Resilience through maximising your digital footprint

Mastercraft Group Communications Day
3rd November 2023

MASTERCRAFT®

Pinnacle&Co.™
Strategic creative partners



Established in 1997.

Contents

1 Smart Business Smart Results

2 6 Top Tips of Marketing

3 Leveraging the Socials

Smart Business
Smart Results



Pinnacle&Co.™

Fresh Approach

Look at your business as a visitor.

Is your business being presented well?

We have a proven formula.




mks
Stairs & Trade
HOME
ABOUT
TRADE
STAIRS
MASTERCRAFT
CONTACT US
NKBA
SITEWISE
Canterbury's No.1 Builders Choice For Stairs
Why Choose MKS
MacBook Air

MKS Stairs & Trade

Mastercraft Branding







Pinnacle&Co.™

6 Top Tips!

Marketing In Uncertain Times



Pinnacle&Co.™

#1 Don’t Stop What You’re Doing (Although Tempting)

- We advise against stopping your marketing.
- It’s SO tempting. But can have adverse effects.



Pinnacle&Co.™

#2

Turn Up Your Communicaton

Stick your head out of the sand and communicate!

- Campaigns
- Posts
- Promomails
- SEO



The Finishing Touches Promomails average **81% engagement!**

Pinnacle&Co.™

#3 Know Your Target Audience

Everyone has a different audience even in the same industry.
You will have specialised things you do.

- Commercial Businesses
- Property Developers
- Home Owners
- Builders
- Property Managers



#4 Use Google Ads

- Direct to your website, not advertising to your competitors like Radio can do.
- You have control over your budget, so spend wisely.
- Google is the most popular search engine so high visibilty is guaranteed.



Discover a Better Choice Now

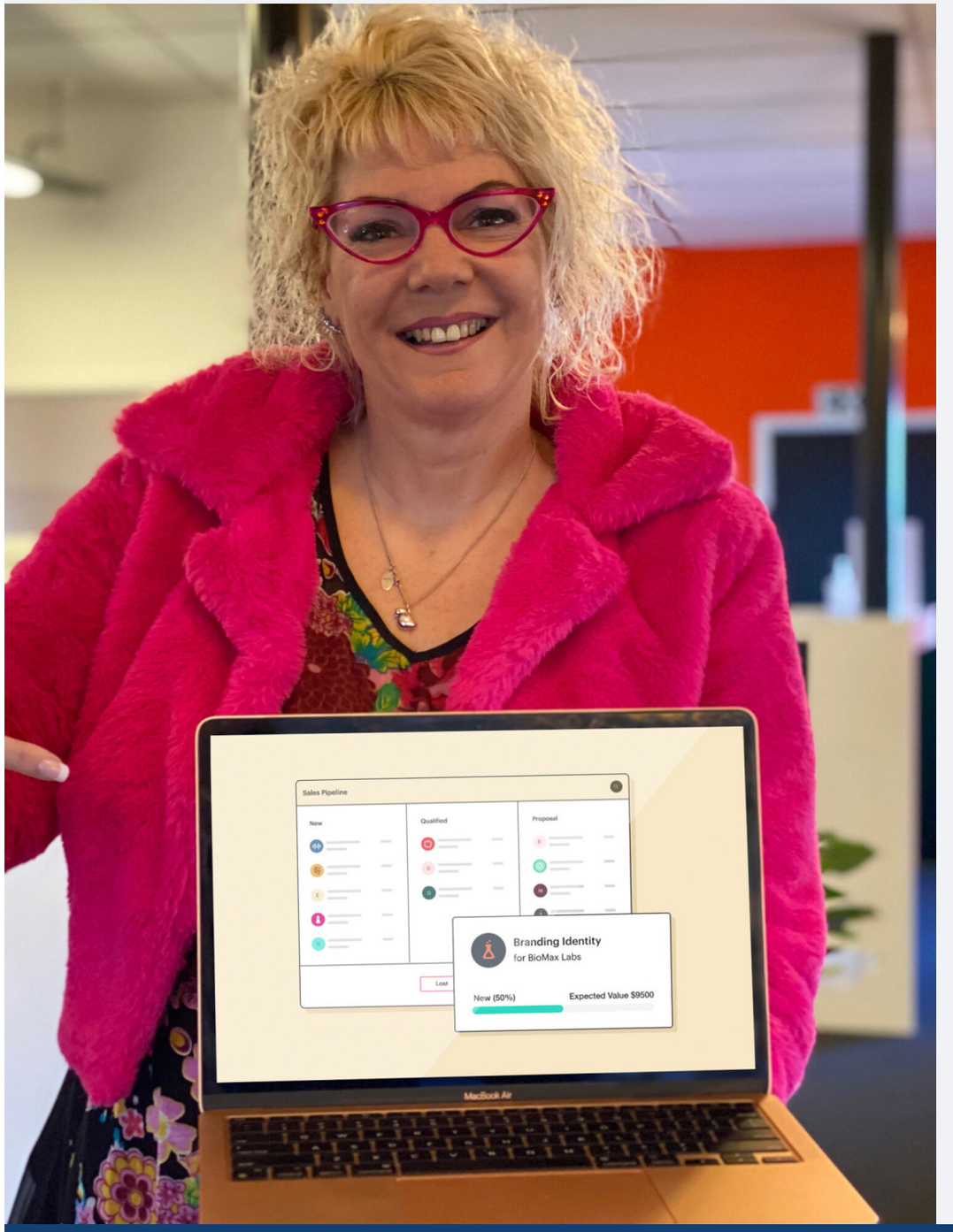
Frustration ends here. Choose Pinnacle&Co for a smoother, more productive partnership.

