

CHOICES FLOORING MILDURA

new management plan

JULY 2022



The floor you've been searching for

[choicesflooring.com.au](https://www.choicesflooring.com.au)





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Choices Flooring

Carpet

Timber

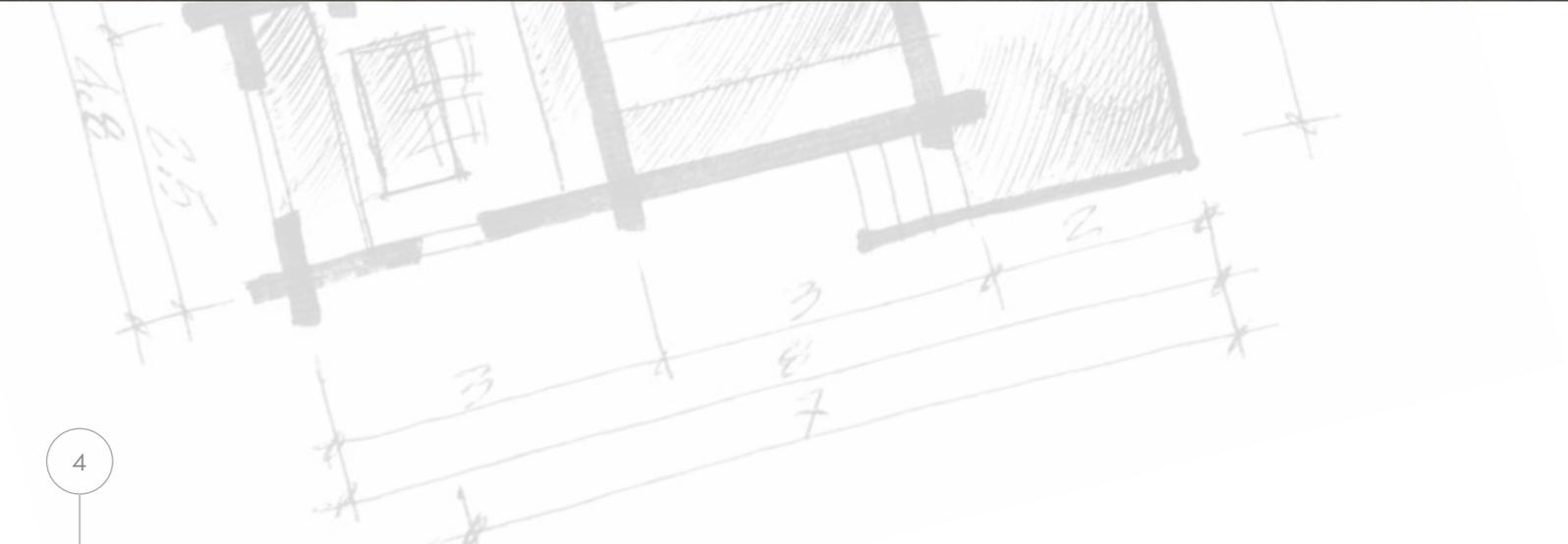
Tiles

Welcome

Rugs

Laminate

Vinyl



overview

This New Management Plan aims to highlight a variety of marketing strategies Choices Flooring Mildura can leverage to raise awareness of their new ownership of the Choices Flooring brand, in order to enhance the store's positioning within their local community.

The plan brings together an integrated marketing communication approach to getting the marketing message out to your customers in your PMA (prime marketing area). This will be across most forms of media, traditional (TV, radio etc) and Online (Google, SEO etc). The online marketing channels now plays such a big part in how customers are marketed to and how they go about choosing a flooring solution for their homes.

The Marketing & Online Team will assist you in facilitating this plan and as a kick-start, we will also contribute \$5,000* to offset the costs of your chosen marketing initiatives.

This plan highlights a variety of marketing strategies and mediums, from the simplest to the most complex and varying spending budgets.

The sections in the plan include:

- **Our Target Markets** will support you to understand the demographics of our key customer base and target audience.
- **Your Store: Turn Key Solutions** will assist you understanding all things needed to ensure your store is represented in the best possible way.
- **Inspiration Station** provides a brief overview of the system and its use.
- **Online and Digital Marketing** will detail all the online strategies in place for you and your store.
- **Your Media Plan** provides an overview of the media support you will receive as a Choices Flooring member.
- **Campaign Calendar** will detail future campaigns for the next 12 months.
- **Optional Marketing Material** includes Local Area Marketing (LAM) initiatives that have proven to be the most effective in raising awareness of new store owners and further establishing the store within the local community. All strategies are suggestions and may not work in Mildura. However, no one knows your region better than yourself.
- **Your Support Team** includes the list of Marketers and Online specialists that are here to assist you.

We look forward to working together to build and create a store that you are proud of owning and operating. Where customers will think Choices Flooring Mildura, for the floors they have been searching for!

* Please note: This contribution is valid for one year only, beginning from the day of commencement as a Choices Flooring member.

All pricing and strategies are correct as of July 2022.

our target markets

To ensure our marketing communications are effective and efficient, all recommendations in this document are created for our target markets (Chloe, Claudia, Christine, Bruce&Bradley and Laura) and take into consideration the key insights and drivers from our brand market research (conducted every two years).



Chloe

Chloe is a wife and mum with a toddler. A sociable person that runs her hairdressing salon from home, she loves a chat. But juggling motherhood and running a small business to make ends meet is tiring work. Relaxing in Yarrowonga with a glass of chardonnay in hand is her ideal way to wind down. She's looking for balance in her life. Chloe is caring, maternal, organised, bright and sees herself as being fairly on-trend. As a proud mum, Chloe loves putting her family on show.

So when Billy agreed that it was time to redo the floors, she got to work building a well-organised digital scrapbook. Given the opportunity to make their house look 'tonnes better', Chloe is determined to get the selection right. She has spent a lot of time on Pinterest curating flooring styles and colours, but not a lot of time looking at materials. She's price conscious, loves a good deal and is receptive to the odd promotion. In her focus and determination to select the floors and have Billy settle the purchase, she's accepting of the installation schedule and some of the residual mess created by the installers. The end result is most important.



Billy

(potentially Chloe's partner)

With a young family and a job as a salesperson for a well known tyre brand, Billy is an affable young bloke. He wants to create a decent for life for he and Chloe and their 2YO child. But when it comes to making decisions on flooring, he's a little apprehensive on the purchase. Chloe is a strong advocate for renovating the house, but frankly, Billy would rather take the family to Bali.

With a combined income of \$90k, they haven't got a lot to spare when it comes to selecting flooring, so he wants to get it right. He's pretty good at getting a bargain and doesn't mind drilling sales people a little. But at the end of the day, he'll be happy if Chloe's happy. It's a high risk purchase for them, so they want to get this right. So their selection will be practical, affordable and durable (due to children). He's got a bit of time on his hands too. His job isn't too intense that he can't deal with texts and emails from Chloe all day who's at home busy researching flooring solutions. Billy is pretty engaged in the purchase and selection process and is likely going to seek flooring advice and ask lots of questions.



Claudia

Claudia is a responsible mother of 2 kids: one finishing primary school and the other in year 8. Life is super-busy and she often feels like a taxi. Particular and a forthright, Claudia is self-assured but doesn't have the motivation nor time to focus on her own needs. After deciding that it's time to replace the floors, however, she finds herself oddly engaged in the process and quite enjoys feeling 'creative'.

As the main driver of this project, Claudia is fastidiously researching flooring brands and styles. She wants luxury but understands that the practical choice is the reality and there's no point even looking at wool or real timber floors. Her girlfriend recently replaced the carpets through Choices Flooring, so Choices Flooring feels like a good place to start. In between music lessons and sports practise, she jumps in the car and begins collecting samples. However, she'll likely require consensus from her partner, Bryce, who could disrupt the process. So she better have her ducks in a line to ensure they reach an agreement on retailer, flooring style and price.



Bryce

(potentially Claudia's partner)

Having purchased the family home 5 years ago, he recognises that it's time to update the flooring. The house was last renovated 10 years ago and his partner, Claudia, is sick of looking at the worn or damaged areas around the house. With the equity in his home, a decent amount of super and a good portfolio of shares, he's asset rich but cash poor.

As a business analyst, Bryce is continually in and out of contracts with the major firms in the city. Bryce hasn't got a lot of time on his hands. Between the kids and a pretty high pressure job, he doesn't have time for fuss and hopes the replacement of his flooring won't be too much of an imposition on his carefully balanced lifestyle (cycling, time with the kids, their sports, etc). With another child heading into private secondary college next year, he wants to get this flooring done before the fees start rolling in. He's looking a quality product(s) that is versatile and relatively easy to maintain. Fuss and a protracted process is not on his agenda.



Christine

As a content, mature woman of 60, Christine is confident but likes to take things easy these days. Christine loves her family, but she and Barry no longer live for their kids anymore. When they're not travelling, the grandkids often absorb their time. Christine loves looking after the little ones but she can barely keep up. She takes a million photos with her smartphone (it's about the only thing she knows how to confidently do on that thing other than call people). Christine does a bit of volunteer work on the side with Meals on Wheels and loves chatting to the oldies. She'll be there soon enough and she realises that she'll want to be engaged by people around her when she's that age.

Since her super has rolled over, she decided to retire while her husband still works a couple of days a week as a director of a business. Christine has been looking to do the floors and now has a bit of time on her hands to do a mini-renovation on the old family home - possibly the final renovation of her life (she hopes). The kids have been pretty hard on the lino in the sun room and the carpet is near 15 years old in the bedrooms. Having been through the process before, she vaguely knows what she wants: it's time to invest in good quality woolen and timber flooring. Christine has her own well-formed sense of style - which is hers - French Provincial.



Barry

(potentially Christine's partner)

Having done the hard yards throughout the years with businesses, Barry has earned his stripes. He and Christine have made and nurtured a family home in Moonee Ponds. With the kids grown up, they're now grandparents and often look after the grandkids on the odd night. Barry is straight talking, no fuss, but loves new experiences. In fact, now that their superannuation has rolled over, Barry and Christine are travelling a lot these days. Barry also loves great service. In fact, that's one of the reasons he still maintains his RACV club membership in the city.

Christine has been at Barry to replace the carpets. It's the last house they'll own before the either downsize or move into a retirement home (but this unlikely to occur for another 15 years). With time on his hands, he can afford to be quite involved in the process (making him potentially demanding as a customer). Cash rich, he's more focused on quality. But durability is also important due to the grandkids.



Bruce & Bradley

The well-informed, decisive/indecisive couple that want the best and have very specific needs. They're not brand loyal but have a few favourites. Bruce and Bradley are more driven by quality and style. While Bruce is very details oriented, Bradley is quite creative and outspoken about his preferences. With a double income of approximately \$400k/a, they're cash rich and proficient shoppers - both on and offline.

Replacing their flooring is a 'grudge buy' but it will make a huge impact on their two-story Fitzroy apartment. Mainly because the perceived in-store retail and installation experience is almost certainly going to be a drama. They research their options well and are quite fussy so the last thing they need is in-store advice on style. However, product information pertaining to features, quality, and specifications is welcome and expected. Price is not an issue as they are affluent, but getting a good deal is (they don't want to be ripped off.)



Kevin

Kevin has had a successful career in the building trade when he was younger and after some time in the corporate world he runs his own self-managed superannuation and property portfolio.

Kevin is no fool, he wants a good deal but won't compromise on quality. Kevin is asset rich as he has put all his super into investments and shares, so he doesn't like any surprises in the sales process of purchasing flooring. Kevin may want to do some of the pre-installation tasks himself so control of the process is a big thing for him. With a new property under his belt, he needs to get this property in relatively good shape to get this best possible rental price. 'Measure twice, cut once. Let's get this spot on at a good price.'

