SecureHome+: Intro

    SecureHome+ is the newest advanced smart home security on the market. This security system includes video monitoring, motion sensors, smart locks, and a user-friendly mobile app for remote control. Our target audience are tech-savvy homeowners aged 25–45, living in urban and suburban areas, seeking modern security solutions for their homes. We want our audience to not only seek us for convenience and security, but experience our own version of smart technology. Just like our audience, we also have a story. We know the emotional effects of home invasion, wanting safety and security without much labor and wanting to own the latest gadgets out. We plan on reaching our audiences predominantly through word-of-mouth and digital channels as we feel these are the most appropriate ways to market, connect, and network our product at the moment. Outlets such as website traffic, CPA, and ROA will be considered as we track the success of our campaign.

SecureHome+: Intro

Messages resonates with the target audience.

- Protecting property
- Peace of mind
- Money and energy savings
- Easy to use devices
- Hindrance of burglary and home invasion

Most effective channels for distributing a marketing campaign.

- Email Marketing
- SMS Marketing
- Social Media Marketing
- Offline Marketing
- SEO (Search Engine Optimization)
- Partnerships
- Word of Mouth
- Community Building
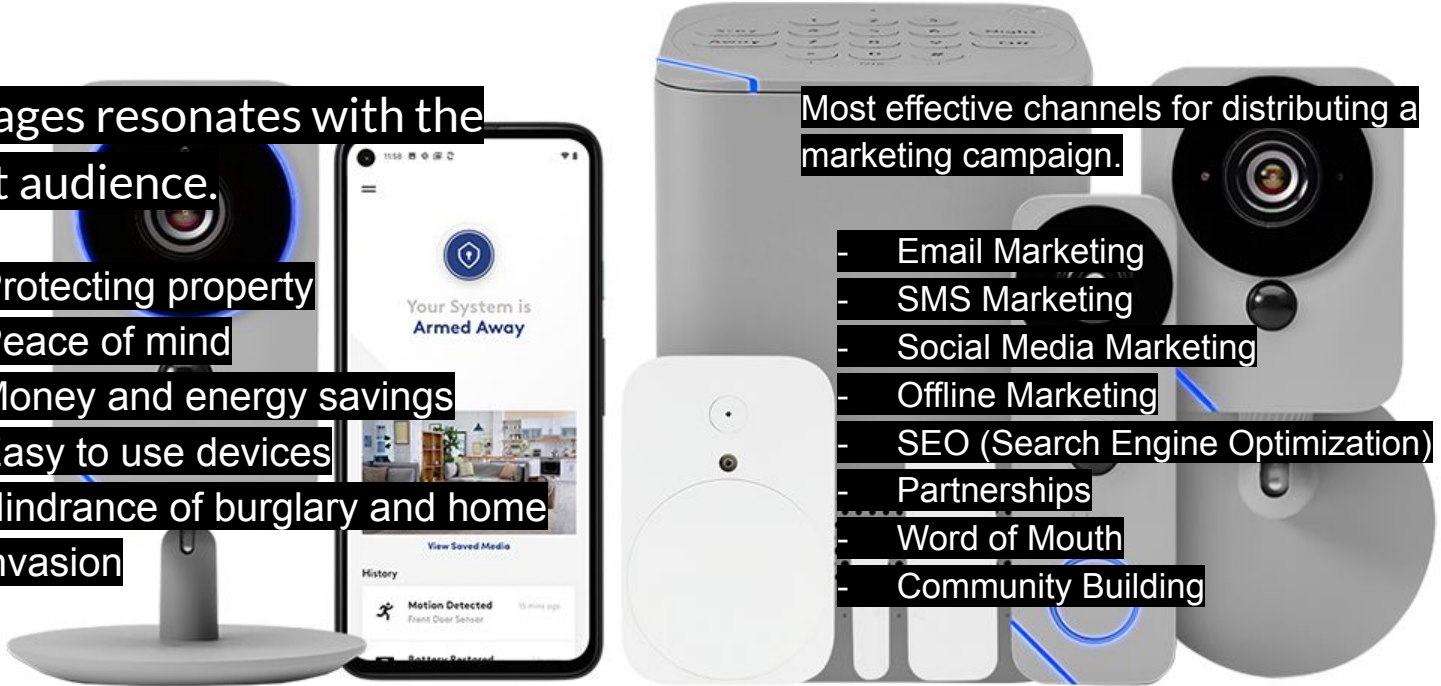
Infographics

Infographics

The infographics shown on the right of this slide, briefly elaborate the benefits of Smart Home Technology and highlights some key themes & messages of our campaign.