Don't Settle; Demand More

Pinnacle&Co.

Expect more from your agency. Choose Pinnacle&Co for the excellence your brand deserves.

CONTACT US



#5

Use Your CRM To The Fullest

- Customer Relationship Management Tool (CRM)
- Organise, measure & set tasks
- Remember to FOLLOW UP!

Pinnacle&Co.™

#6 Ask Your Clients:

WHERE did you hear about us?

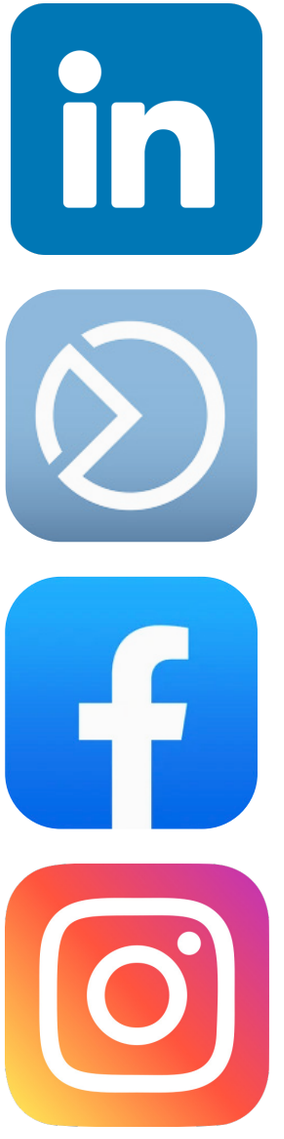
WHY did you use us?



MEASURABLE RESULTS

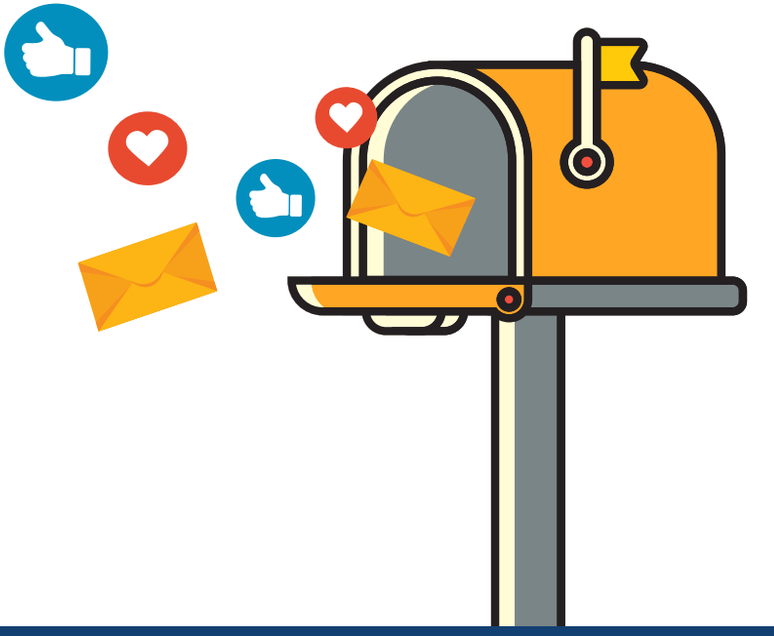
The SOCIALS

77% of businesses use social media



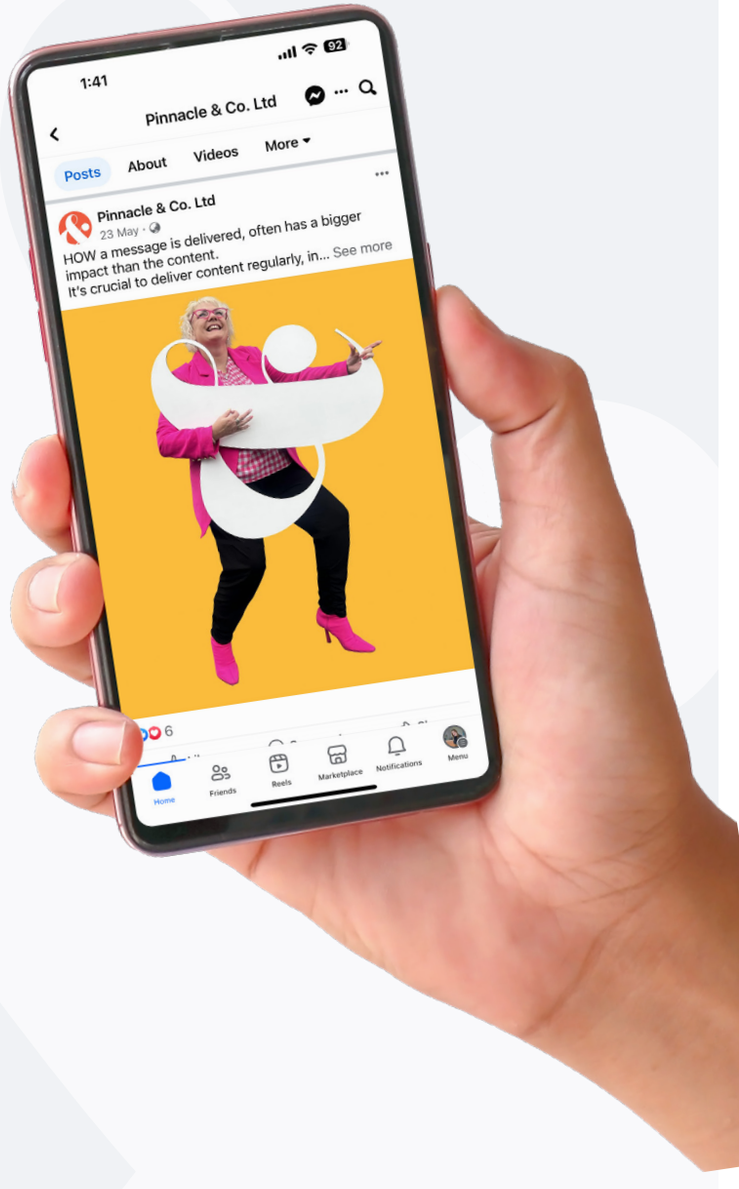
Social Media ...

