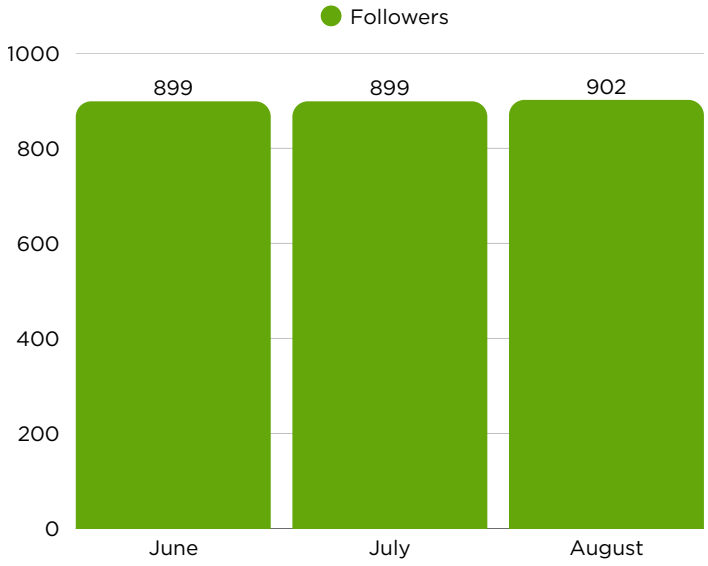
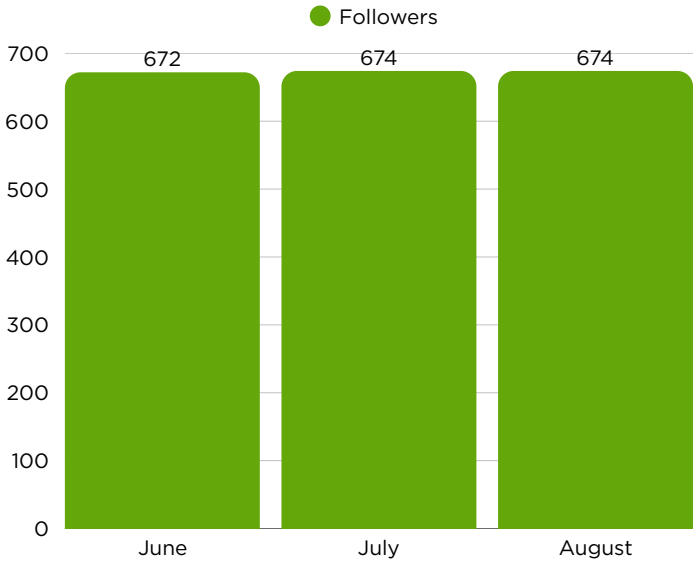
MASTERCRAFT ELECTRICAL