After a brief Google Maps Search for flooring retailers, he does the rounds. After a couple of conversations, he'll make a fast decision and wants a quick installation turn around so he can get renters in ASAP.



Laura

Laura loves design and has good taste. As an interior designer, she has a broad client base that have different budgets and visions therefore she needs a wide variety of product options, textures and colours on her shopping list. She's very creative, driven and owns her own business with which she has established great success. Laura is inspired by good design and well informed on styles and pricing, as she provides her clients with information. She uses Pinterest and Instagram for daily inspiration on the latest trends. She is time poor and therefore likes to stick with reputable stores that would provide good service and price.

"Give me a good diversity of products, responsive and knowledgeable sales staff, transparent pricing and I can make magic." Laura can be aggressive if she doesn't get what she wants. Afterall, her clients demand the best and their word-of-mouth referrals keep her in business. Setting an appropriate expectation through clear communications makes Laura's life easy. Streamline her selection and execution process, and she will return with additional clients.

turn-key solutions





overview

To create an inviting and inspiring showroom for consumers, customers and team members, specialised internal signage and point of sale material has been designed for all stores.

The following sections will detail requirements to ensure your store looks and feels fantastic. Some are OPTIONAL and some are MANDATORY. These will be clearly marked as the plan progresses.

This section will cover:

- Instore POS
 - Headers
 - Data Strips
 - Brochures
 - External Displays
 - Hanging Instore POS
- On Hold Messaging Service
- Uniforms and Clothing
- Vehicle Livery
- Promotional Goods
- Stationery

categories

As you have been made aware, one unique point of difference between Choices Flooring stores and that of our competitors is the lack on manufacturer branding. We believe it is not always the brands that sell the products, it's you. Therefore, we will display brands only if they are exclusive to Choices Flooring and that they are our own brands. Also, within the carpet category, we no longer display fibre types.

This new strategic direction launched within Australia in 2016. The reason for the change was to synergise with our online classifications. In late 2016, the marketing team had undergone some user testing of our current website. The key highlights to come out of this was the fact that consumers do not know the difference between a Triexta and Nylon – or SDN and PET. Funnily enough, most felt that PET meant Pet friendly carpet.

We use these product classifiers in store and online when consumers search for carpet – ultimately confusing them and providing difficulties for navigation. With this insight from the user testing, it provided the foundation for what we would need to do in order to be more transparent when advertising carpet online.

As a result, we introduced new categories for our carpets (Exclusive and Generic) so that the customer has a better online experience.

Therefore, all our carpet categories can be summarised under four sections that are more relatable to the consumer. They are:

asthma friendly *choices*

natural *choices*

family friendly *choices*

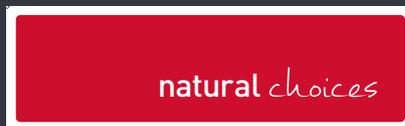
ultimate *choices*

pie warmers

Below are the required headers for your store. These will accompany the hardware setup, when this takes place.

natural choices (wool carpets)

2 Bay Pie Stand



3 Bay Pie Stand



4 Bay Pie Stand



5 Bay Pie Stand



family friendly choices (nylon & pet carpets)

2 Bay Pie Stand

family friendly *choices*

3 Bay Pie Stand

family friendly *choices*



4 Bay Pie Stand

family friendly *choices*



5 Bay Pie Stand

family friendly *choices*



pie warmers

timber choices

4 Bay Pie Stand



Hard Flooring Stand



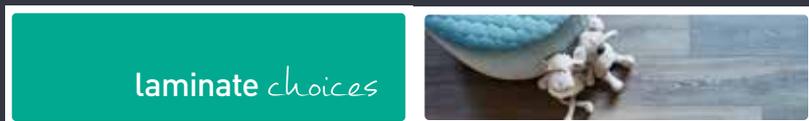
Rigid/Hybrid Stand



Vertical Insert

lamininate choices

4 Bay Pie Stand



luxury vinyl choices

4 Bay Pie Stand



Hard Flooring Stand



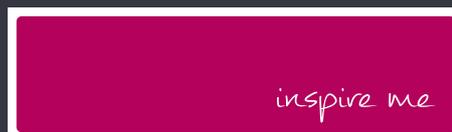
Sheet Vinyl Flip Stand Header



Vertical Insert

inspire me stands

Lightbox Transparencies



drape stands

natural choices

Natural Choices



Windsor Wool



Temuka

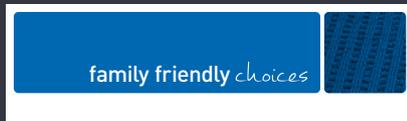


Hycraft



family friendly choices

Family Friendly Choices



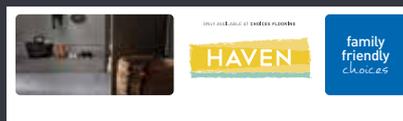
Eternity Inception



Eternity (Part)



Haven

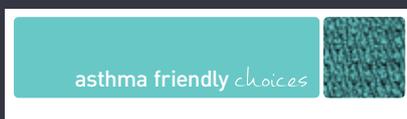


Entrend



asthma friendly choices (nylon carpet specialised)

Asthma Friendly Choices

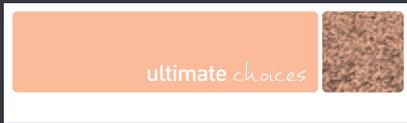


Brease

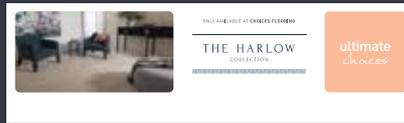


ultimate choices (triexta & some SDN carpets)

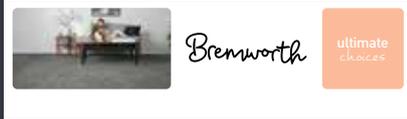
Ultimate Choices



The Harlow Collection



Bremworth



Rendezvous



Eternity (Part)



Serenity



brass name plates

To be displayed on Inspire Me stands and Inspiration Station product cubes. These are yet to be determined.



Example Only

pie warmer fillers

To be displayed to ensure shelves looked stocked, if samples are missing or on loan.



brochures

These brochures are ones to provide to the public as you see fit. Updates are frequent and once an update occurs, new brochures are usually sent direct to your store. We only ever produce Exclusive Product brochures for distribution. As you need more, let the Marketing Team know and we will send further copies directly to your store.

All brochures have been updated to suit the Australia market.

Cost: Part of Membership



ASTHMA FRIENDLY CHOICES

- BREASE
- DUNLOP COMFORT CHOICE



FAMILY FRIENDLY CHOICES

- ENTREND
- ETERNITY (PART)
- ETERNITY INCEPTION
- HAVEN



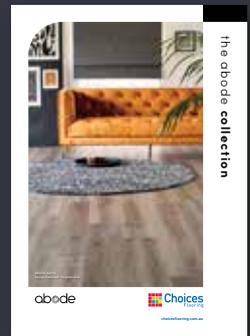
NATURAL CHOICES

- TEMUKA
- WINDSOR WOOL



ULTIMATE CHOICES

- ETERNITY (PART)
- THE HARLOW COLLECTION
- RENDEZVOUS
- SERENITY COLLECTION



THE ABODE COLLECTION

- ABODE ALPHA
- ABODE CLASSIC
- ABODE COASTAL
- ABODE ELEVATE
- ABODE GRACE
- ABODE GRANDE
- ADOBE NOBLE
- ABODE PRIME
- ABODE WIDE BOARD



THE GENERO COLLECTION

- GENERO DELUXE
- GENERO DESIGN
- GENERO DESIGN PLATINUM
- GENERO LONGBOARD
- GENERO MULTI-LAY WIDE BOARD
- GENERO ZENITH



THE PLANTINO COLLECTION

- PLANTINO ENGINEERED OAK BOARDWALK CHEVRON
- PLANTINO ENGINEERED OAK BOARDWALK HERRINGBONE
- PLANTINO ENGINEERED OAK ELEGANT & PREMIERE
- PLANTINO ENGINEERED OAK REGAL
- PLANTINO ENGINEERED TIMBER FIRST FLOORS
- PLANTINO NATIVE LANDMARK
- PLANTINO NATIVE MEMENTO
- PLANTINO LAMINATE AQUA
- PLANTINO LAMINATE ENDURANCE
- PLANTINO LAMINATE FRASER
- PLANTINO LAMINATE NOOSA



ADDING A RUG TO YOUR SPACE



MOOD WINDOW FURNISHINGS



CARE & MAINTENANCE GUIDE

hanging posters

hanging system

We provide hanging systems for POS material for your store as part of membership. There are two sizes for the hanging poster system – Short or Tall.



Example Short

Cost: Part of Membership

posters

As the posters are usually campaign based, we have decided to provide stores two different styles to start, creating instore call to action and ambience.



Example Tall



Cost: Part of Membership

If you have a digital display, you may no longer want hanging posters sent to you each campaign, if so, please inform marketing@choicesflooring.com.au

'A' frame signs (optional)

Also known as sandwich boards, footpath signs come in a range of colours, styles and sizes. The plastic base options can be filled with sand or water to stop them from blowing down the street on windy days.



Size:	600mm w x 900mm h
Cost:	With Core Flute inserts: \$184.00 + Freight & GST With Metal Sheet attached to the Frame: \$220.00 + Freight & GST
Turnaround time:	2-3 weeks

teardrop banners (optional)

We've got every size, shape and mounting system you could possibly think of for flags, banners and display units. Contact us to discuss your requirements.

Below is a sample of what some stores have use.



Cost:	Small \$209 + GST Large \$264 + GST
Turnaround time:	2-3 weeks

on hold messaging

With an average of 57% of callers being put on hold, research continues to prove that businesses who have an effective on hold message system enhance the consumer experience and have higher conversion rates as opposed to those who have 'dead air', background music or the radio.

The membership continues to embrace our centralised on hold messaging service provided by Zoo Media, with 98% of Choices Flooring stores having successfully implemented the system.

We will supply the On-Hold Messaging system within the store prior to store opening.

Cost:	Part of Membership
Supplier:	Zoo Media (via the Marketing team at Choices Flooring)

uniforms (optional)

From installers to flooring consultants, it's important that all Choices Flooring representatives are well presented, with a neat and tidy appearance. Although we do NOT have a standard uniform code we do have an international uniform supplier - InVue Merchandise, who can source high quality uniform items that best suit your needs.

The examples shown on this spread are just a selection of popular styles available, for more options please contact the Marketing & Online Team.



Cost:	Dependant (pricelist available)
Turnaround time:	2-3 weeks

vehicle livery

We strongly recommend stores purchase a white vehicle for signwriting purposes. This serves to maximise brand effectiveness and create a consistent national presence.

step 1

Take a high resolution photo showing the rear and each side of the vehicle and email these to marketing@choicesflooring.com.au

Try to be as straight on as you can and make sure the whole vehicle is in the frame.