... Its like a modern day letterbox

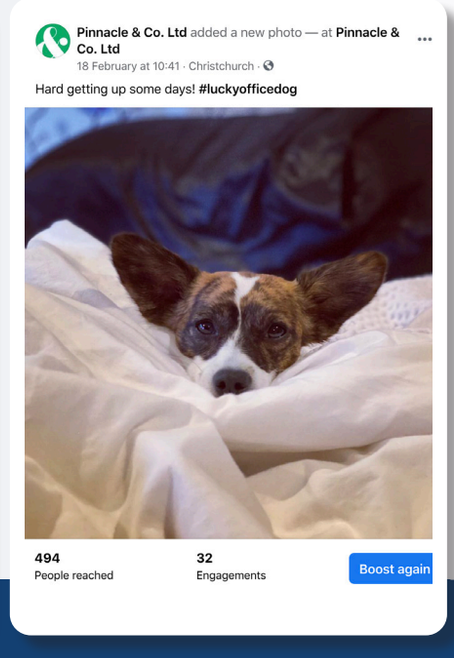


Crushing The Social Media Game

- Be brave and enjoy it
- Share a variety of different posts
- Build relationships with other businesses
- Know what you want out of it
- Be consistent









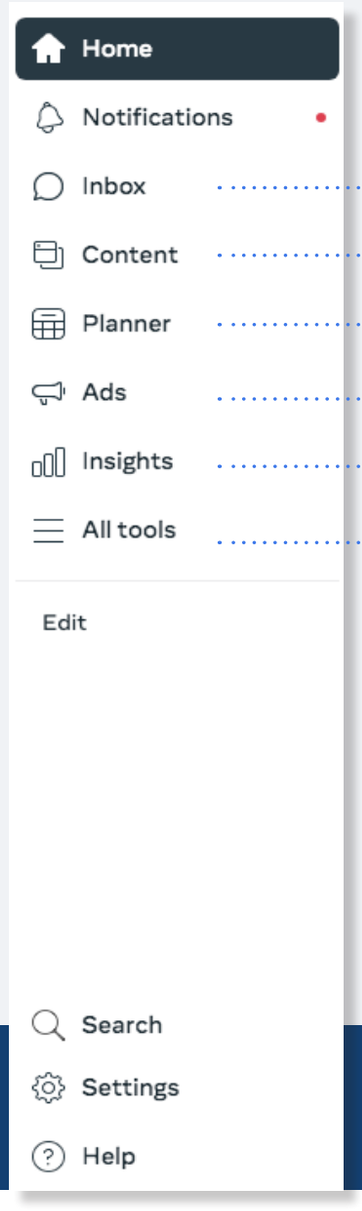
Pinnacle&Co.™

Why Use Social Media?

- Reach and engage new customers
- Shows your business PERSONALITY
- It is the most cost effective way of advertising
- You can advertise directly to your target market
- Search Engine Optimisation (SEO) - active social media gets you ranked in Google

The Meta Business Suite

Management & tools platform for Facebook & Instagram



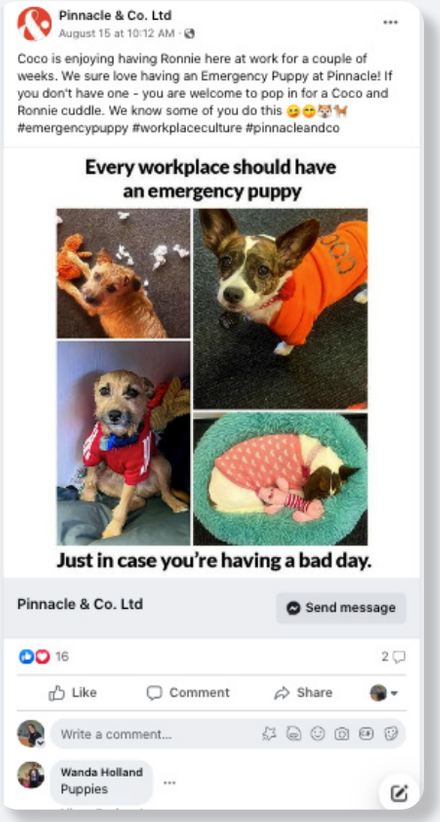
- Manage Inbox
- Create & Schedule Posts
- Schedule Content
- Create & Manage Ads
- View Insights