Marketing Dashboard August 2025

Social Media



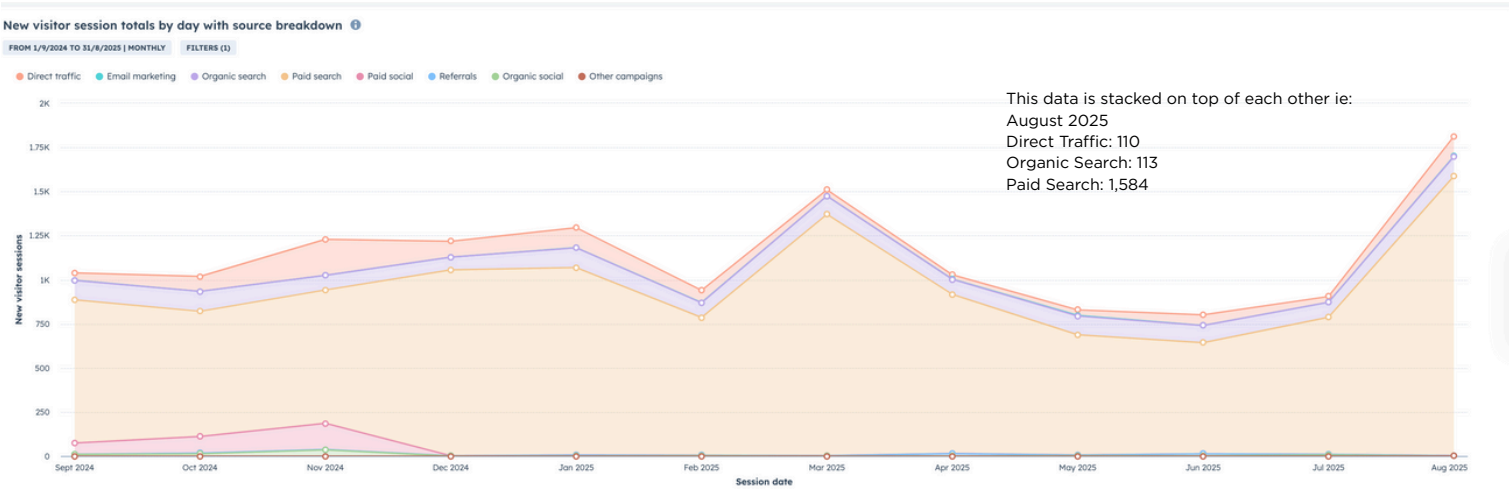
FACEBOOK FOLLOWERS



INSTAGRAM FOLLOWERS

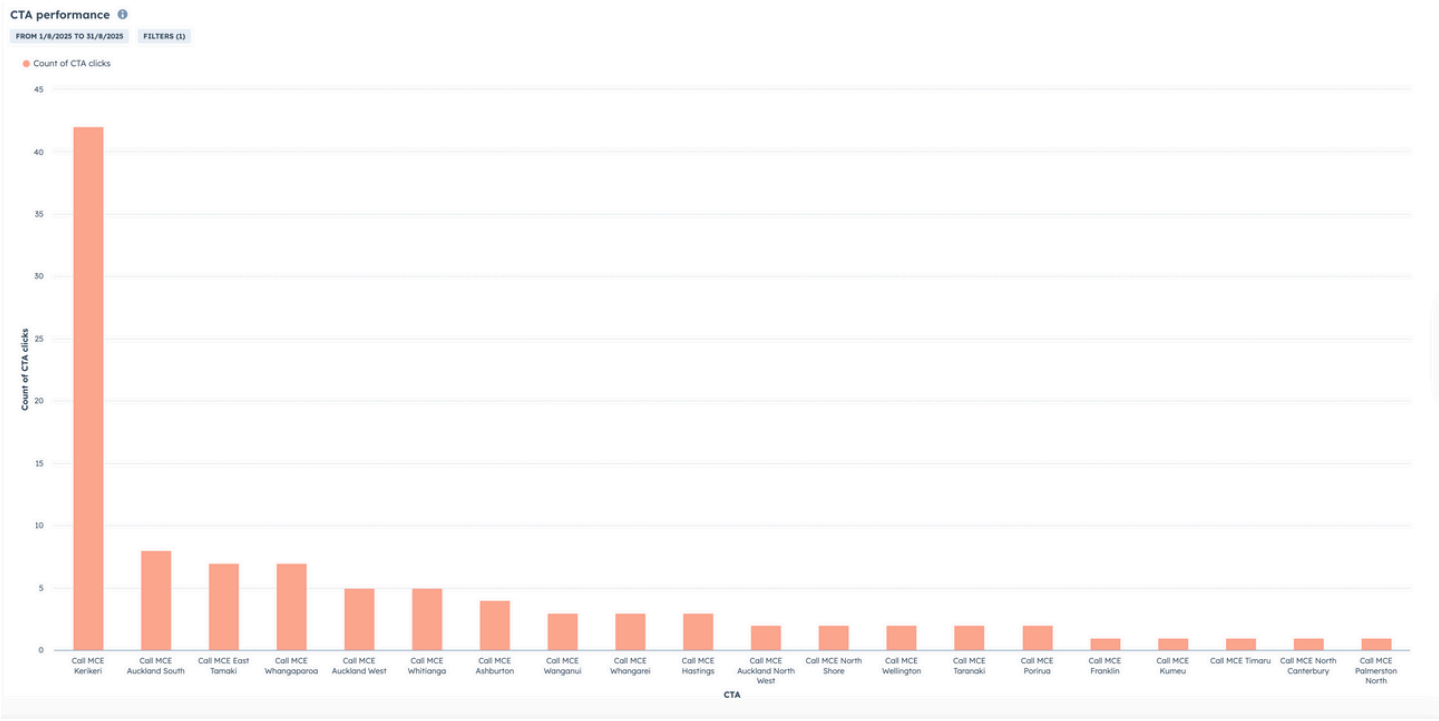
New Website Visitors

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 August data. Our expectation is this trend continues to rise reflecting our increased spend.



