.94**	**$ 1,561.71**	**$ 1,370.74**	**$ 2,112.86**	**$ 6,531.73**	**$ 3,009.59**	**$ 4,470.84**	**$ -**	**$ -**	**$ -**	**$ -**	**$ -**		**$ 23,048.41**
Running Balance	**-$ 1,281.47**	**$ 56.82**	**$ 1,486.08**	**$ 4,623.22**	**$ 3,341.49**	**$ 5,431.90**	**$ 6,061.06**	**$ 6,061.06**	**$ 6,061.06**	**$ 6,061.06**	**$ 6,061.06**	**$ 6,061.06**	**$ -**	**$ 6,251.59**
Total in Xero Accounting System	$ (1,281.47)	$ 56.82	$ 1,486.08	$ 4,623.22	$ 3,341.49	$ 5,431.90	$ 6,061.06	$ -	$ -	$ -	$ -	$ -		
Balanced	$ -		$ -	$ -	$ -	$ -	$ -	$ 6,061.06	$ 6,061.06	$ 6,061.06	$ 6,061.06	$ 6,061.06	$ -	