- Connect Social Media
- Manage Page Roles & Settings
- Sell Products and Services
- Billing & Payments



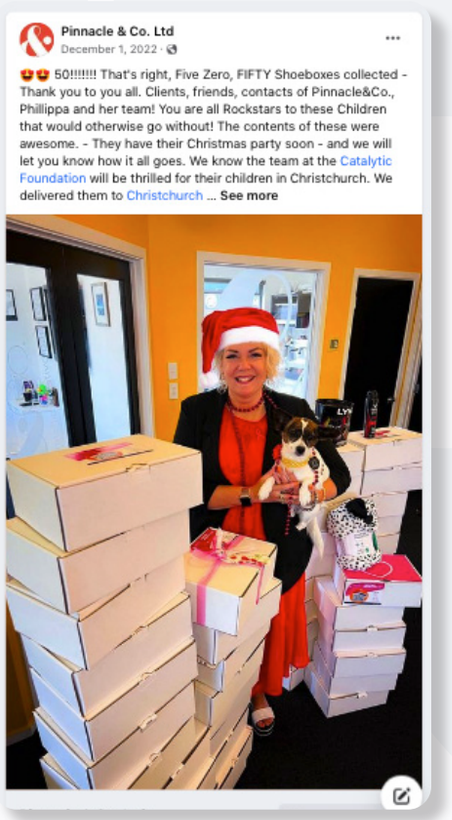
Pinnacle&Co.™

Show Us What You Have Been Up To





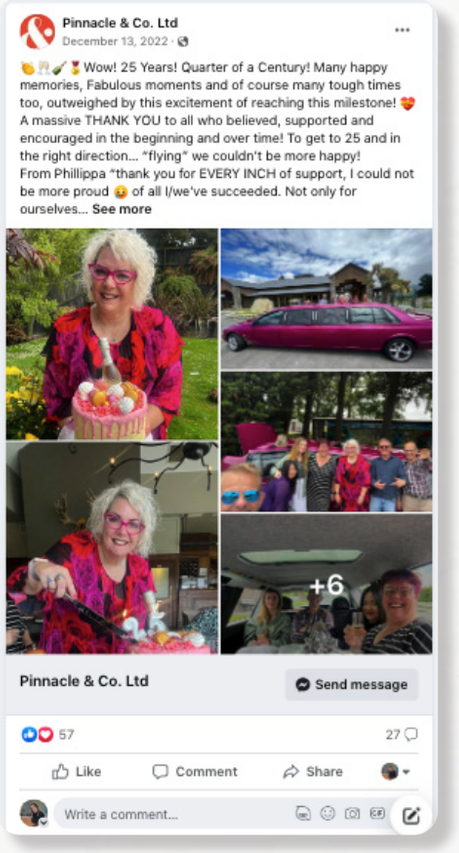




Birthdays, Holidays Or Events