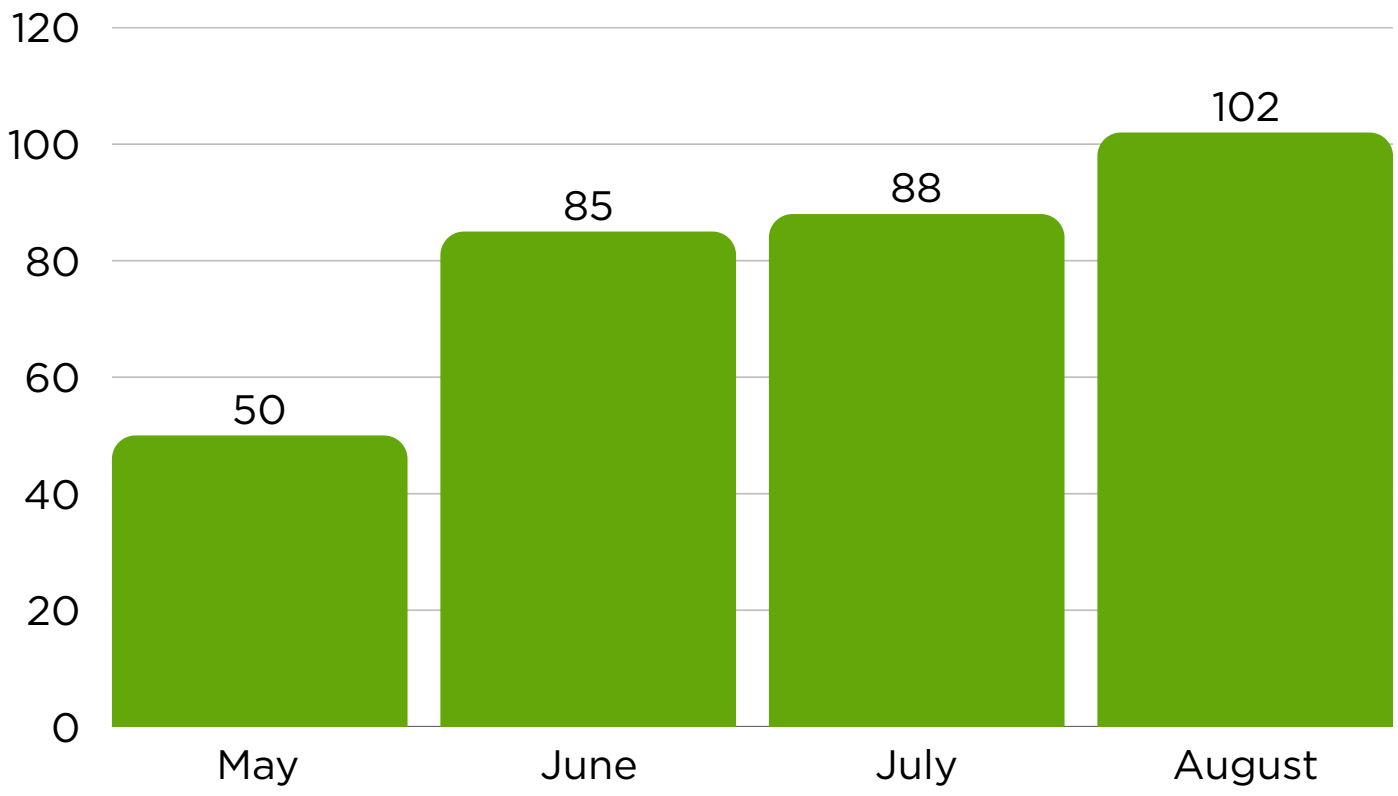
CTA - MCE Call Now Buttons

Website pages have been updated to have working call now buttons on andriod and IOS, this has taken some troubleshooting to get the andriod buttons working consistently. The data is skewed due to testing, however moving forward this data will give us good indication of how many calls are coming through our website.