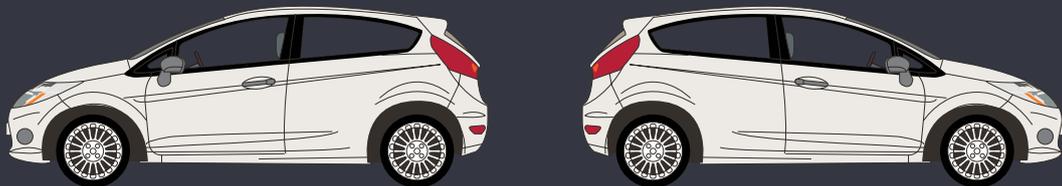


PHOTO ANGLES HATCHBACK

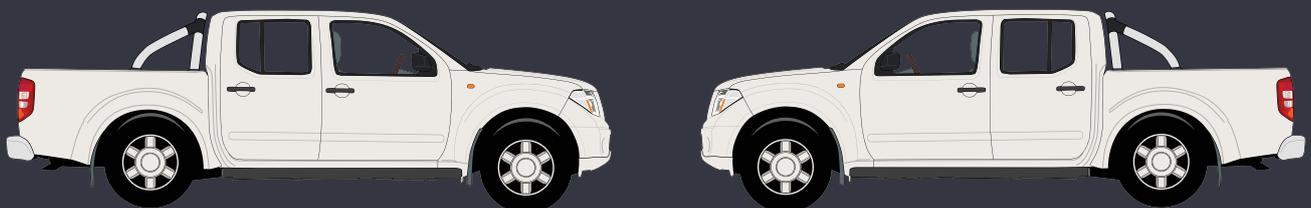


PHOTO ANGLES UTE

step 2

The Marketing & Online Team will provide branded vehicle artwork. This will assist stores in obtaining a quote from their local sign writer, or alternatively the Network Development Team at Central Office can provide a quote for stores from our preferred supplier network within Australia. Once a quote has been agreed upon the Marketing & Online Team can supply the appointed sign writer with the artwork files required to produce and install the personalised vehicle branding.



Cost: Mock up and artwork supply is part of membership however the signwriting costs are your own.

stationery

business cards

Business cards are an essential item for any store, as they have the ability to ensure the consumer remembers their experience in-store.

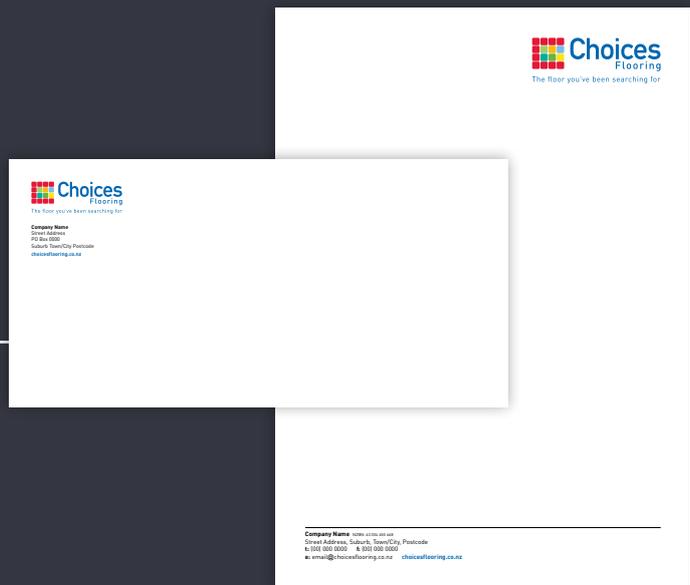
This means they will be more likely to call the flooring consultant who initially assisted them with any further queries they may have, leading to a greater likelihood of purchase.



500: \$78.50 + GST
1,000: \$102.00 + GST

letterheads & envelopes

Despite the rapid shift towards online communications, it's always handy to ensure you have letterheads and envelopes available.

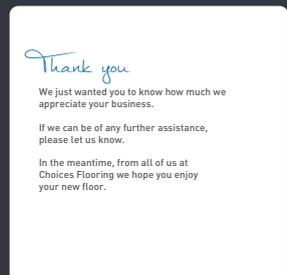
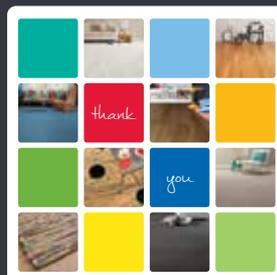


With Comp Slips
1,000: \$238.00 + GST + Freight

Envelopes plain faced with logo
500 \$162.50 + GST
1000 \$198.18 + GST

thank you cards

Thank you cards are a great initiative to develop customer relationships and keep your store top of mind when customers discuss flooring with their family and friends.



FREE

promo items

(optional)

Like that of Uniforms and Clothing, we do have an international promotional goods supplier – InVue Merchandise, who can source high quality promotional items that best suit your needs.

Promotional items pictured are just a sample of what is available. If other branded items are required, please contact the Marketing & Online Team at Central Office.



CHOCOLATES



CAP



PEN



MUG



SHOW BAG



USB



BALLOONS (ASSORTED COLOURS)

what's next?

The Marketing team will work directly with you to ensure you get what you need.

inspiration station



inspiration station

Your Inspiration Station is personalised specifically for stores within Australia. Additional products and features will be added throughout time at no cost to your store.

We understand that choosing a floor can be a daunting task for consumers, so we've made this easier for you, your team and consumers with our in-store room visualiser - Your Floor -allowing to view our products in anyone's home.

Amongst the many features the Inspiration Station allows you, your team and consumers to easily change floor, wall and décor colours in different room settings.

how to use the inspiration station

We recommend that you and your team members create different styled rooms on the Inspiration Station each week.

The more you and your team members use the Inspiration Station, the more intuitive it will become and the easier it will be to fully integrate into your sales process



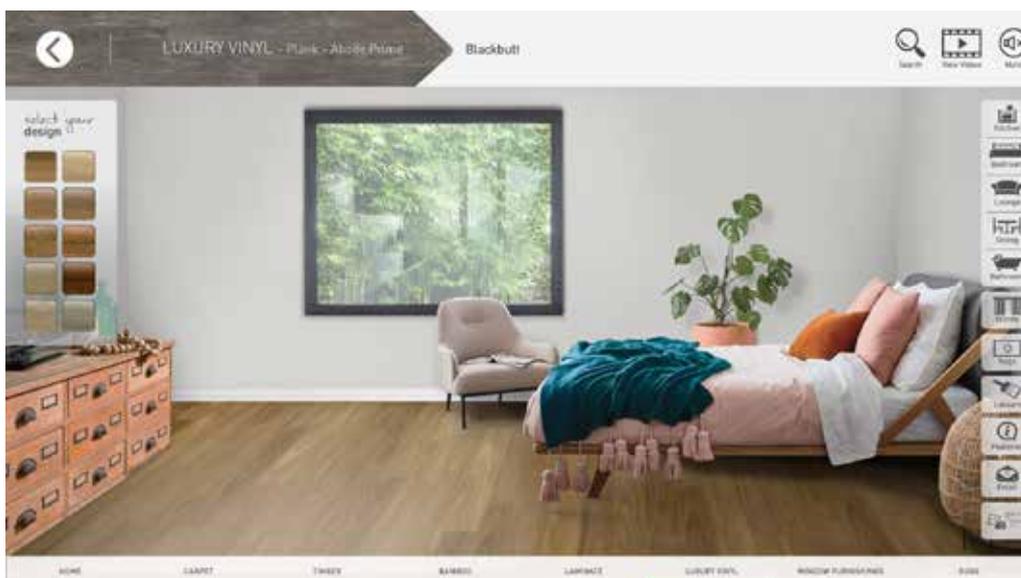
The inspiration station can now be used to view RoomView, simply by clicking onto the Choices Flooring website.

product representation

As you are aware, the Inspiration Station is designed to assist consumers in visualising how different flooring options will look in a room. While each reference is colour matched and scaled accordingly to ensure the best representation possible, like images in printed items such as catalogues and product brochures, there will still be some slight variances between the actual product and the image on your screens.

If you feel there are product references on the Inspiration Station that are not adequately represented, please follow these steps:

- Contact Prendi (our programmer, maintenance and support company) on (07) 3844 1134 or email choices@prendi.com.au and request that they check your screen settings.
- Once Prendi have confirmed there is nothing wrong with your screens, if you feel the product reference/s are still not adequately represented, please email us the reference details so we can review accordingly.



ongoing support

Please contact Prendi on (07) 3844 1134 (between 8am - 5pm AEST, Monday to Friday). On weekends, public holidays or for other out of hours requests, please email Prendi at choices@prendi.com.au with the subject line "Inspiration Station fault at your store location" and include a brief description of the problem.

I've been searching for



Choices
Flooring



Inspiration Station

digital media



we live in a digital age...

Our online strategy is the key to ensuring we stay ahead of our competitors. Equating to over 30% of our overall marketing budget across Australia and being our sole call to action, our online strategy needs to be sound, innovative, and consistently evolving.

It may be cliché, but the single most important stakeholder in any retail strategy is the consumer. So, when we embark on developing an online strategy, our target markets are at the heart of everything we do.

In Australia, we have researched flooring consumers and the results have identified that our target market is extremely active when it comes to retail flooring.

It is our goal to ensure the Australia website ranks organically higher within each PMA than anyone else. This may take time, but we are determined to achieve this goal. Within Australia, all 140 plus stores rank within the top three of Google when searching for flooring and flooring types within their PMA. This, as well as our strategy, makes us the number one flooring retailing website

To achieve success in Australia, we must concentrate on further developing the six critical facets that make up our online strategy. These are:

visibility

80% of users search for a product, not a retailer. Therefore, we need to be where our target markets are, if our target markets are talking about flooring products or our products are featured on social media platforms such as Instagram or Facebook, we should be listening and contributing to those conversations.

listening

There are many different preferences consumers have and different paths to purchase. The omni-channel shopper wants to use all channels – in-store, eDMs, catalogues, magazines, and mobile devices – simultaneously. We need to ensure we cover every touchpoint.

expanding our reach

We need to create 'experiences' for individuals and communities, start conversations using social media and experiment with new types of consumer engagement, such as near-field communications. Why? Research by the Australia Centre for Retail Studies has found that omni-channel consumers shop more, spend more and are more loyal. But we must look at ways of not multiplying the same content and user experience across all channels.

technical innovation

We need to be more innovative than ever. Each year our consumers are becoming more tech savvy so we need to continue to push the boundaries. The introduction of online catalogues, and RoomView is the first step in this process.

flexibility

Flexibility is the key to dealing with industry volatility, economic uncertainty and complexity faced by retailers within the Australia market. In the past 24 months, we have invested in platforms that have allowed us to become more flexible, including the RoomView program that we developed internally.

insights

Data analytics allow us to take the guesswork out of market segmentation and consumer behaviour. Online statistics are invaluable. They allow us to measure how well a campaign or initiative is going in real time. By analysing our data, we are able to make informed and targeted decisions to connect with our consumers in a more meaningful way.

With big data, it's not about what we know, it's about what we do with it. We need to ensure we turn the data into actionable insights and use these insights to increase the relevance of how, what, and when to engage with consumers.