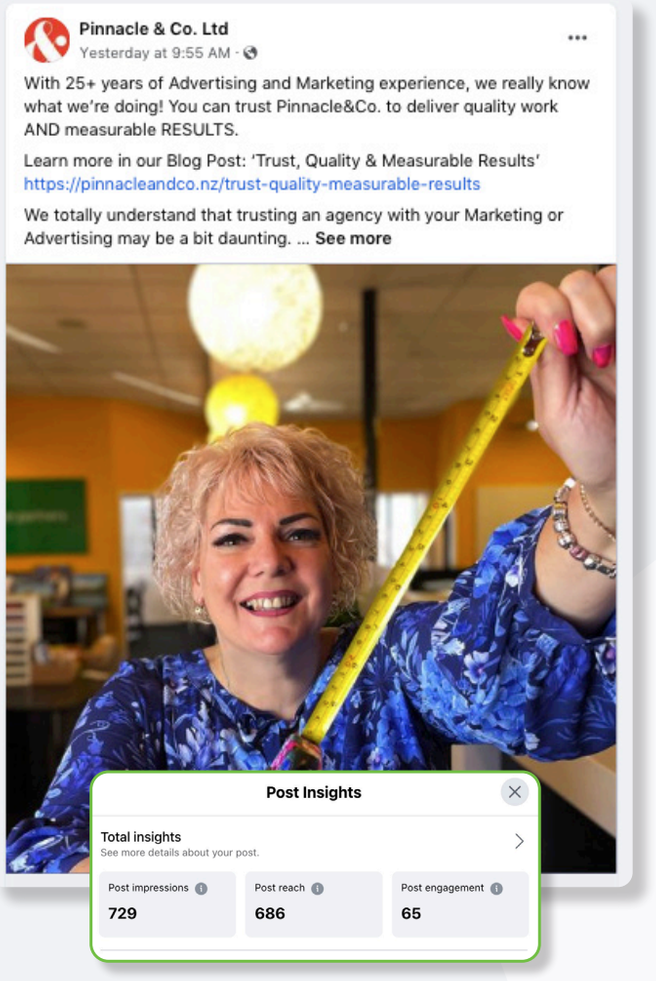
Community Service

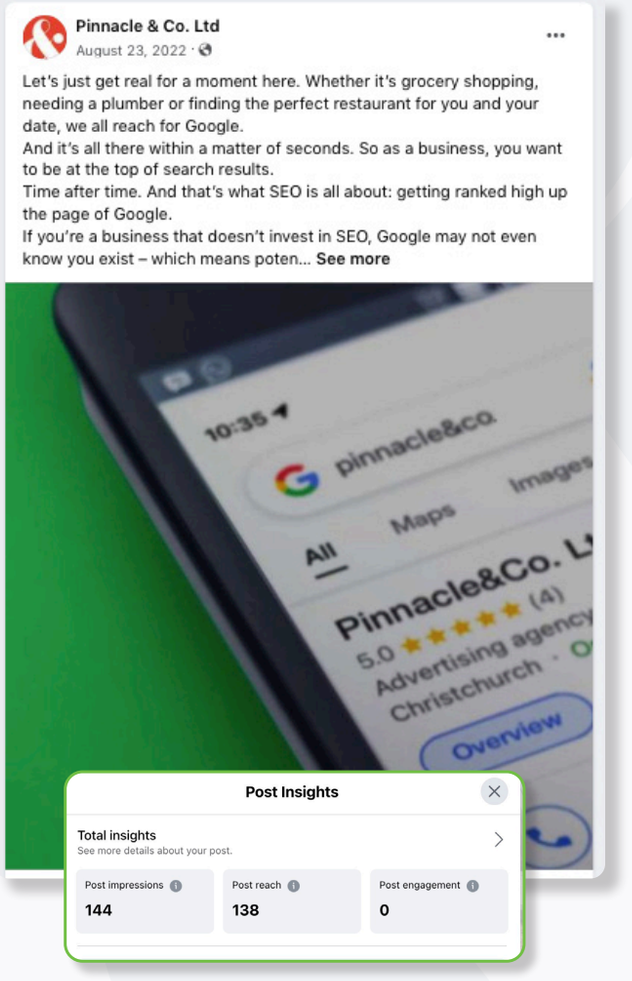






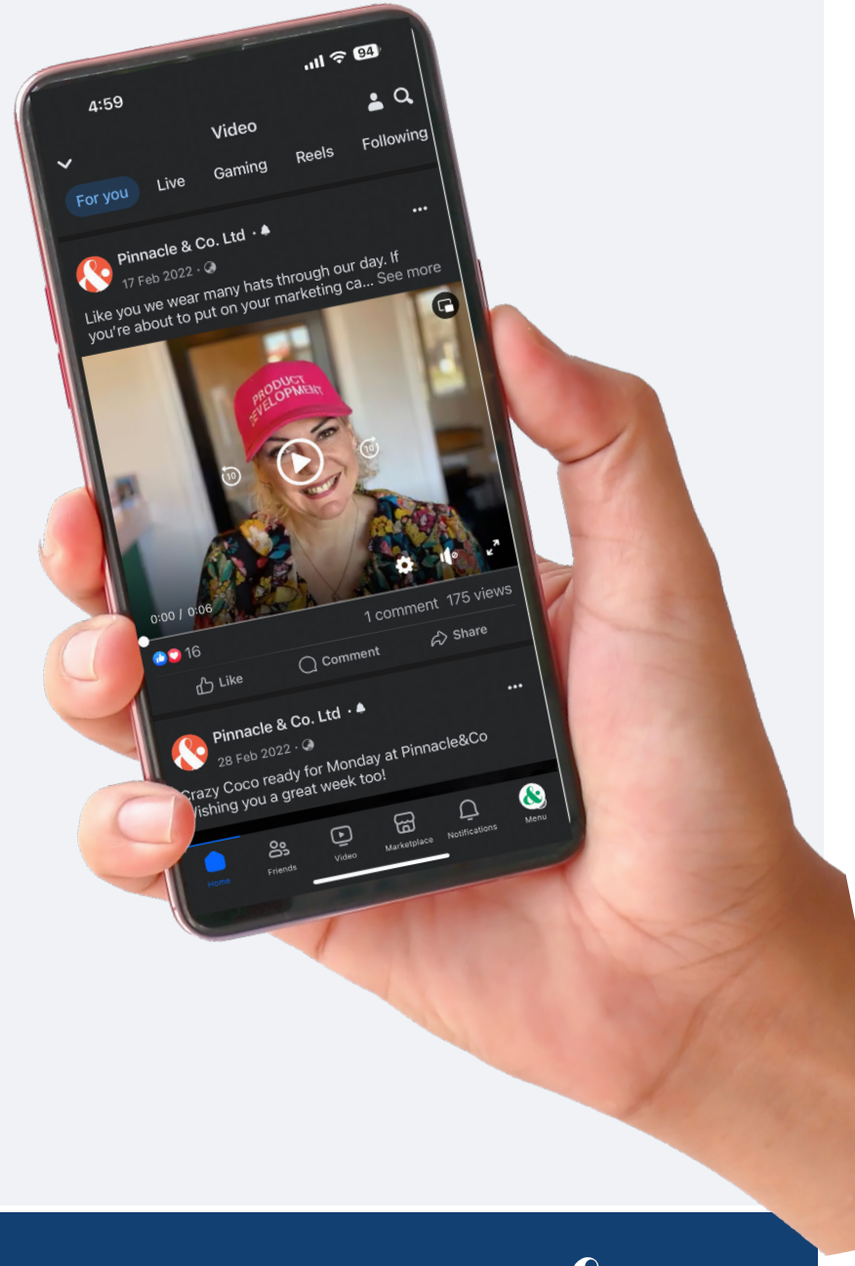
Face vs No-Face





Posting Videos

- Builds brand personality
- Increased engagement
- Improves SEO
- Higher reach than other content