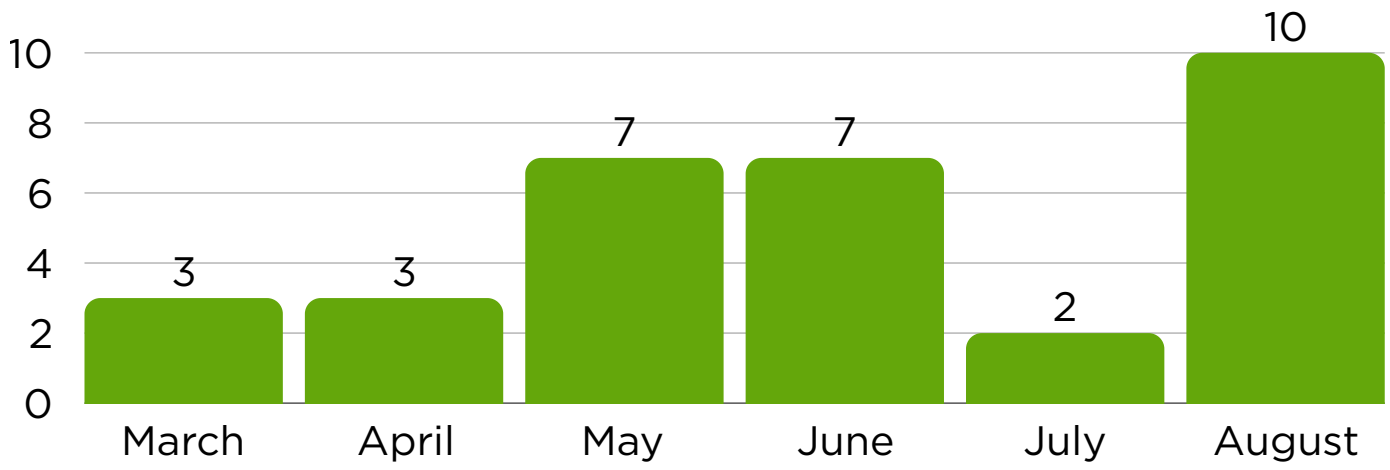
COMBINED CALLS

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 and we expect to see the monthly number drop however we are confident there are now calls coming via the website. Data moving forward will provide us a good insight into the trends as to how the Call Now buttons are being utilised.



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 month)

Date	Enquiry Type	Licensee	Form Type
August	EWOF for Camper Van	Mastercraft Timaru	Switchboard
August	Resite Power	Mastercraft Whangarei	Switchboard
August	Solar Enquiry	Mastercraft Nth Canterbury	Switchboard
August	HRV	Mastercraft Taranaki	Switchboard
August	EWOF	Auckland South	Switchboard
August	EWOF	Auckland South	Switchboard
August	Solar Enquiry	Timaru	Contact
August	Range Hood Wiring	Wanganui	Contact
August	Spa Pool Fault	Hawkes Bay	Contact
August	EWOF	Franklin	Contact

Google Ads

Impressions 2024 vs 2025 to date

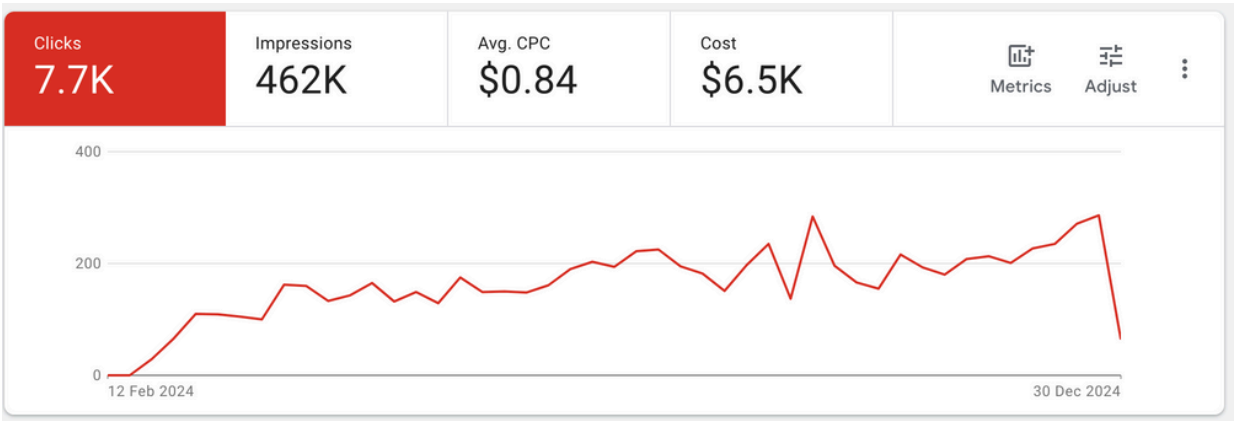






Average monthly impression rate (YTD)

Clicks 2024 vs 2025 to date







Average monthly click rate (YTD)

National Support Office Initiatives YTD

Date	Key Initiative
March	Branding Focus - seeking improved Licensee Engagement
April	Request to Update Google My Business Profile Names
May	Promotion of Mastercraft Electrical at Jennian Conference and Follow up email sent to licensees
May	Solar Survey - WIP around Mastercraft Solar Strategy
July	Fujitsu/JA Russell Training Workshops offered
July	Fujitsu HVAC Promotion
July	Panasonic Solar Switchgear Opportunity
July	Sales Process Document & Training Provided
July	NZ Electrical Conference Offer presented
July	New Licensee Recruitment Event Completed
August	Entelar Solar Training Coordinated
August	Call Now buttons updated on Mastercraft Website pages
August	Call Now buttons linked to Apple and Android
August	Review of website Adwords and creation of Mastercraft Website Page for Distribution
August	Social Media Posts created for placement and Licensee availability for individual websites

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.