- **Security:** Home security systems have alarms that can scare off burglars and notify the local authorities if someone attempts to break-in.
- **Safety:** In addition to security, smart home systems' primary purpose is to provide safety for homeowners and families. Besides detecting burglary, a smart home security system also detects smoke, fire, carbon monoxide poisoning, and water damage.
- **Comfort:** The sense of ease and comfort people gain with a home system, is perhaps one another great benefit. Next to being safe and secure, the confidence of feeling comfortable will help people be more productive, healthy, and focused.
- **Convenience:** New aged home security systems are app friendly. One could check their house through the camera from the app while traveling.

BENEFITS OF SMART HOME TECHNOLOGY

3.CONTROL
Smart home technology gets the control at your fingertips. You can now use your mobile apps to control your home's functionality from anywhere in the world.

2.SAFETY
Security system can be installed that allow the owners to monitor any suspicious activities taking place in and around your home.

4.CONVENIENCE
It allows you to use the mobile and tablets and you'll be able to tap into enormous functions and appliances throughout the home.

1.SAVINGS
The financial savings will get your attention, where the smart home technology can alone save anywhere from 10% - 30% money on your energy bills.

5.COMFORT
Having smart home technology can just make our lives easy, as it improves the functionality of appliances, thus helping them run better.

Customer Testimonials

★★★★★

" About five years ago, while vacationing with friends, my home was broken into and valuable items were stolen. I feel safe now knowing that my home is being monitored by SecureHome+. I can sleep peacefully knowing that I am safe and secure. I am protected and so is my home. I can go on vacation and not worry about anything. Thanks to SecureHome+ I can have peace of mind ".

- Marco Rodriguez

★★★★★

" It's the perfect system. Having an alarm is great but having a camera system to me is just as important — and not just a camera system but one that I can operate from wherever I am in the world. You can't buy peace of mind but that's exactly what you're buying when you invest in a SecureHome+ camera system ".
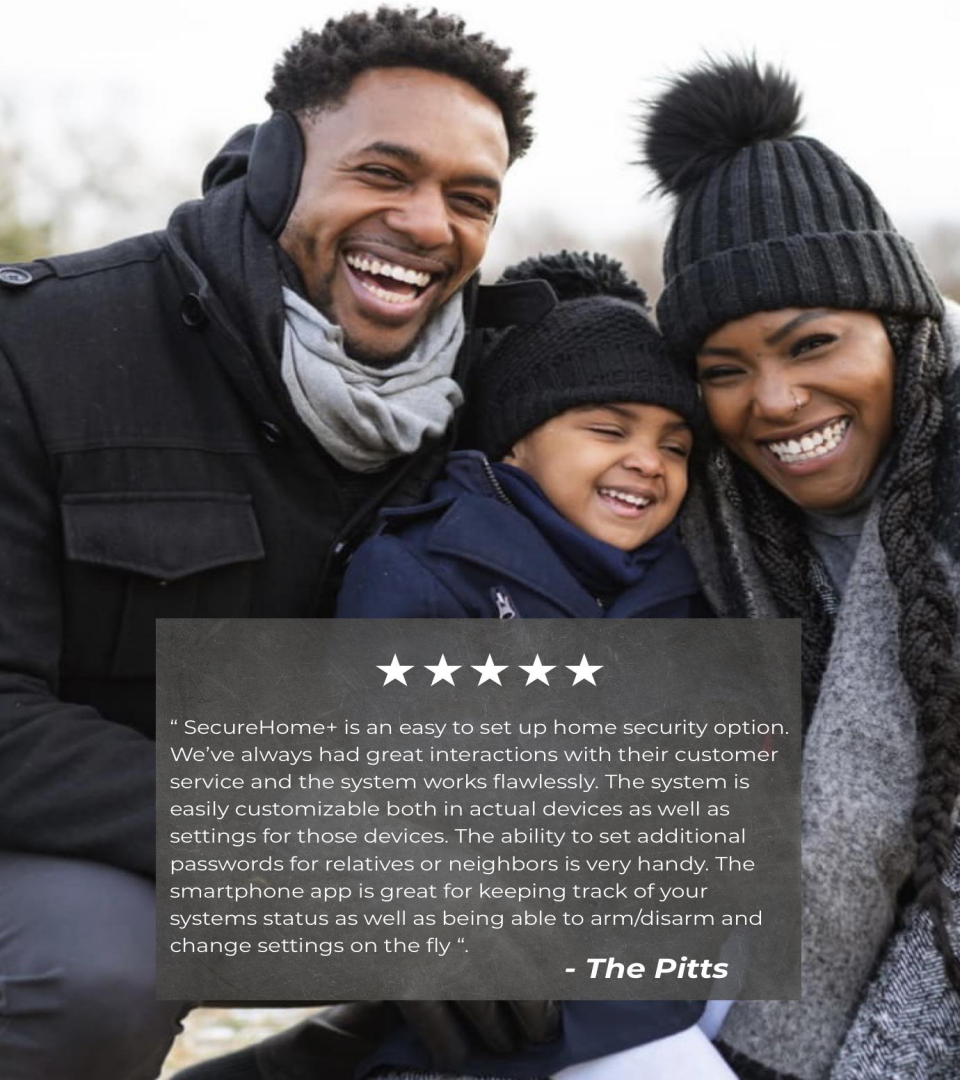
- Zoe Baptiste