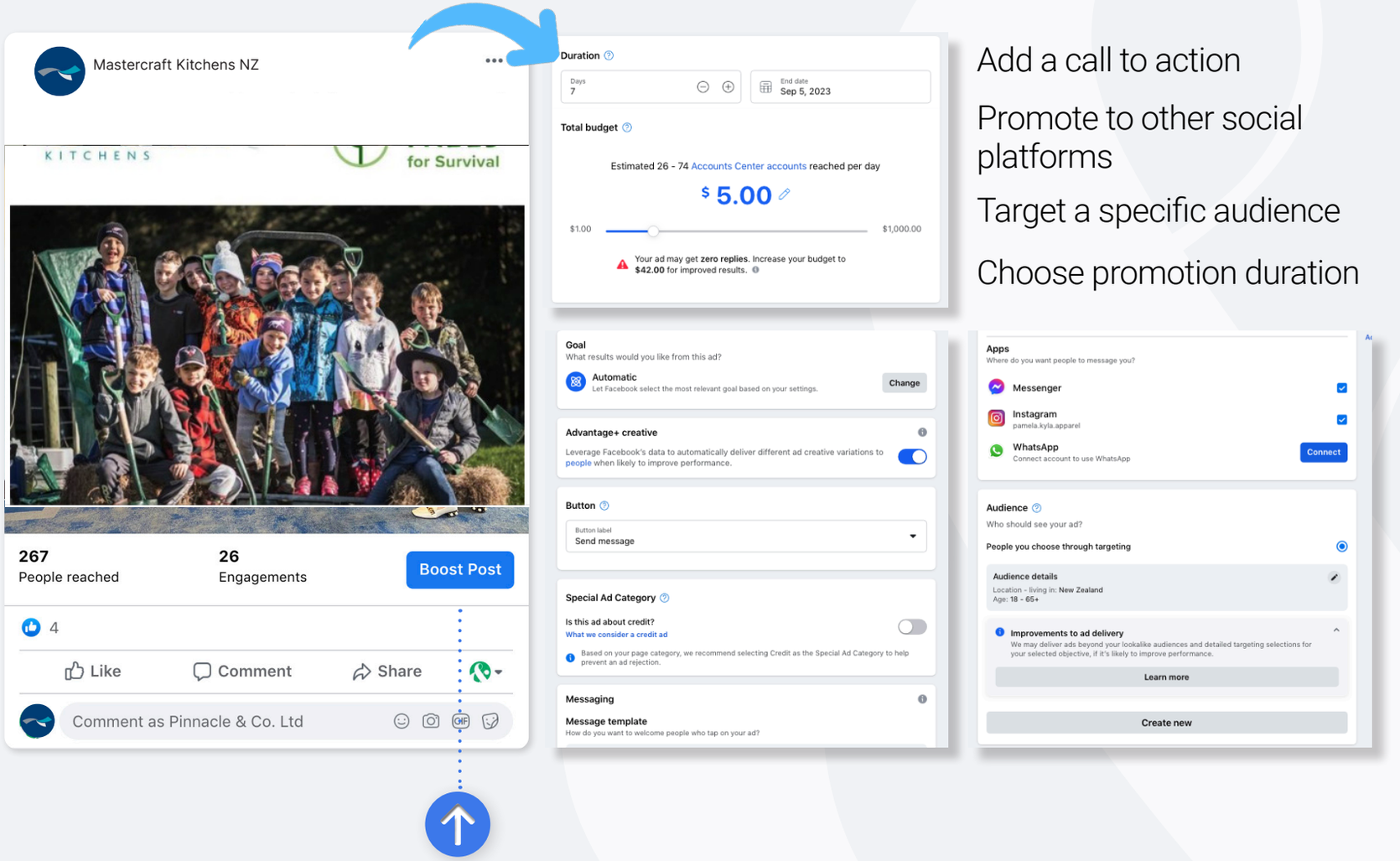


Pinnacle&Co.™

95%

audience accuracy in targeted ads.

Boost A Post



Add a call to action

Promote to other social platforms

Target a specific audience

Choose promotion duration

Getting Reviews



Social Media Roles



Admin



Editor



Owner

Always have more than 1 admin on your social media platforms

- Distribute tasks, improving efficiency
- Reduces the risk of unauthorised access
- Ensures continuity if one admin leaves

Insta Basics

Instagram is a platform specifically for sharing good quality pictures and videos.