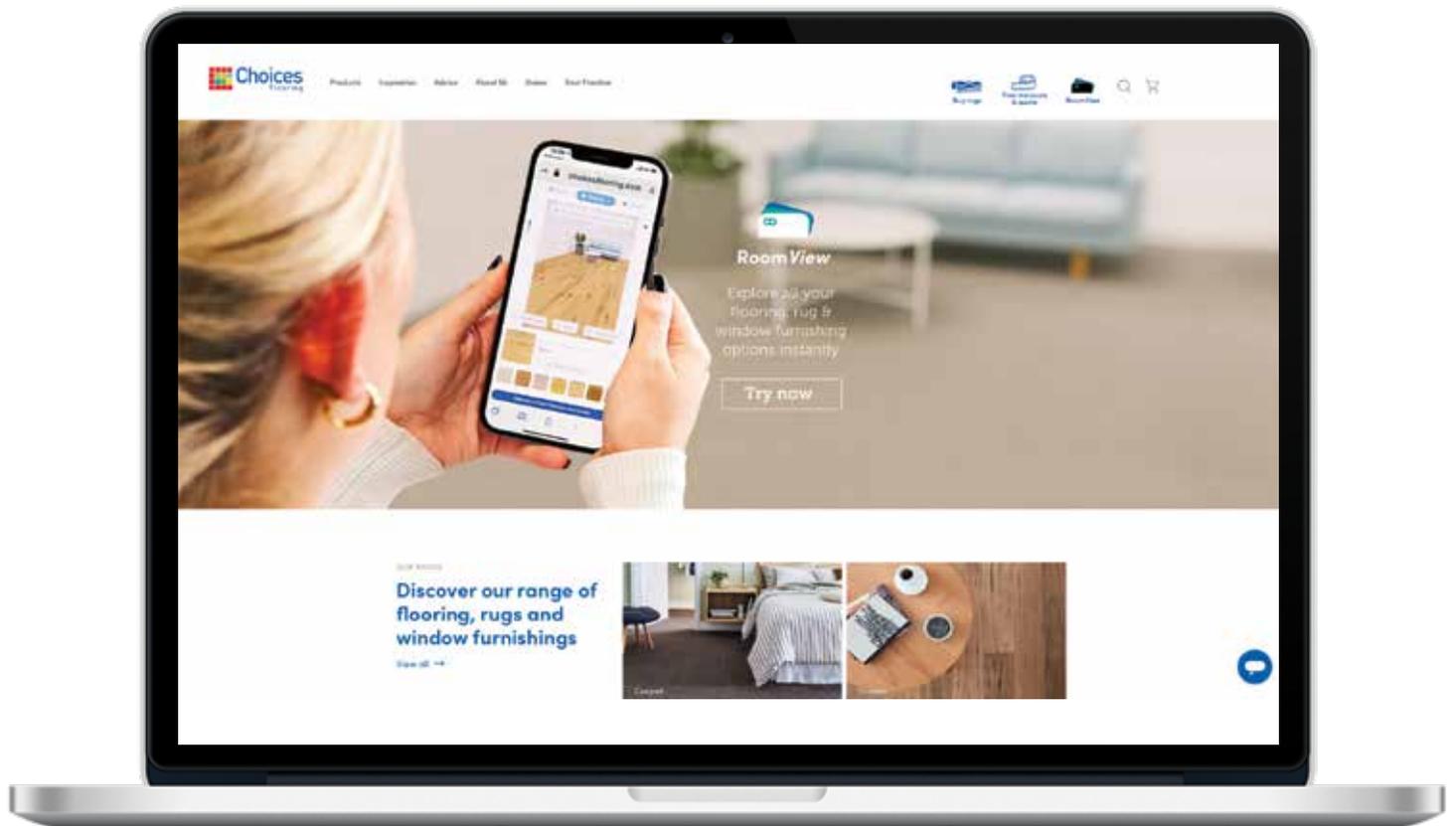
online

choicesflooring.com.au

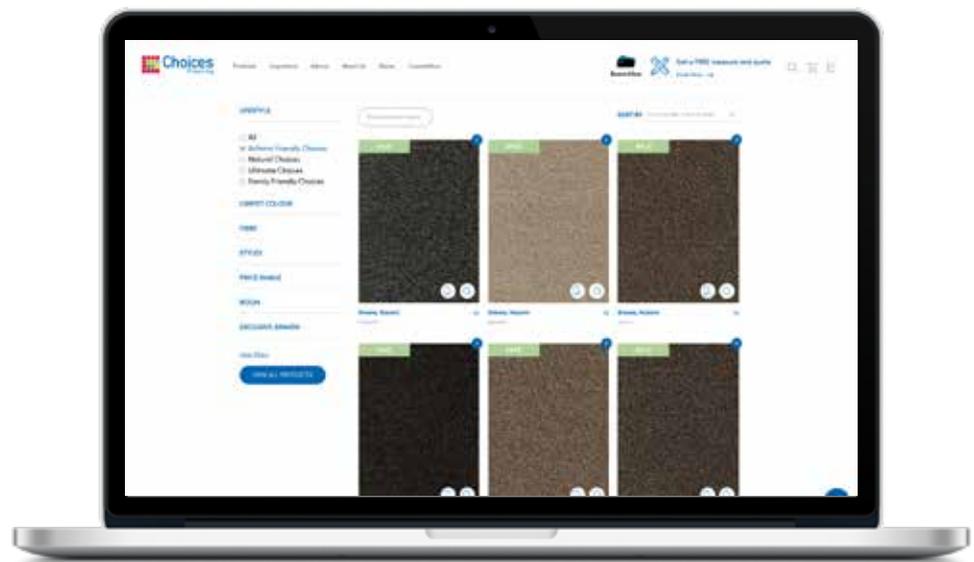
All our Australia stores are covered under one website - **choicesflooring.com.au**

So, in addition to being able to easily find information about their local store, consumers also have access to all the flooring product information and inspiration they require to support their decorating project.

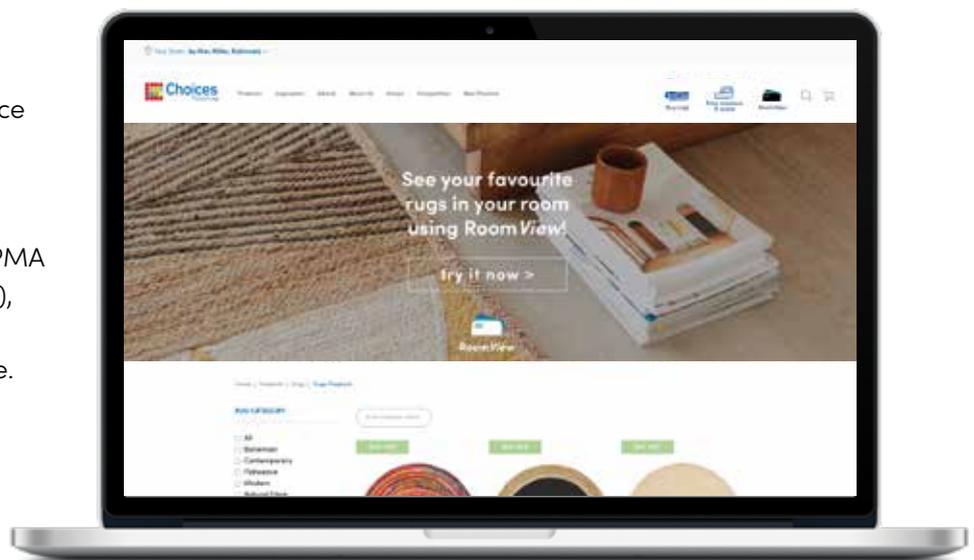
As a result, there is no need for stores to have their own individual websites.



choicesflooring.com.au will display all core and exclusive product lines. It will have all the features benefits of the products, brochures, floor calculator, warranty information and the ability to view the product in RoomView.



As part of our e-commerce strategy, Unitex & Bayliss rugs can be purchased online. For any rug purchased in your local PMA (Primary Marketing Area), the profit of the rug goes directly back to your store.



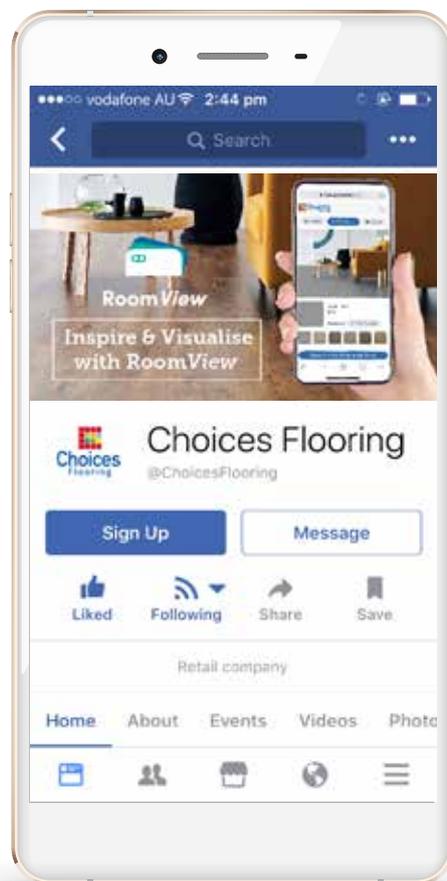
social media

We can setup and manage your social media platforms.

Facebook, Instagram, YouTube and Pinterest are the social media platforms we use.

We will focus on increasing our social network through engaging and informative content that aligns with our target markets changing lifestyles. In addition to our own content, we will also leverage content from our partners, such as home magazines.

We will have multimedia content within YouTube, enabling it to be leveraged across other digital platforms, including our website, other social media platforms, eDMs and Google AdWords.



If you plan to run your own social media, it is important to note...

Countless conversations take place online every day and we want our members, staff and associates to join those conversations, and where appropriate represent and share the fantastic initiatives and inspiring nature of our brand.

As a result, we have a set of Social Media Principles which should guide your participation in social media, both personally and when you are acting on behalf of the brand (at either national or individual store level).

When acting on behalf of the brand it is critical that we always remember who we are and what our brand's role is on social media (inspiring decorating choices). The same considerations that apply to our messaging and communications in traditional media still apply online. Choices Flooring has a national (now international) presence across all relevant social media platforms, so it is optional as to whether members decide to create and utilise social media platforms for their individual stores.

Be mindful that social media can be your best and worst enemy. For all those who take part in social media - embrace it and have fun but be smart. Use sound judgment and common sense, adhere to our group values and follow the same company policies that you follow in the offline world.

our interaction commitments

We make certain commitments concerning how we interact with consumers and each other which are also applicable to our social media interactions. We expect the same commitments from all members, staff, agency and supplier associates:

1. We will be transparent in every social media engagement.
2. We will protect our consumers' privacy in compliance with applicable Privacy Policies, IT Security Policies, and laws, rules, and regulations.
3. We will respect copyrights, trademarks, rights of publicity, and other third-party rights.
4. We will be responsible in our use of technology and will not knowingly align our brand with any organisations or websites that use excessive tracking software, adware, malware or spyware.
5. We will reasonably monitor our behaviour in the social media space, establish appropriate protocols for establishing our social media presence, and keep appropriate records of our participation as dictated by law and/or industry best practices.

our expectations

We respect the rights of our members, staff, agency and supplier associates to use blogs and other social media tools not only as a form of self-expression, but also as a means to further Choices Flooring's business. It is important our staff, agencies and suppliers are aware of the implications of engaging in social media and online conversations that reference Choices Flooring, its sub-brands, or its business, and that they recognise when we might be held responsible for their behaviour. Our expectations for personal and professional/official use of social media are as follows.

personal social media use: our expectations

Whether you are an authorised National Brand Representative, official Store Representative, or neither, when you're talking about Choices Flooring, our sub-brands, or our business on your personal social networks, keep in mind that:

1. All our company policies still apply.
2. You are responsible for your actions. We encourage you to engage on social media and have fun, but use sound judgment and common sense.
3. You are an important ambassador for Choices Flooring, and you're encouraged to promote the group as long as you make sure you disclose that you are affiliated with us. How you disclose this can depend on the platform, but the disclosure should be clear and in proximity to the message itself. For more information, please contact the Marketing & Online Team at Central Office on (+613) 9850 9311.
4. When you see posts or commentary on topics that require subject matter expertise, such as customer complaints, or the group's financial performance, avoid the temptation to respond to these directly unless you respond with approved messaging that the Marketing & Online Team has prepared for those topics. When in doubt do not respond and contact the Marketing & Online Team at Central Office on (+613) 9850 9311.
5. Be conscientious when mixing your business and personal lives; be sure to know any internal policies regarding personal use of social media at work or on company devices.
6. For members and store staff, you are allowed to share the national social media platform content on your applicable store social media platforms, but you are not allowed to comment on any content featured on the national social media platforms.
7. Remember that your posts can have global significance. Although we are primarily an Australian company, the way that you answer an online question might be appropriate for the Australian and Australia culture, but inappropriate in other cultures. Keep that 'world view' in mind when you are participating in online conversations.
8. Remember the internet is permanent.