★★★★★

" I'm not a technical person, my husband Berlin is. Both of us were able to set the system up in no time whatsoever... I really believe that if you're concerned about monitoring you're home in this day and age, inside or outside, you're concerned about security... a product like the SecureHome+ system cannot be beat ".
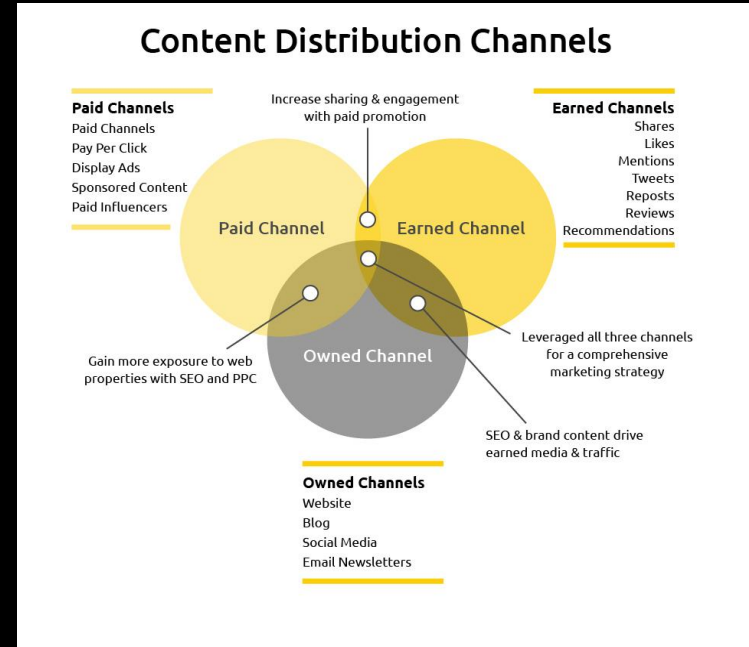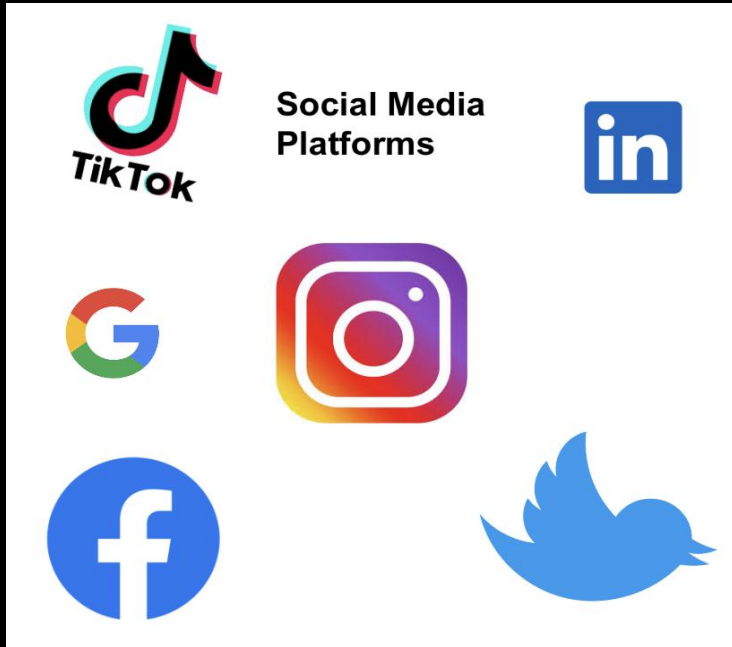
- Felix & Berlin Fuentes