- Influencer culture
- Business promotion
- Visual storytelling
- Follower loyalty



How To Be "*Gram-Worthy*"

Commit to a posting schedule

Multiple image posts

Quality over Quantity

Use the features

#UseHashtags



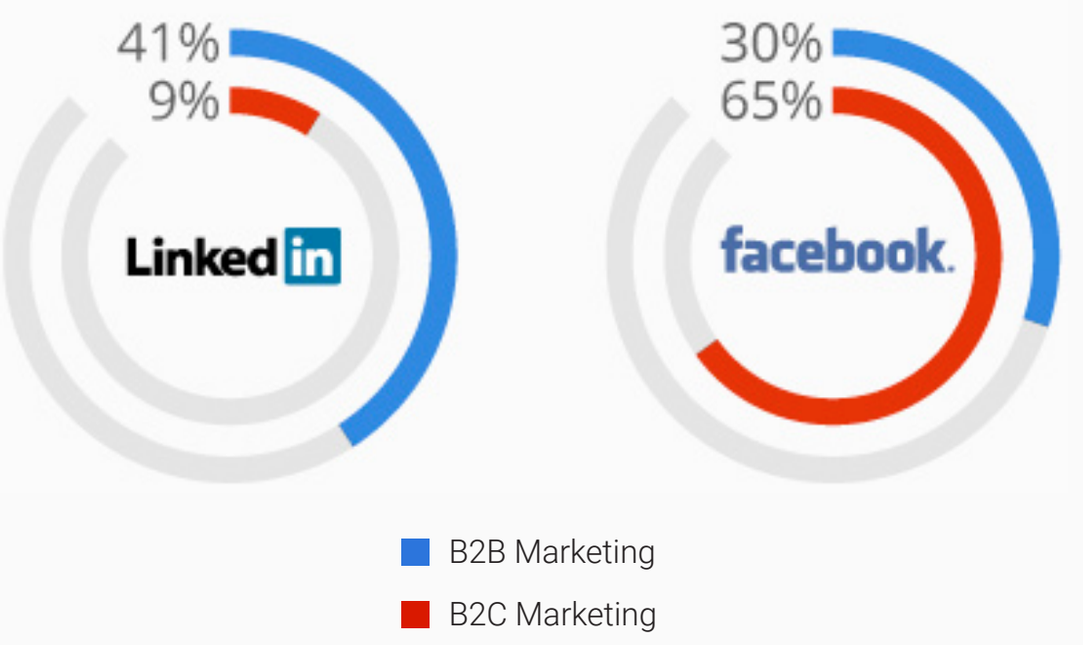


LinkedIn

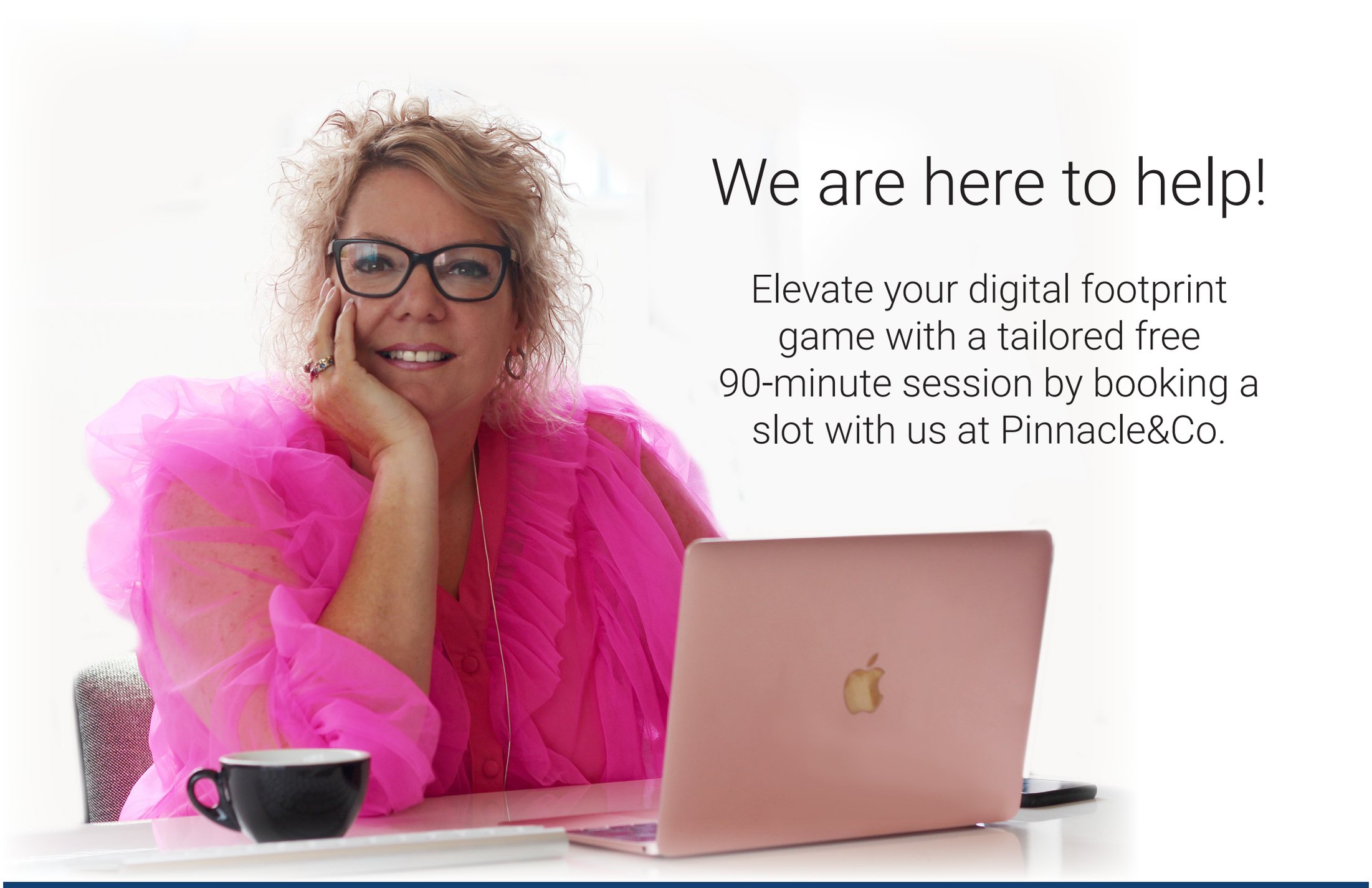
The social networking platform for the business community