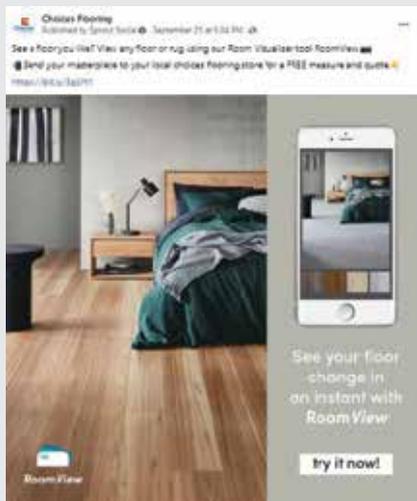
become a Choices Flooring online brand advocate



Find us on 



As a national brand we post 3 times a week and advertise accordingly. All stores have been set up with their own Facebook page based on their location and runs with national feeds only.



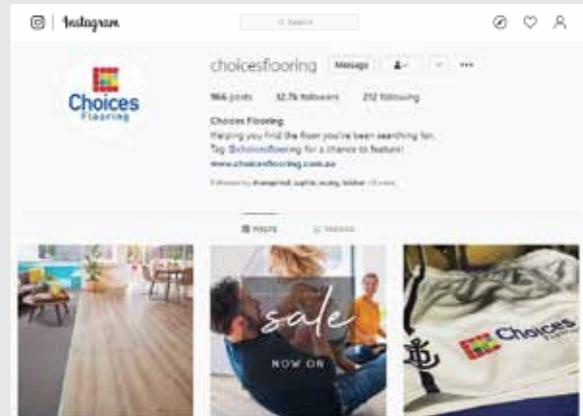
LinkedIn

If you are on LinkedIn please **share** and **like** any of the posts by Choices Flooring.



Instagram

If you are on Instagram, please **follow** Choices Flooring and **like** our pictures.



Pinterest

If your are on Pinterest please **follow** Choices Flooring and **Pin** to your on boards.



Style SOURCEBOOK

StyleSource Book is the perfect mood board tool to assist in helping your customers create the perfect interior look, and you can also **upload** Choices Flooring products as we are exclusive partners.



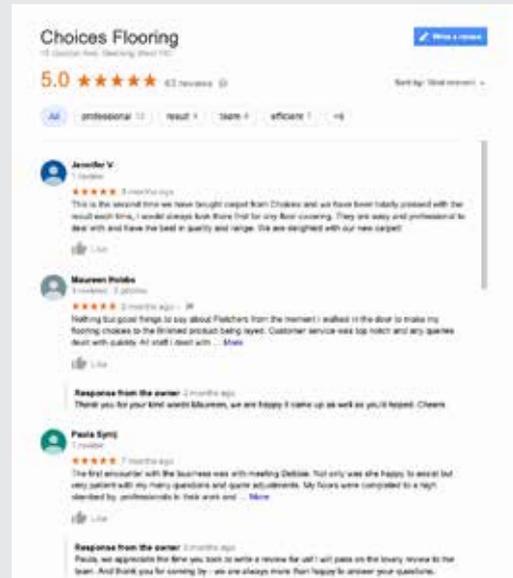
Google Reviews is one of the biggest review platforms in Australia and New Zealand and one of the most important to ensure better Google rankings over competitors in your local area. Apart from it being a FREE program to participate in, it is one of the most important ranking factors for your local Search Engine Optimisation (SEO) in that these customer reviews provide not only greater credibility but also improve your overall ranking in Google. Google rewards businesses that have more written reviews and higher star ratings when visitors are searching a local business, so it is important that your store Google Reviews are continually growing.

So, how can you increase your store Google Reviews?

Whilst Choices Flooring Online Team manage most Google Business Pages which include the Google Review platform (and manage responses when deemed appropriate) we encourage you to link your customers directly to your Google Review via items such as:

- email signature
- Invoices (when a job has been completed)
- Dedicated electronic direct mail (eDM) to your past customers

Please contact the **Online Team** if you do not have the Review Us on Google email icon and appropriate link to send customers direct to your Google Review page.

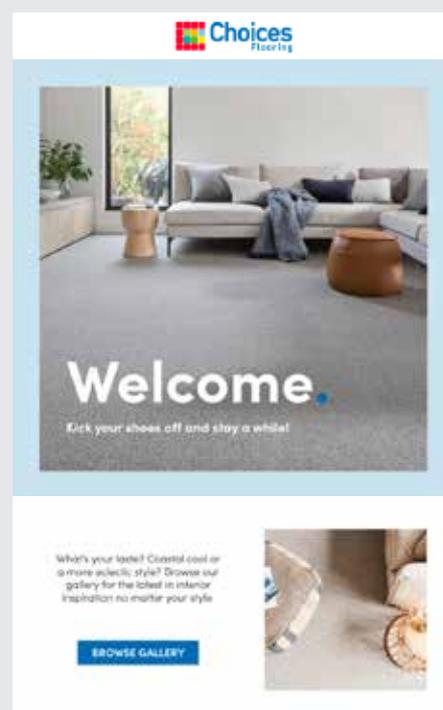


 subscribe to our newsletter

We encourage all our employees, members and partners to join our online community and keep up-to-date with what our consumers are receiving on a national level.

Stores are also encouraged to ask their customers to subscribe to our online community by:

- Gaining their written permission and either signing them up at choicesflooring.com.au or emailing their details to the Marketing & Online Team at Central Office: marketing@choicesflooring.com.au
- Including the subscribe link in emails (see below example)



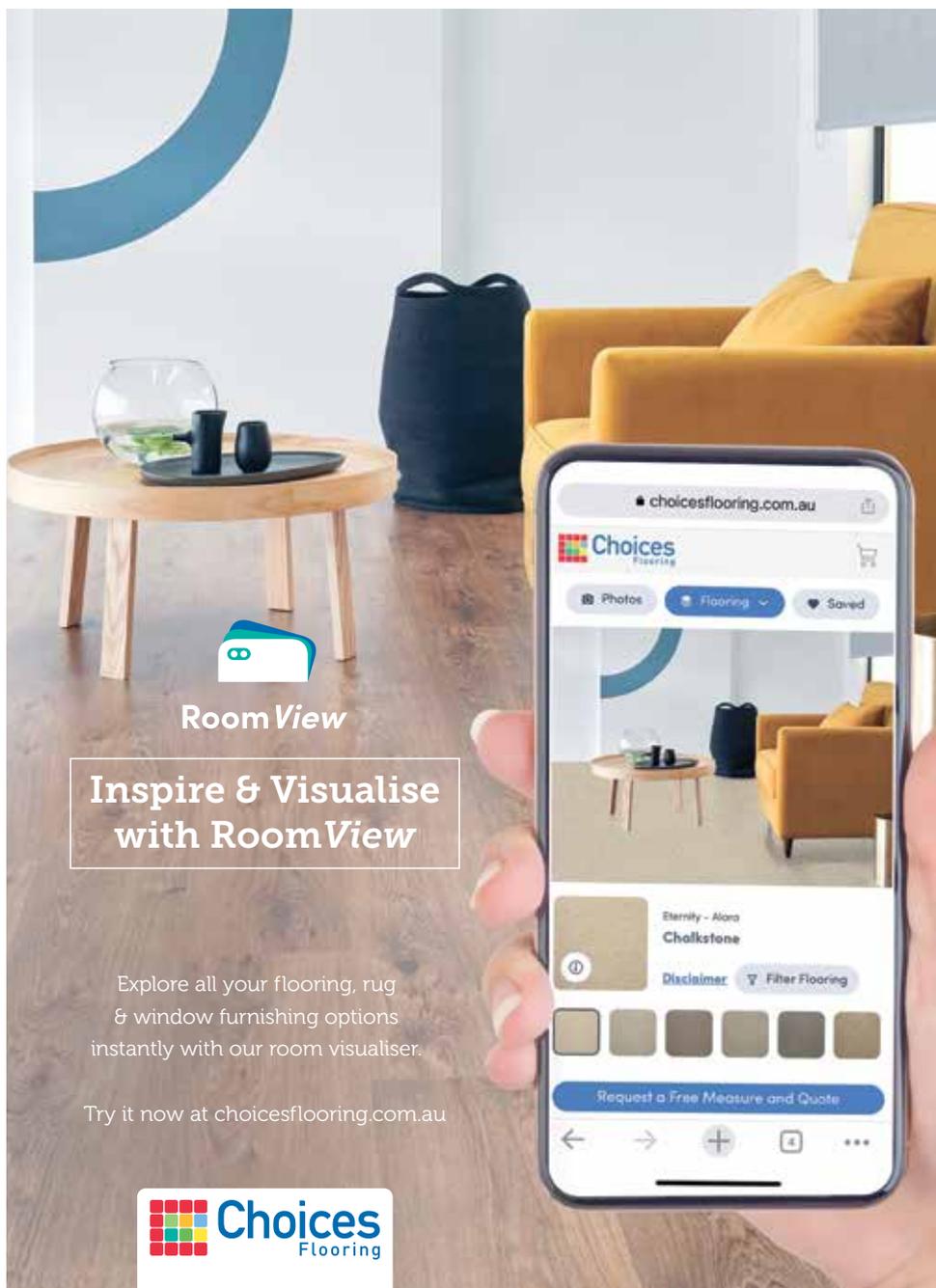
EXAMPLE ONLINE NEWSLETTER

RoomView

Transforming your home with new flooring and rugs has never been easier.

Developed to help you find the floor you've been searching for, RoomView provides customers with a fast and easy way of viewing any floor or rug on our website in their own home with a quick photo upload. Used either on desktop, tablet or mobile – there's no app needed!

Did you know, you can use RoomView via the Inspiration Station by simply clicking on the website.



RoomView

**Inspire & Visualise
with RoomView**

Explore all your flooring, rug
& window furnishing options
instantly with our room visualiser.

Try it now at choicesflooring.com.au

 Choices
Flooring

search engine marketing

With Google announcing that they will begin crawling mobile websites as a priority over desktop websites in 2021, a continued focus on mobile first content is required, in order to strive to be first in this mobile indexation era, especially against our competitors.

In Australia, we will aim to launch into 'localised' content, primarily to bolster awareness of store locations. What this means is:

nearby suburb pages

Each store will receive a new page linked to their existing store profile page which will be optimised and indexed with Google. This is a localised program listing area within each stores PMA, accompanied by Google Maps, postcodes, additional information including services available, car parking availability and driving directions based on 'real time'.

facebook location pages

In the same way that Google enables businesses to have a local page, Facebook has copied suit. Each store will be allocated a Facebook location page which the extended Online Team will upload and manage. This is not a business page, rather a store directory linked to Facebook. Stores that already have a Facebook location page will be provided with the option for Central Office to update it accordingly or do so separately.

google place & plus pages

With the exceptional results from the previous 12 months within Australia, Google My Business Pages continue to receive more views and clicks than store pages themselves. Central Office continues to update content, imagery and run a seamless campaign schedule for all Australia Google Business Pages.

general optimisation

In order to capitalise on increasing organic traffic to the various websites, Search Forecast (our SEM partner) will implement the latest in optimisation functionality to achieve this. Pro-site Maps will be implemented to assist in greater indexation of files in Google. This program includes store images, webpages, videos and blogs. A full analysis of keywords will also be undertaken to provide additional insight into content for website and blog articles, to ensure the content posted is not only informative for our online audience but also contains keywords to compete against competitor content.

customer relationship management (CRM)

Over the past six months we have been trialing the new CRM program with one of the world's largest CRM platforms - Salesforce. This has involved a substantial amount of integration work with the Business Operating System (BOS) whereby data has been imported into the CRM. With final trials set for the next couple of months, the plan is to launch the program in the first quarter of 2022.