★★★★★

" SecureHome+ is an easy to set up home security option. We've always had great interactions with their customer service and the system works flawlessly. The system is easily customizable both in actual devices as well as settings for those devices. The ability to set additional passwords for relatives or neighbors is very handy. The smartphone app is great for keeping track of your systems status as well as being able to arm/disarm and change settings on the fly ".

- The Pitts

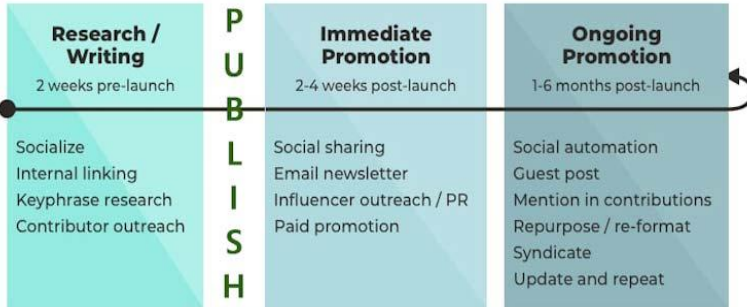**Repurposing, distributing & promoting campaign content**

Repurposing, distributing & promoting campaign content

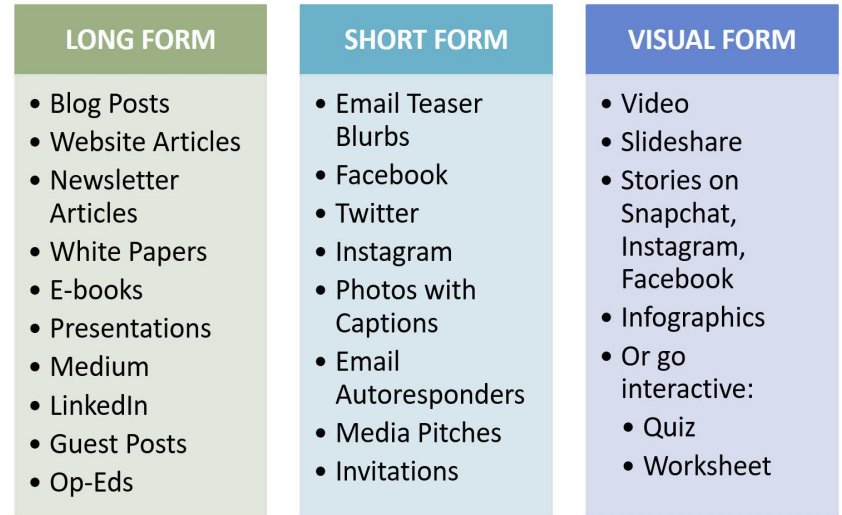# Repurposing, distributing & promoting campaign content