Pinnacle&Co.™

Marketing Platform Stats



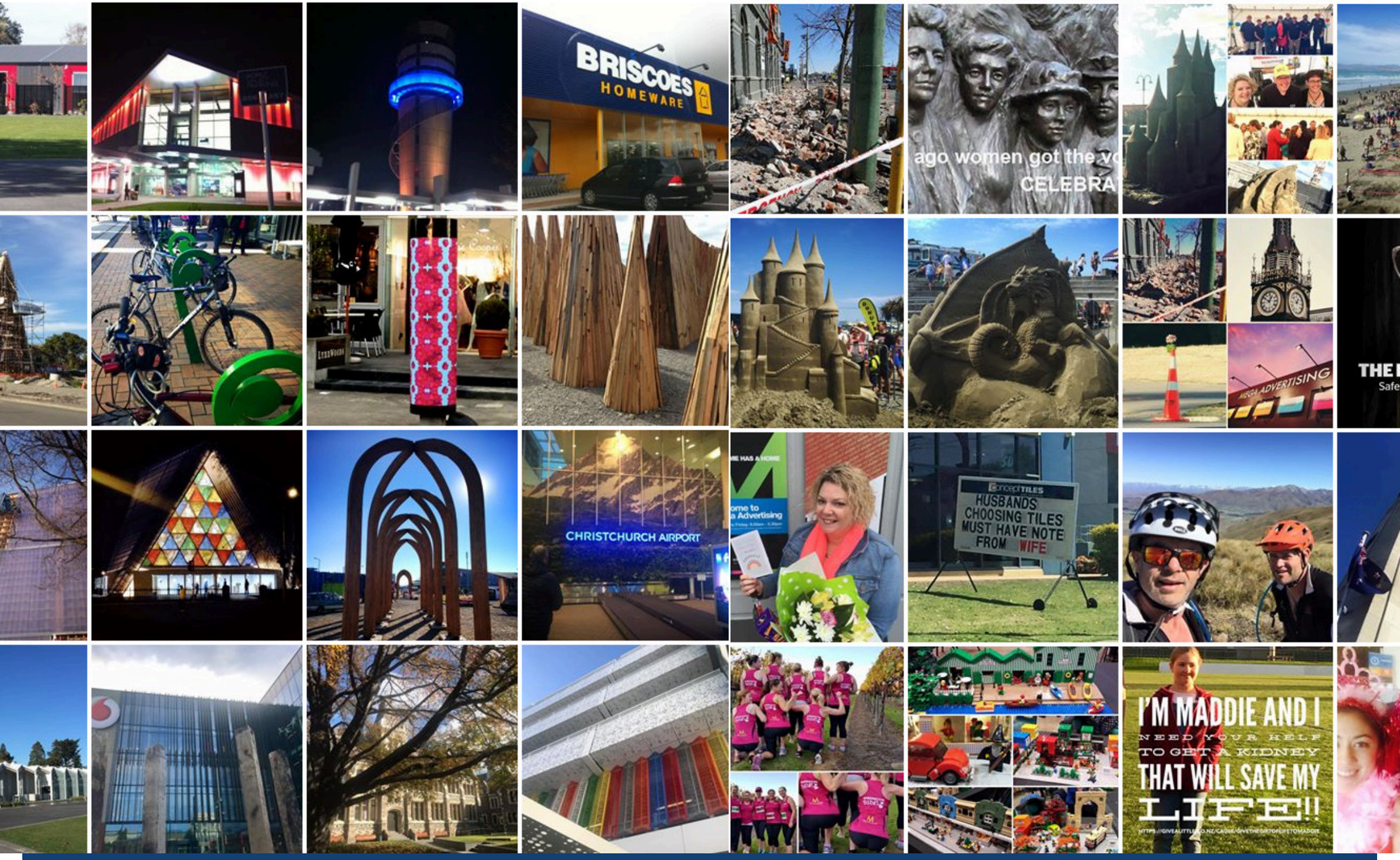
LinkedIn serves as the preferred platform for B2B marketing, making it a vital tool for business growth and expansion.



We are here to help!

Elevate your digital footprint game with a tailored free 90-minute session by booking a slot with us at Pinnacle&Co.

Pinnacle&Co.™


BRISCOES
HOMEWARE
CELEBRA
CHRISTCHURCH AIRPORT
HUSBANDS
CHOOSING TILES
MUST HAVE NOTE
FROM WIFE
I'M MADDIE AND I
NEED YOUR HELP
TO GET A KIDNEY
THAT WILL SAVE MY
LIFE!!

Pinnacle&Co.™

Thank you.