



BRING US YOUR DREAMS...
 BUILD OR LOOK DREAMS!

"Your Complete Home Building Solution"

- Start Here
- Home Plans
- Construction Loans
- Building Services
- Building Products
- Land for Sale

- Quick Links:**
- ▶ Contact Us
 - ▶ My Project
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Call Us Today!
Toll Free:
800.888.4908



MARKETING PLAN

American Standard Building Systems



▶ Home Plans & Design Services

- Extensive Home Plans Collection
- Custom Design Service, Home Plan Modifications.
- Engineering / Blueprint / AutoCAD Services.

[Click Here](#)

Be an Owner Builder?

Working as your own home builder might seem like a daunting task, but with the help of Owner Builder Solutions' luxury home plans, custom home floor plans and other home building plans perfect for families of every size and income, we can help take the guess work out of the process; our systematic approach gives you a step-by-step guide to success.

▶ Owner Builder Financing

- Owner Builder Construction-to-Permanent Loan
- Includes Land, All Materials, Labor & Costs
- No Down Payment; No Payment During Construction

[Click Here](#)



Our focus is on earning our clients real equity. In most cases home owners save at least 20% on the cost of building a new home, many save even more.



▶ Comprehensive Owner-Builder Services.

- Professional Home Builder Consultants
- Budget / Costing / Scheduling
- Project Management / Home Builder Tools

[Click Here](#)

Owner builders achieve this kind of savings by managing the building of their home in the same way a home builder does. They do not need construction experience; qualified sub-contractors do the actual building.

Learn more about our services and see our home floor plans...

Jan. 9, 2008

Graphixs DIRECT

frank szymkiewicz

Proposing

MULTIPLE INTERNET IDENTITIES

Special Offer

Come and Visit, it's on us!

We will pay you up to **\$1,000.00** toward travel and lodging expenses when you visit our corporate headquarters in **Martinsville VA,** and purchase a home.

[Click Here](#)

Click the link above for detailed directions to Owner Builder Solutions Headquarters. You will also find a convenient list of local hotels and contact information for your overnight stay.

Advertisements

plan3D
 YOUR ONLINE HOME DESIGN TOOL

Gift Cards
 FREE Shipping via USPS
[BUY NOW](#)

you don't need a fax machine to fax
 faxing as easy as email

In The News

Couple's deep green house shows growing trend...

American Standard Building Systems Launches Retail Home Division...

Testimonial

"I have instant equity. The cost to build my home was a little more than half of its current value!"

- Brian, Danbury CT

Three Part Plan

1 Internet ————— 85% effort

Since we have established that the order leads are overwhelmingly arriving through the internet for Owner/Buyer customers... I recommend focusing complete attention to the Internet until profits allow company branding and advertising to begin through any other media.

objective: Increase visibility - increase traffic - increase number of potential customers - increase sales

marketing strategy: Create numerous websites each appealing to a slightly different internet search entry point. Maximize capturing a wider and greater number of leads.

MULTIPLE WEBSITES • MULTIPLE IDENTITIES • MULTIPLE APPEAL • MULTIPLE SALES

2 Telemarketing/Survey ————— 10% effort

objective: Confirm contractors are not a viable source for home sales. Conduct phone survey to obtain information and improve positive reasons for contractors to consider ASBSystems. This potential market is too important to disregard without more information on why it is not currently producing.

marketing strategy: Employ a professional telemarketing and conduct a BETA level campaign.

3 Affiliate Programs ————— 05% effort

objective: Defined affiliate program and launch

marketing strategy: Generate more qualified leads. Simulate adding an entire network sales staff to your internal Sales people.
It requires very little maintenance and little cost, but has tremendous potential for results without impacting internal effort. Realistic commissions can boost appeal.

Website Plan

websites: Information from **ebasedEVOLUTION** will guide you to the Internet entry points of where your traffic is coming from, those are the areas to focus on building topic friendly websites.

Recommended themes for the various other website portals to attract more visibility might be:

- 1 Separate Owner/Builder and
- 2 ASBS website into two separate sites.
- 3 Themed site geared toward “Green Built”
- 4 Components emphasizing Trusses and Panels
- 5 Mortgage information related
- 6 Site based on new information

Marketing is a continual learning process, it's the same for Internet Marketing, and it's essential that your website statistics keep you fully informed on what visitors are doing. Ensure that your hosting company provides these traffic statistics on a daily and monthly basis:

- number of visitors, pages downloaded, time spent on the site (average and maximum)
- page popularity
- most used trails through the site
- pages used to enter and leave the site
- referring sites and search engines
- visitors' countries of origin