Below is a snapshot of emails that will be sent to customers via triggers from BOS. At this stage we will be sending out messages for:

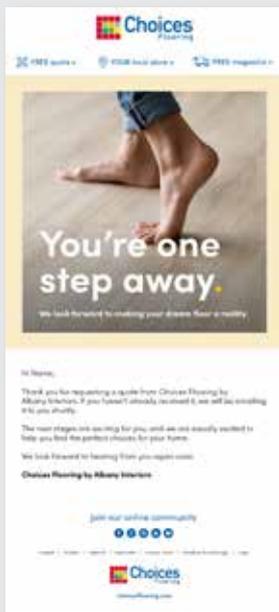
1. Confirmation of quote request
2. Quote approval confirmation
3. Post installation
4. Care & maintenance guide
5. 1 year follow up
6. Lost quote

The process will be simple to follow. As long as the correct triggers are being used through BOS, emails will be sent automatically from the CRM to your customers.

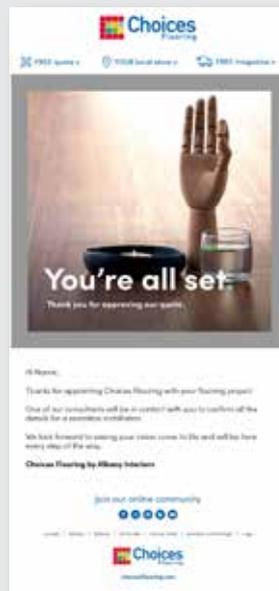
CRM will save you time following up with customers throughout their purchasing journey as well as ensuring our brand remains top of mind, with gentle reminders that Choices Flooring is the place to go for flooring, rugs and window furnishings.

We will continue to update stores on the progress of our CRM launch and will have the CRM manual available to distribute in the coming months.





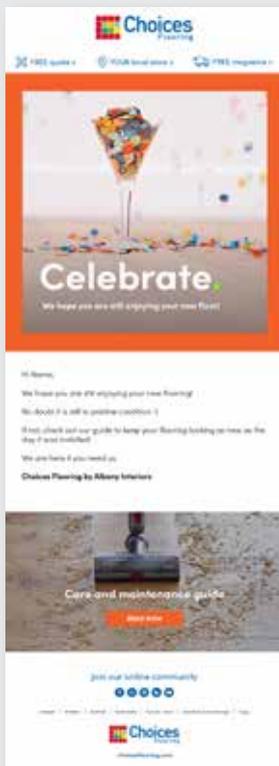
Quote confirmation



Quote approved



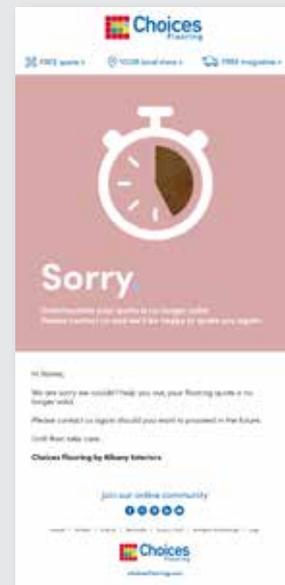
Installation completed



6 month follow up



1 year follow up



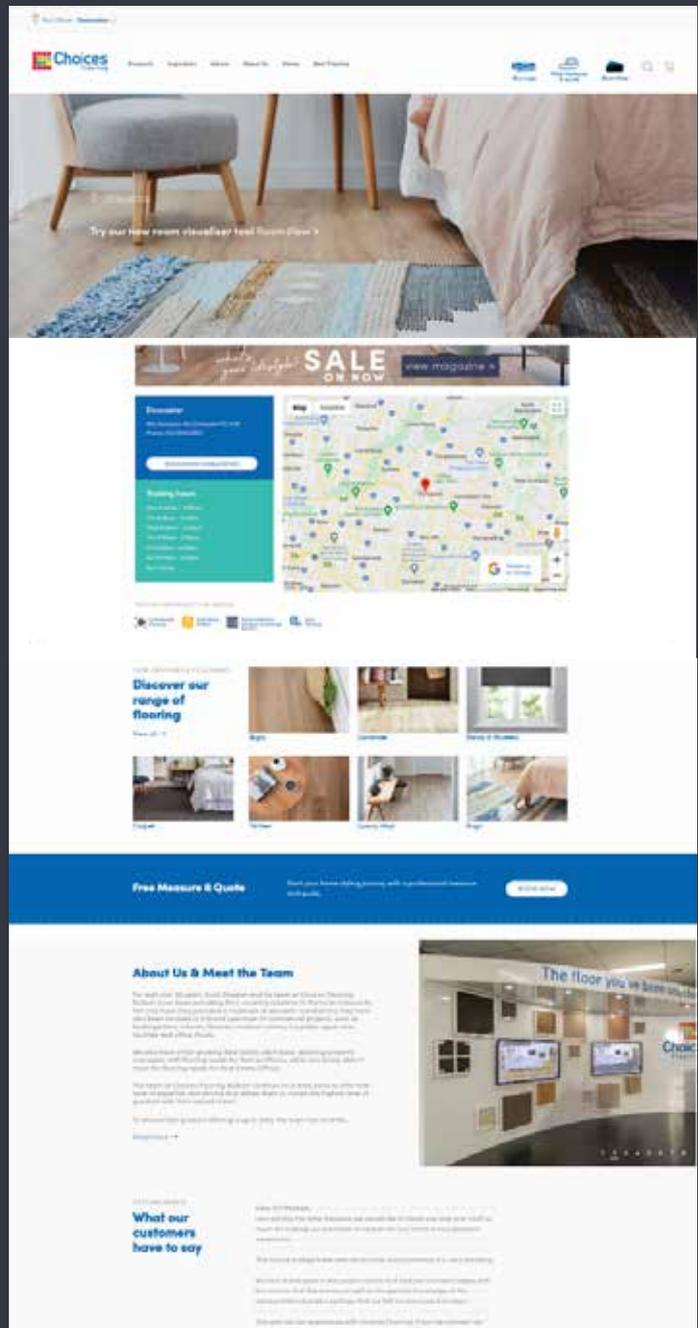
Quote lost

store profile pages

As much as we would be advertising **choicesflooring.com.au**, generally the first-place consumers will land will be your store profile page within the website.

Store Profile Pages (example on right) provide consumers with the perfect introduction to your local Choices Flooring store – giving you the opportunity to not just showcase your store location and opening hours. It also helps build rapport with consumers through the inclusion of team member profiles, company background, store specific sales, customer testimonials, image gallery of recent installations, and local community sponsorships.

Store Profile Pages also provide vital information for Search Engine Optimisation (SEO), a critical strategic tool to drive consumers who search for a flooring store online (e.g. in Google) to their local Choices Flooring store's profile page.



example store page

Cost:	Part of Membership
Time:	3 Business Days (providing we have all the relevant information)

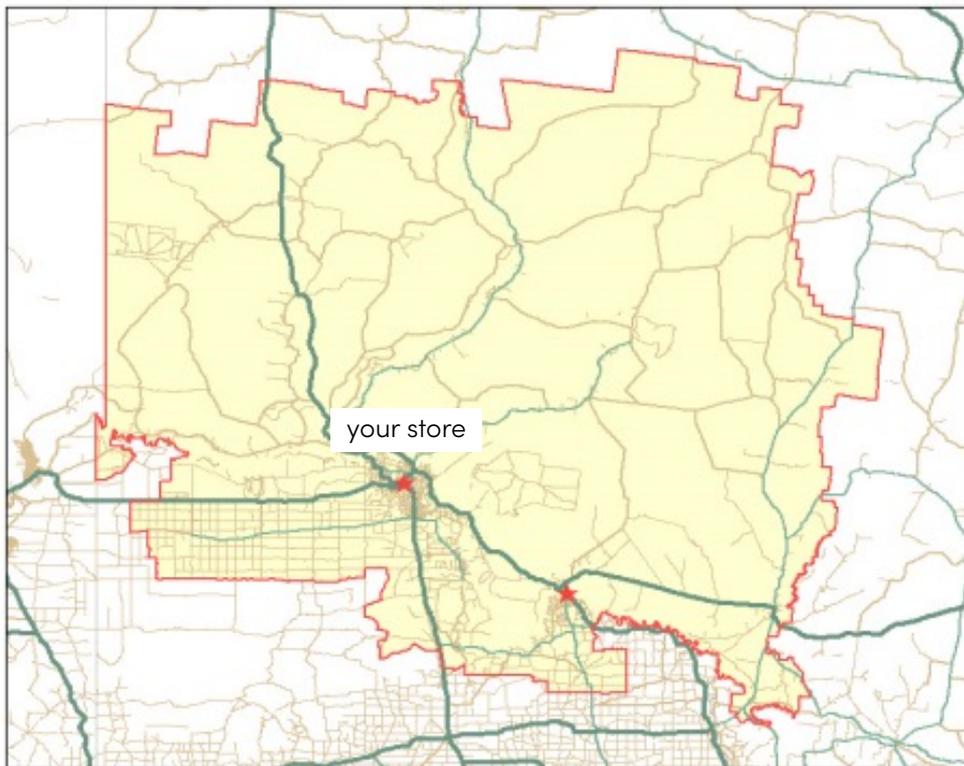
your media plan



pma

prime marketing area (pma)

Your prime marketing area, are all the suburbs you can actively market into in which you own as part of your membership. All leads, which come through online will be directed to you and your store and any traditional form of marketing i.e letter box drops you can also actively market to your customers.



pma summary data

Postcode	Name	Population	Dwellings
2648	Wentworth	2150	823
2715	Balranald	2102	778
2717	Dareton	1439	483
2737	Euston	821	245
2738	Gol Gol	1235	427
2739	Buronga	1659	568
3494	Carwarp	673	239
3496	Red Cliffs	6293	2228
3498	Irymple	5331	1832
3500	Mildura	32587	12286
3501	Mildura Forward	2029	667
3505	Merbein	4790	1665
3549	Robinvale	3540	1107

F'22

June 2022

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July 2022

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31						

August 2022

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September 2022

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November 2022

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F'23

December 2022

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February 2023

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March 2023

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April 2023

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May 2023

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F'23

June 2023

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July 2023

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August 2023

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September 2023

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October 2023

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20	21	22	23	24	25	26
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November 2023

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December 2023

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3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

F'23

Online Campaign - RoomView
June 5 - July 2 Online Campaign - RoomView
July 17 - August 20 Sale Campaign - Abade
September 25 - December 3 Spring Online Catalogue

F'24

January 15 - February 11 TBA
July 16 - August 19 TBA
March 5 - May 13 Magalogue
September 24 - December 2 Spring Online Catalogue
June 4 - June 24 Online Campaign

drop cards

Drop cards are a great way to communicate change in management, announce special offers, new products or services, and therefore a fantastic way to encourage walk ins to your store.

We can create drop cards to promote your store and reiterate the continuation of the business' core value – to help find the floor you've been searching for.

You can utilise your installers and flooring consultants for drop card distribution, as while they are out on jobs, they can distribute these in the surrounding homes. Alternatively, based off the distribution list we can also arrange drop card distribution to your entire PMA.

We recommend a full PMA drop card distribution to reach your entire customer base, notifying customers of the new management and a call to action to come visit the store with the drop card to avail the offer. If this is too many households, we can tailor the distribution to suburbs you want to target.

