Mastercraft Kitchens – Five Year Marketing Strategy

Goal: To become New Zealand's most recognised & trusted kitchens brand.
Timeframe: 2025–2030

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1. Strategic Context

- **Brand Awareness (2025 baseline survey):**
    - Unprompted recall: Mastercraft Kitchens **4%** vs Kitchen Studio **16%**.
    - Prompted awareness: Mastercraft Kitchens **52%** vs Kitchen Studio **89%**.
- **Implication:** Strong prompted awareness, weak spontaneous recall → brand not top-of-mind.
- **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 (*Think National, Be Local*).
- **Organising Campaign Ideas:**

1. *Why Choose Mastercraft Kitchens*
2. *Think National, Be Local*

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2. Strategic Pillars

1. **Demand Generation** – SEO, SEM, and GEO to drive lead flow.
2. **Brand Awareness** – TVNZ+, social media, print, PR, philanthropy, brand standards.
3. **Customer Experience & Advocacy** – Look Book & photography, Renovation Guide, branded cookbook, reviews, exceeding customer expectations.

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3. Core Marketing Activities

A. Demand Generation

- **SEO:** Continuous optimisation to rank in top 3 for national + geo-specific kitchen related search keywords.
- **SEM (Google Ads):**
    - 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").
- **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.
- **Local Licensee Pages:** Regular auditing, Google review feed integration, and specific localised content.
- **Automated Google Review Prompts:** Launch 2025 via HubSpot (post-guarantee registration).

* Schema is a **semantic vocabulary** of tags (microdata) that you add to your website's HTML. It helps search engines interpret the meaning and context of our content. For example: instead of just showing "Mastercraft Kitchens Renovation Guide," schema tells Google **"this is a downloadable information guide."**

B. Brand Awareness

- **TVNZ+:** 6-month alternating campaigns reaching ~250k monthly views. Consider reduced monthly spend to allow month on month off across the entire year (feels like 'always on')
- **Print Advertising:** *Kitchens & Bathrooms Quarterly* for high-intent design inspiration audiences. Provides excellent content and reciprocal links
- **Social Media:**
    - **Paid:** Best used for storytelling, testimonials, and amplifying awareness.
    - **Organic:** Showcase of design work, licensee activity, customer stories.
    - **ROI Commentary:** By 2025, organic reach is limited; ROI from social is strongest in visual storytelling and brand reinforcement rather than lead generation.
    - **Other Platforms:** Continuously review alternative/new platforms and target market behaviours to keep aligned, eg TikTok, Reddit, Threads. Implement where there is alignment.
- **Philanthropy:** Continued support of Trees for Survival which reviewed positively in the brand awareness survey, however, increased PR activity required to leverage this.
- **Licensee Brand Standards:** Redefine a set of compulsory brand standards and hold licensees to account for compliance when representing the Mastercraft Kitchens Brand

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C. Customer Experience & Advocacy

- **Collateral:** (Monkey's Fist educational/inspirational)
    - Annual *Look Book* as flagship inspiration tool. Remains hardcopy.
    - Downloadable Renovation Guide
    - Additional educational guides, blogs, and podcasts
- **Customer Handover Gifts:** *What's Cooking in Our Kitchen* cookbook + branded gifts.
- **Customer Journey:** Consistent touchpoints, post-install follow-up, and advocacy drivers. NPS survey to be implemented at Guarantee registration
- **Licensee Standards:** Ongoing training and strict digital/brand compliance.

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4. Year-by-Year Roadmap

Year 1 (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.

Year 2 (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" campaign (40 Year Heritage).

Year 3 (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).

Year 4 (2028): Consolidation + Advocacy

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

Year 5 (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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5. 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%.
- **Customer Experience:**
    - ≥25% of customers provide Google reviews by 2026.
    - ≥50% of customers provide Google reviews by 2029.
    - NPS improves year on year.

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6. Risks & Mitigation

- **Competitors dominate SEM/SEO/GEO:** Move early, establish topical authority.
- **Budget limitations:** Prioritise high-ROI search stack (SEO, SEM, GEO) + reviews.
- **Licensee performance variability:** Enforce training, compliance, engagement.
- **Tech disruption:** Early GEO adoption keeps Mastercraft ahead of the curve.