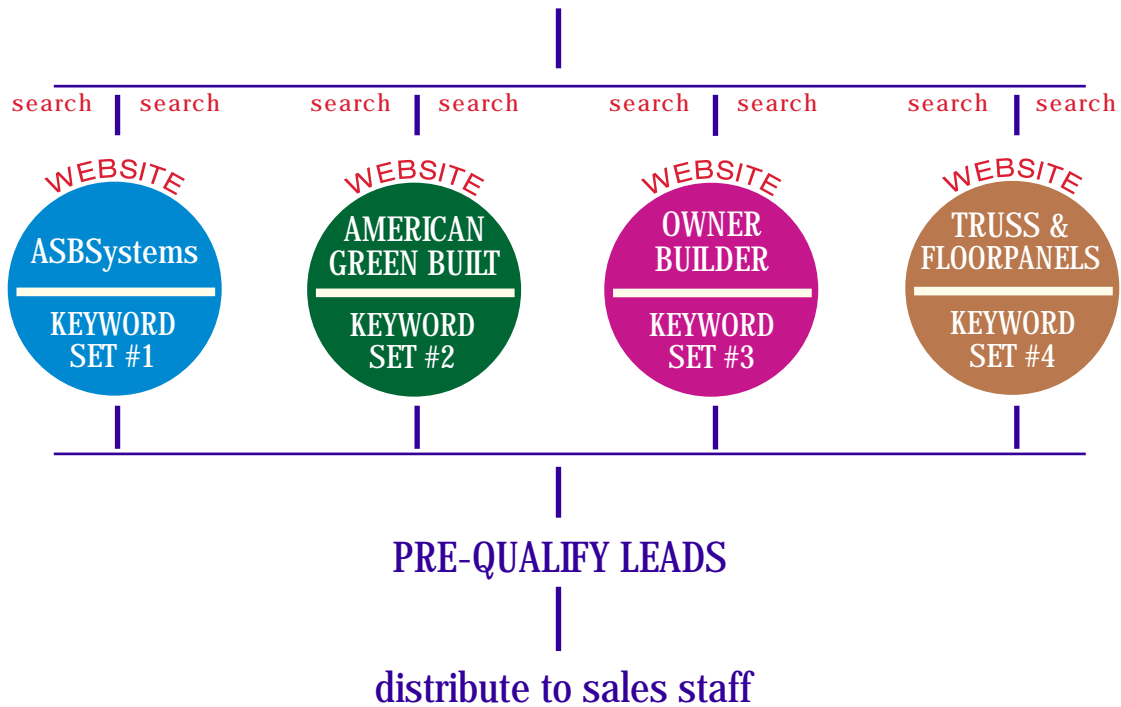
The quality of your marketing service will only provide you with the best information available - You have to do the marketing part.

WEBSITE STRATEGY

Multiple Websites - Multiple Domains

Establish a series of free standing websites with different identities and contrasting looks. Prepare keywords specific to each consumer interest. Actual content will be repeated in each new domain name secured.

WORLDWIDE WEB UNIVERSE



if **ONE** is **GOOD**

then **TWO** are **BETTER**

Telemarketing

Business to Business - Contractors

Goal:

- Confirm that contractors are not a viable source for multiple home sales.
- Conduct phone survey to obtain information and improve positive reasons for contractors to consider ASBSystems
(If the campaign breaks even, extend the campaign. If not, discontinue)

Survey Development:

Develop a survey that will provide information on the demographics of those who have already purchased your product. If you have internal information - analyze it. Use survey to obtain as much information as possible in an effort to pinpoint areas or directions to contact additional potential customers. If necessary give them an incentive to fill out and return the survey (make it available online). They are the best source for finding out how they found and why they utilized your service.

Your past customer contacts are absolutely your most valuable tool to develop a marketing/advertising plan around. This applies to both consumers and contractors. If you can find out the reasons and location these contacts were initially made, you're on your way to reproducing that same situation through advertising with the message they want to hear at the place they will most likely be.

Prospecting for New Customers:

The information gathered from the survey will lead to specific areas to place your advertising. Now that specific areas are identified, they can be targeted with the appropriate advertising materials or approached more accurately by telemarketers.

Local Telemarketing: TriStar (Greensboro)

Ballpark Rates for initial campaign:

- BETA test - 25-30 hours to identify criteria of contractors that would be suitable to work with, profiling & appointments for sales staff.
- Minimum - \$3500 plus list cost (\$500)

observations

Benefits of Having a Marketing Plan

- forces the marketing personnel to look internally in order to fully understand the results of past marketing decisions.
- forces the marketing personnel to look externally in order to fully understand the market in which they operate.
- sets future goals and provides direction for future marketing efforts that everyone within the organization should understand and support.
- is a key component in obtaining funding to pursue new initiatives.

Media Advertising

Branding and getting community visibility are generally advertising challenges for promoting a specific service or product like heating & plumbing, or a shoe sale. The widespread audience of your community is easily reached through TV, Radio, or print but you must remember the times people need specific services or a tennis shoe are far different than building a house. I do not believe those medias will increase sales for you although they are extremely effective for everyday products and services.

Local advertising may help long term recognition but I believe it would be resources allocated to the wrong direction. In the total population in and around Martinsville, look at the percentage of people you are reaching that couldn't buy or build a house - probably pretty high. If you spent \$4000 on a TV ad and 70% of the people (probably more like 90%) couldn't buy a house if their lives depended on it, then 70%- 90% of your advertising budget is a complete waste. Numbers are meaningless unless they are your specific audience.

Suggestions:

Freshen Up Identity - Create updated promotional material targeting each of the website themes combined in one piece presentation.

Sales Staff - insure enough sales representatives to follow up every qualified lead in a 48 hour period at the most. If majority of leads go to one area or sales person, split them up. Consider adding more sales staff to work independently in as many markets as possible.

Affiliate Programs - are like adding an entire network of sales staff to your internal sales people. Once a program is defined and launched, it requires very little maintenance but has tremendous potential for results. Generous incentives can boost appeal. You are listed in affiliate search websites now, revisit and re-evaluate the content and commissions.

Consultation - present your company as a consultation resource: independent & objective entity that gives advice to consumers entering the buying/building arena. Even if you don't provide a formal service, create a website with information leading to ASBsystems.

MULTIPLE LOOKS - MULTIPLE APPEAL

people navigate by many
compasses



marketing strategy
Turn Prospects into customers