Distribution Numbers:	16,867
Print Cost:	\$852
Distribution Cost:	\$1,152 + GST
Or, if you don't want to do a full PMA, the cost is \$130 per 1,000 household	

front



back



example drop card shown

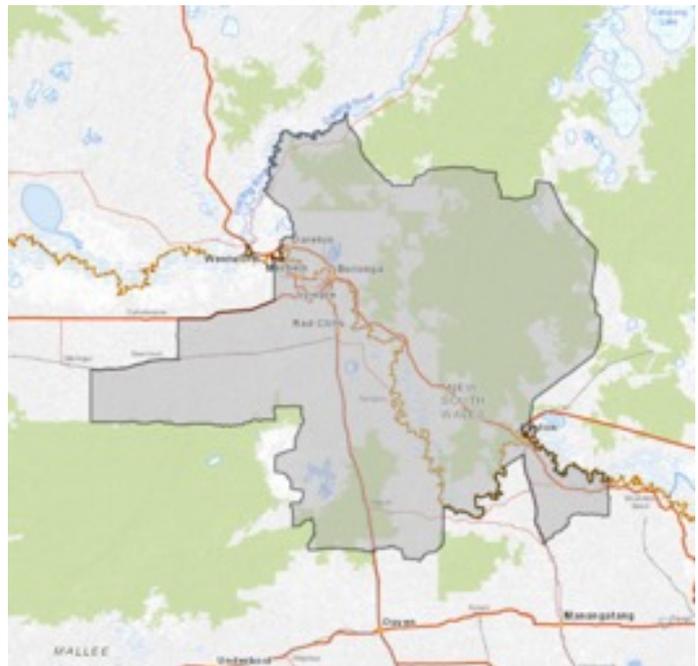
radio

A radio is a great way to promote your new store. You can capture an audience of customers, that may not be necessarily tune in to TV and other communication mediums. We suggest having a call to action in a radio ad i.e. new sale/percentage off announcement or a giveaway.

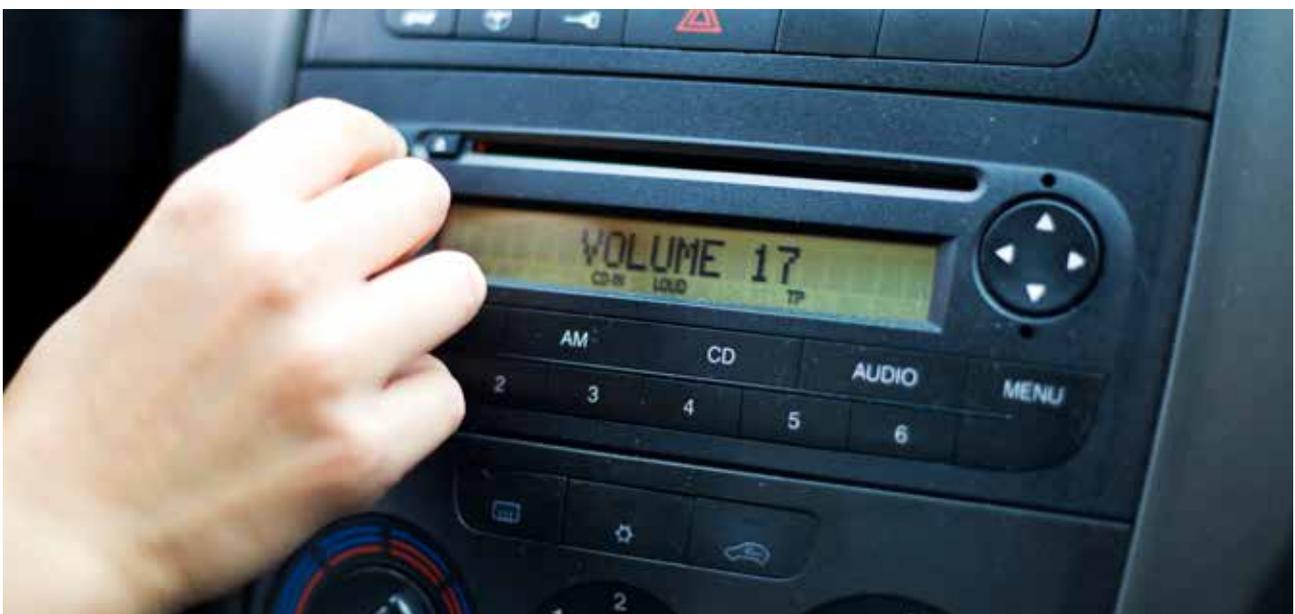
We recommend a few options for Mildura store as it will provide reach across the Choices Flooring Mildura demographic of women aged 25-54. All rates suggested are for a 30 sec spot and exclusive of GST.

Station: HIT FM
Cost: \$ 48 (for 30 sec BMAD rate)

- * All rates are exclusive of GST
- * Core Audience: Women aged 25-54 years
- * All booked spots will appear between 6 am – 7 pm (Saturday – Sunday)
- * 20% ROS bonus loading guaranteed plus placement on the filler list



HIT FM coverage map



press advertising

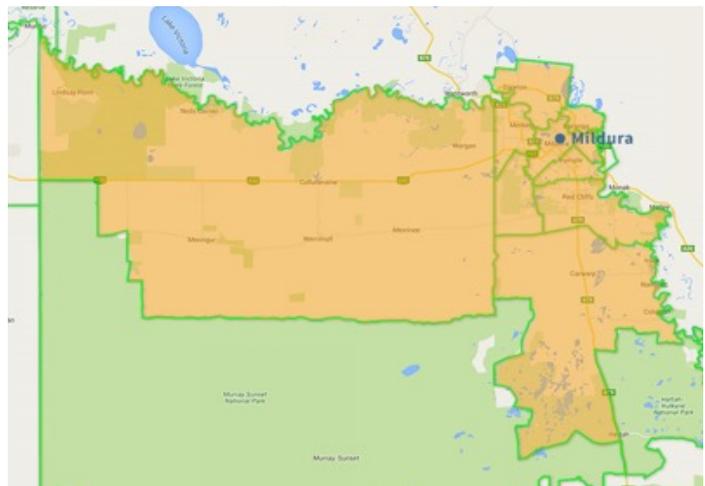
Press advertising in your local paper is a good option, to be seen by your customers who read newspapers. Local and community press titles like Sunraysia and Mildura Weekly can help you reach out to your local community in Mildura. Using a combination of both Sunraysia Daily and Mildura Weekly is recommended as they reach varying audiences in your PMA.

The size of the ad will determine how much it will cost to publish in these publications. The sizes you can choose from are a quarter, half and full page. All rates are exclusive of GST.

Publication:	Sunraysia Daily (Paid Publication)	Publication:	Sunraysia Daily (Paid Publication)	Publication:	Mildura Weekly (Free Publication)
Published:	Mon/Wed/Fri	Published:	Saturday	Published:	Friday
Average Reach: (Women 25-54)	21,000	Average Reach: (Women 25-54)	281,000	Average Reach: (Women 25-54)	50,000
Cost:		Cost:		Cost:	
Quarter page ad:	\$540	Quarter page ad:	\$675	Quarter page ad:	\$468
Half Page ad:	\$1,080	Half Page ad:	\$1,350	Half Page ad:	\$936
Full page ad:	\$2,160	Full page ad:	\$2,700	Full page ad:	\$1,872



Sunraysia Daily area map



Mildura Weekly area map

Choices Flooring Mildura is under **new management!**

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To celebrate, visit us at Ferntree Gully and receive 10% of all rugs! TBC's apply, see in-store for details.

Visit the team at:

Come in and visit the team at:
Choices Flooring Mildura
 8/764 Fifteenth Street, Mildura
 03 5021 1116
choicesflooring.com.au

example press ad

outdoor digital board

With more commuters on the roads than ever before, billboard advertising is a great option to promote your business and capture walk by traffic and also drive by motorists. Outdoor digital billboards are a great tool to raise awareness. They can allow you to reach more people faster and cheaper than any other mass marketing media. This is a great way to get exposure and build your brand in the Mildura region.

Through Digital billboards you can show a video, change images every 30 seconds, live stream events and show content from social media. These images can be changed remotely as well.

Location:	Mildura CBD, Sturt Highway (Deakin Ave)	Location:	Mildura, 52 Seventh St East
Billboard size:	8.3m x 2.2m	Billboard size:	8.3m x 2.2m
Duration:	1st Aug – 28th August	Duration:	1st Aug – 28th August
Frame category:	Super 8	Frame category:	Super 8
Cost:	\$5,000 (Planning) + \$650 (Installation) + \$292 (Production)	Cost:	\$3,000 (Planning) + \$650 (Installation) + \$292 (Production)
Location:	Mildura, Calder Highway	Location:	Robinvale, 144 Murray Valley Hwy
Billboard size:	12.61m x 3.3m	Billboard size:	6m X 3m
Duration:	1st Aug – 28th August	Duration:	1st Aug – 28th August
Frame category:	Supersite	Frame category:	24's/ Mini Supers
Cost:	\$6,000 (Planning) + \$900 (Installation) + \$666 (Production)	Cost:	\$1,000 (Planning) + \$650 (Installation) + \$288 (Production)
Location:	Mildura, Benetook Ave		
Billboard size:	8.3m x 2.2m		
Duration:	1st Aug – 28th August		
Frame category:	Super 8		
Cost:	\$4,000 (Planning) + \$650 (Installation) + \$292 (Production)		



billboard example



Mildura CBD, Sturt Highway (Deakin Ave)

CBD

8.3m x 2.2m



Mildura, Calder Highway
inbound
12.61m x 3.3m



Mildura, Benetook Ave
Inbound
8.3m x 2.2m



Mildura, 52 Seventh St East
Eastbound
8.3m x 2.2m



Robinvale, 144 Murray Valley Hwy
Southbound
6m x 3m



digital welcome screen

With print costs continuing to increase, Central Office has been investigating ways whereby digital signage starts to replace that of print signage. In today digital savvy retail market, digital displays have already started replacing major print mediums such as outdoor media and other signage. Having a high-quality Digital POS system is not only an asset but a great marketing tool for retail businesses.

The benefits of digital signage in-store:

- Centralised control over marketing campaigns and promotions.
- Instantly update and change campaigns in response to market conditions.
- Run an unlimited number of campaigns throughout the year.
- Endless messages can replace one single poster.
- Schedule different messages based on time of day, day of week, holidays or any other condition.
- Allow local store to choose from approved marketing campaigns or additional content if desired.
- Allow local stores to run their own content in addition to central office content.
- Digital signage is highly engaging and designed to capture attention with motion and animation.
- Not just used for sales and promotions, can reinforce brand, create an emotional connection, and make customers feel engaged.

Cost:	\$1,500 + GST + Freight
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cinema

Given the relaxation of COVID protocols, cinema has seen great resurgence. The latest stats from media agencies show an 81% jump in booking numbers and how cinemas have again become a preferred option for entertainment since the depths of the economic fallout of the pandemic.

With your store's proximity to Mildura Deakin Cinema Complex, it is a great opportunity to have your store advertise in this cinema. With people heading back to watch movies, it will be great to advertise on these platforms.

Location & Timing	Ad length	Total audience (Women aged 25-54)
Mildura Deakin Cinema Complex	30 sec	2,265,000

Cost: \$2,189 (Media) + \$1,000 (Production)
Total Audience: 2,265,000 (Women age group 25-54)
Timing: 3+ weeks (July 7th – Aug 31st)
Position: Standard

Please note, the cinema spends and timings above are a starting point guide and can be worked as per your requirements. Production cost covers DCP conversion for 1 creative. Cinema week commencing dates always commence on a Thursday.



example cinema advertising end frame

tv advertising

TV Advertising is part of the membership costs. We produce TV ads for every campaign and runs throughout the duration of that timeframe. TV is still one of the best mediums to get to a large scale audience and to your customer base.

