

Strategic Planner: Watkins Cabinetry

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Strategic Message Planner: Watkins Cabinetry

Advertising Goal

To increase brand awareness and grow further outside of the Woodlands and Conroe area into the inner loop area of Houston. Areas such as River Oaks, The Heights, Midtown, University area, Eado, and Medical Center area.

Client: Key Facts

Watkins Cabinetry is a family owned and operated business. It was started by Mark Watkins in 1995. Starting from humble beginnings, business has grown well as word of mouth and repeat customers have been the key source for this thriving company. Cabinets are the most ordered item, however, custom entertainment centers, dressers, tables, doors, and even patios are requested. The company prides itself on being able to build almost anything from wood and creating unique custom styles. Mark Watkins has decided to pass the business off to his son Curtis Watkins. Curtis Watkins's vision for the company is to expand outside of the North Houston area and take on other parts of Houston. He also would like to give the company an online presence.

Product: Key Features

What is the Product?

Custom made cabinets. Price varies according to measurements, type of wood used, and any extra customizations.

- ★ The types of wood typically used are: oak, maple, hickory, cherry, birch, ash and pine.
- ★ Customizations include any upgrades on hardware, painting/staining, and carved designs.

What is the Purpose of the Product?

The purpose is to upgrade and repair previous cabinets. Cabinet upgrades in a home can give a dramatic interior face lift. It can also add value to the home.

What is the Product made of?

The cabinets are all made of high quality wood. The budget and look the customer is going for determines what kind of wood is used. Oak, maple, hickory, cherry, birch, ash and pine are all the popular options used to make the cabinets.

What Does the Product Entail?

Customizable cabinets in any size, style, and wood type. Customers are encouraged to show pictures of what it is that they are looking for to achieve maximum satisfaction. Meet and greets are set up for each new customer. Previous work is shown and written estimates are given during this time.

Target Audience: Demographics and Psycho-graphics

The target audience is:

- ★ Homeowners in the Houston inner loop area
- ★ Age: 35 and up

- ★ Income: 70k and up
- ★ People who love to cook, want better storage options, looking for better height options
- ★ Older houses, condos, and townhouses that need remodeling
- ★ People that are wanting to upgrade their home to sell or rent out
- ★ Bathroom remodels
- ★ Commercial businesses

Product Benefits

- ★ Can make the customer feel more happy at home
- ★ Raises the resale value of the home
- ★ Better quality than what stock cabinets provide, therefore improving longevity

Competition

- ★ Small self owned cabinet businesses that are referred by word of mouth in the Inner Loop area of Houston, TX.
- ★ Bigger cabinet and construction companies in the Houston area with good reviews:
 - Premium Cabinets of Houston, USA Cabinet Store, Ornare Houston, K&N Appliance Gallery
- ★ Big box competitors:
 - Home Depot and Lowe's
- ★ Online competitor's that outsource to individuals
 - Houzz.com, Angie's list, Thumbtack.com

Brand Image

The image that Watkins Cabinetry presents is classic, well-built, luxury, and American made. Since the company is locally owned, it would like that to be part of a selling point. More people are becoming savvy to supporting locally owned American businesses.

Desired Image:

- ★ High quality workmanship
- ★ Attention to fine details
- ★ Customer driven
- ★ Many options to choose from with a variety of customization options
- ★ 27+ years of experience

Strategic Message: Brand Promise

We strive to give our customers the very best in cabinet customization and quality. From the first point of contact to delivery, Watkins Cabinets aims to achieve the ultimate customer satisfaction experience. No job is too complicated.

Supporting Evidence: The Proof

- ★ More than 125 references that may be called upon
- ★ High customer retention rate
- ★ High customer review ratings

Deliverable 1: Social Media Post

This social media post can be used on Instagram and Facebook for the feed and stories sections. It can be used to help generate brand awareness to custom audiences and lookalike audiences.



Caption: This is what kitchen dreams are made of... Here at Watkins Custom Cabinetry we strive to help you achieve the facelift your home deserves. Custom handcrafted, locally owned and preferred since 1995. Reach out to see how we can be of service!

Deliverable 2: Flier

This is a flier that can be printed out and distributed to non-competitive businesses where the target audience would see these fliers. They can be displayed on the wall, and/or sitting on a counter nearby point of sale locations. This flier can also be used digitally or in local magazines.

Watkins NOW SERVING THE HOUSTON AREA CUSTOM CABINETRY



CLASSIC, LUXURY, MODERN *we do it all*

Locally owned and operated since 1995, there is no job too big or small. Custom cabinets, remodels, tables, patios, entertainment centers-if it's wood, we can do it!

We listen, we care and we want to give you the facelift your home deserves. Customization is what we do. So please contact us to see how we can be of service to you.



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