The Content Promotion Cycle

Research / Writing 2 weeks pre-launch	Immediate Promotion 2-4 weeks post-launch	Ongoing Promotion 1-6 months post-launch
Socialize Internal linking Keyphrase research Contributor outreach	Social sharing Email newsletter Influencer outreach / PR Paid promotion	Social automation Guest post Mention in contributions Repurpose / re-format Syndicate Update and repeat

P U B L I S H

CONTENT AMPLIFICATION STRATEGIES TO PROMOTE CONTENT

Share new WordPress posts to a Facebook Page	Share Instagram photos on your Facebook Page using a hashtag	Save Facebook photos you're tagged in to your own album
Tweet your Instagrams as native photos on Twitter	Post your Tweets to Facebook when you use a specific hashtag	Share popular articles from the NYTimes with your LinkedIn followers

Different Ways to Repurpose Your Content

LONG FORM	SHORT FORM	VISUAL FORM
• Blog Posts • Website Articles • Newsletter Articles • White Papers • E-books • Presentations • Medium • LinkedIn • Guest Posts • Op-Eds	• Email Teaser Blurbs • Facebook • Twitter • Instagram • Photos with Captions • Email Autoresponders • Media Pitches • Invitations	• Video • Slideshare • Stories on Snapchat, Instagram, Facebook • Infographics • Or go interactive: • Quiz • Worksheet

Content Calendar

Content Calendar

Channel	Day	Status	Date	Time (GMT)	Post Topic/Type	Copy	Visual Type
Instagram	Wednesday	Published	11/1/23	8:00 AM	Customer Testimonial	Meet Marco	Single Still Image
Instagram	Thursday	Published	11/2/23	9:00 AM	Product Update	New products availab...	Single Still Image
LinkedIn	Friday	Published	11/3/23	10:00 AM	Customer Testimonial	Meet Zoe	Single Still Image
LinkedIn	Monday	Published	11/6/23	11:00 AM	Product Update	New products availab...	Single Still Image
Twitter	Monday	Published	11/6/23	12:00 PM	Customer Testimonial	Meet the Fuentes	Single Still Image
Twitter	Tuesday	Published	11/7/23	1:00 PM	Product Update	New products availab...	Single Still Image
Facebook	Tuesday	Schedule	11/7/23	2:00 PM	Customer Testimonial	Meet the Pitts	Single Gif
Facebook	Wednesday	Schedule	11/8/23	3:00 PM	Product Update	New products availab...	Single Gif
Instagram	Thursday	Schedule	11/9/23	4:00 PM	Infographics	Home security...	Single Gif
Instagram	Friday	Schedule	11/10/23	5:00 PM	Product Promotion	Thanksgiving...	Single Gif
TikTok	Monday	In Progress	11/13/23	8:00 AM	Infographics	Home security	Video
TikTok	Monday	In Progress	11/13/23	9:00 AM	Product Promotion	Thanksgiving...	Video
Twitter	Tuesday	In Progress	11/14/23	8:00 AM	Infographics	Home security	Video
Twitter	Tuesday	In Progress	11/14/23	9:00 AM	Product Promotion	Thanksgiving...	Video

Measuring the success of the campaign

Return on investment (ROI)
It serves as a benchmark for shaping campaigns and marketing strategies, and allows us to establish baselines to quickly gauge our success and adjust efforts in order to maximize impact. Subtracting the initial cost of the investment from it's final value, then dividing the answer by the cost of the investment, then multiplying it by 100 will determine our return on investment.

Cost per acquisition (CPA)
This metric relates to new customers, and it calculates how much it costs to gain customers through marketing and advertising. Dividing the total cost of conversions by the total number of conversions will determine our cost per acquisition.

Website Traffic
We use total traffic figures to determine how successful our website is overall and compare traffic numbers to other time frames outside of the marketing campaign. To calculate website traffic, we will subtract the number of sessions last month (or year) from the number of sessions this month (or year). Then divide the result by the number of sessions last month (or year) and multiply the outcome by 100 to convert to a percentage.

The End