Cost: Part of membership costs
Ongoing Campaign: 'Abode Collection' (17 July to 20 August 2022)



example tv advertisement

eDM

We suggest an eDM (electronic direct mail) to be sent out to your database of customers. Within the eDM we will communicate to your customers the change in management for the store. And much like the drop cards and press ads, it could feature a special offer to entice customers to come and visit the new store.

Cost:	Part of membership costs
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Visit the team at:
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03 5021 1116

*T&C's apply, see in store for further details

example edm

eSignature

An eSignature is suggested to be placed at the bottom of all email communications as it helps in promoting your store and reinforces all the current ongoing promotions in your store by drawing attention to featured product offerings and sales. More clicks on your email signature banners means driving more prospective customers to targeted information on the website, which in turn will lead more prospects walk into your stores for conversions.

This will be for staff and store emails of the store alerting customers, suppliers and whomever the store may be in communication with

Cost:	Part of membership costs
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Andrew Thomas | Owner
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Mildura VIC 3500

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 *How did we do?
Review us on
Google!*



 **We're under new management!**

example eSignature

social media

Social media campaigns are extremely important especially in today's changing scenario. The objective is to increase your in-store and online sales, build relationships with your local consumers, establish your brand in your PMA. The benefits of social media for your store compounds when you see the number of users consuming social media in today's world.

Social media posts, on a national level, are regularly posted to alert our thousands of followers informing them about our ongoing campaigns. If you manage your own store social page, we will provide your store with new content prior to each campaign.

Cost:	Part of membership costs
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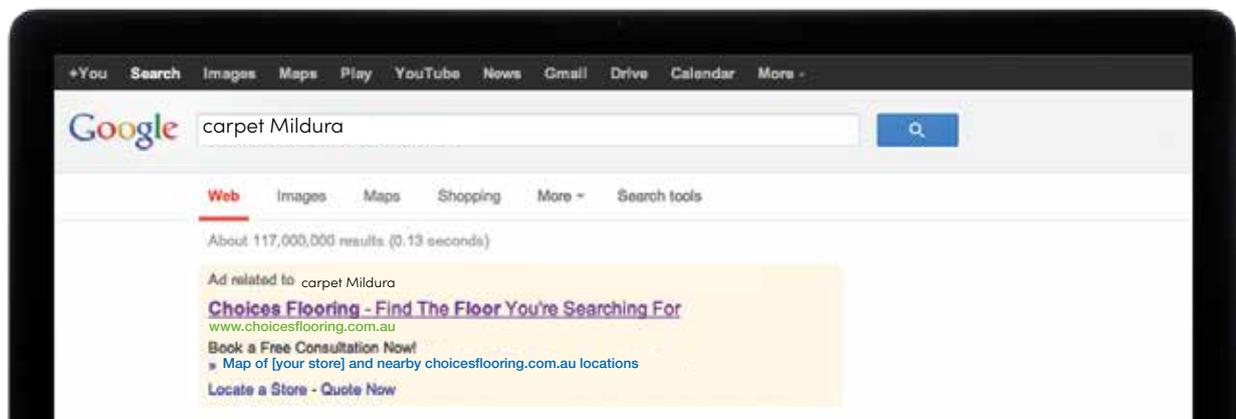
example post

Google Ads

A Google Adwords campaign can make sure that when a potential customer Googles key words or key phrases such as 'flooring' 'VIC' 'Mildura' 'carpet' or 'best flooring + 'Mildura' etc., they will be directed to your store. You can let us know what your budget is for Google Adwords. It is entirely your discretion as to how much would you want to spend on Search Engine Optimisation (SEO)

We strongly recommend the use of Google Adwords for your store as this will provide your business with strong leads to translate into quicker sales, from local target customers.

Google Adwords: \$750-\$1,500 per month

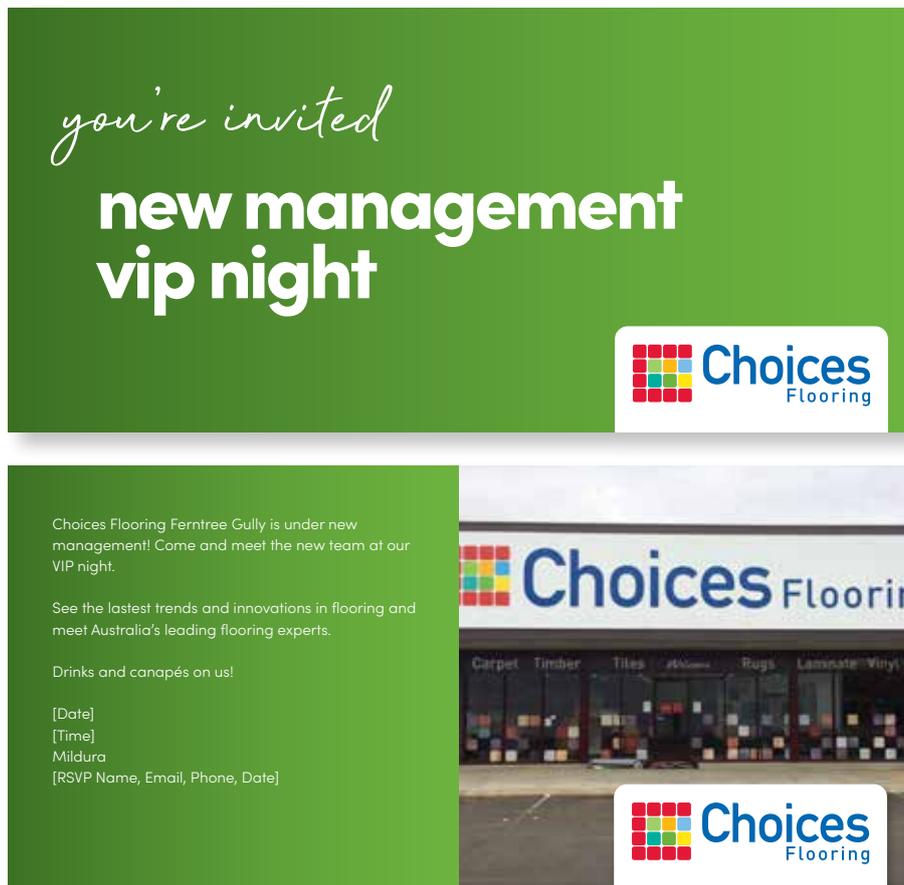


example Google Ads campaign

vip opening event

Hosting a Choices Flooring VIP opening event is a great way to bring your key influencers (e.g. local builders, interior designers, media etc.) together to celebrate your new store ownership and view the latest flooring trends.

To set the tone for your event, a personalised invitations can be created and delivered to you, to then send onto your guest list. Aside from the word of mouth that your Choices Flooring VIP event will generate, you can also take advantage of promotional items (e.g. gift bags) that you may like to give to your guests when they depart the event.



invite example

profile booklet

A well-designed store profile booklet serves as a perfect introduction to your business. Accurately distributed, these booklets can expand your store's visibility. They are a great marketing tool when reaching out to new customers. At the same time, they can provide positive press about your store.

We recommend your store to have your own store profile booklet available in your store, which is your own collateral showcasing not only all your products but also your inspiring success stories

Print	
100:	\$765 + GST
250:	\$1,325 + GST
Time:	7-14 business days (from artwork approval)

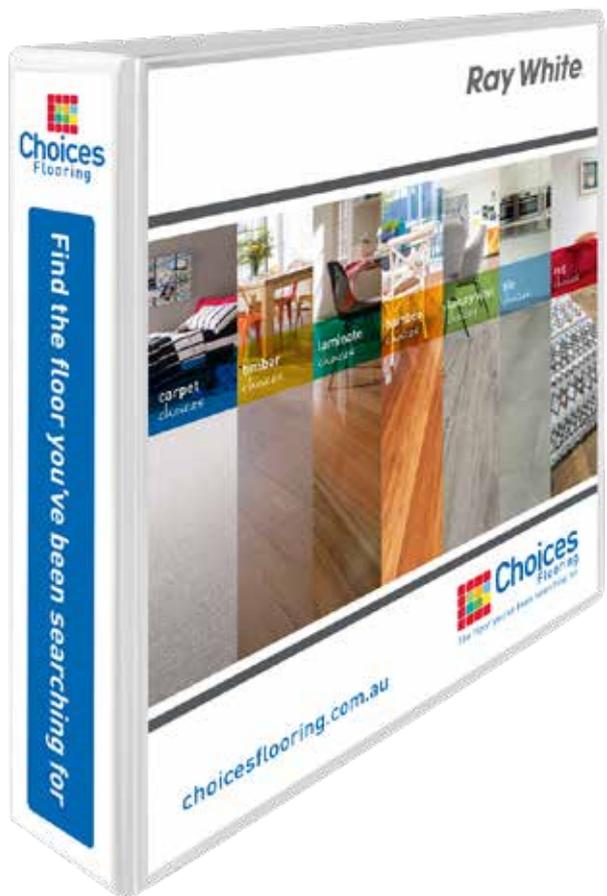


real estate folders

Real Estate Folders are a professional way to present your store to potential customers. The folders are personalised for each company you are targeting and includes the following items:

- 1 x Real Estate Folder
- 1 x 'About Us' insert
- 5 x blank sample board inserts (for stores to populate with product samples)

Cost: \$15.00 each
Time: 7-14 business days (from artwork approval)



fence signs

Commercial Fence Signs are available and are a great tool in raising your commercial profile and promoting your involvement with various projects within your local community. These corflute signs can easily be attached to fences using cable ties and are designed to be reused, so you can use them on multiple project sites.

Cost:	\$15.00 each
Time:	7-10 business days (from artwork approval)



local area marketing initiatives

To complement the media, online and marketing strategies included in this plan, below are some additional ideas to comprehensively promote your new ownership.

Please note that some of the suggestions may not suit your area specifically, but they may spark an idea you believe will work best for you and your local community.

community

Community sponsorships and involvement can be a great way to build your rapport. As our target market is predominantly women, considering the sponsorship of sporting clubs such as women's netball or basketball would be greatly recognised and align well with the brand's overall marketing strategy.

Sporting clubs such as soccer and football do not directly attract our target market, however they will still gain recognition especially by parents who watch their children play.

You can also consider providing branded merchandise such as drink bottles or sports bags to the teams you sponsor, as your sponsorship should include signage rights and logos on uniforms. You may also want to sponsor an achievement award for up-and-coming players which can provide the opportunity to attend social functions and generate good rapport within the community.

associations

Join relevant peak bodies and associations to engage with your audience rather than purchasing bulk mailing lists. Attending events such as School Fetes and Fundraisers, can help you network and form important relationships. Advertising in local school newsletters is also another way to reach your target market.

In the future, your store will have discontinued or bound carpet samples which a lot of householders would be willing to purchase for door mats or pet homes. Offering an incentive to pick up a free one in-store is a great way to bring customers in the door and potentially get them thinking about purchasing new flooring.

local businesses

Make a list of the key influencers in your target market or local community (e.g. local hairdressers and real estate agents). By aligning with other local businesses, in particular real estate agents, you can not only build rapport, but also provide information on flooring deals for new home owners and work alongside them in targeting landlords. The real estate industry would often say that one of the first things a new home owner (or landlord) will consider is new flooring.

advertorials

Advertorials are a great way to promote your new ownership and reiterate the continuation of the business' core value - to help you find the floor you've been searching for. Although sometimes costly, you can utilise an advertisement in your local paper to include a short interview piece, a store photo, staff photo and also a press advertisement promoting the latest campaign. It is often when putting a face to a business that makes all the difference.

promotional items

Promotional items such as magnets, pens and USBs are a great way to have longevity for brand recognition. These can be provided after installations or even purchases to customers as a keep sake.

meet the team

any questions contact us at Central Office on (03) 9850 9311



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