FABER

RED Academy | Mobile App Project
Craig | Andrew | Thea

Executive Summary

Faber is an app that helps contractors look for a quick and easy way to find skillful and reliable workers that are looking for part-time or full-time work. The app allows contractors to add workers when needed & remove when project demands slows down. The app itself is easy to use, with an Uber style model of connecting workers and contractors. Simply by filling out a profile, listing skills and displaying achievements, verified workers get paired with like-minded contractors to form great teams and working environments.

Audits were conducted for Faber's website, app and social channels. A SWOT analysis and Business Model Canvas were created to outline business objectives in relation to market demand and trends.

A Digital Marketing Measurement Model was used to identify the business objectives and goals. It identifies the segments of people, behaviour and outcomes in a simple and well constructed layout. The objectives for our marketing campaign are to raise brand awareness, generate leads, and increase overall app downloads.

Google Analytics was used to track, analyze, measure and collect data for reports. G.A. has been used for optimizing Faber's website, troubleshooting problems and reports. Google Analytics will help Faber to further look into user behaviour to adjust and make changes with their marketing strategies.

A target persona has been created for Faber in relation to the DMMM and the workers app. Chad Stevens is a General Labourer with an educational background of General Labourer Trades Ticket from BCIT. He wants to gain freedom in the jobs he works on because he's tired of being mistreated by his employers. Faber provides the missing link for Chad, giving him the opportunity to market his skills through a custom profile; from there, he can be matched with the best employees and foster his personal growth within the industry.

The campaign idea **#CraftingConnections** for Faber, honing in on the idea of building a better future through making great connections. The purpose of the campaign is to reinvigorate millennial tradesmen through the unique portfolio application within Faber. **#CraftingConnections** is focused on the core values of Faber, being to bring pride and respect back to trades in order to make a difference for generations to come. The message is about empowering the worker by enabling them to be their own boss.

A user acquisition strategy consisting of paid, earned and owned media was developed to attract app downloads. Owned tactics include an SEO & ASO audit with recommendations. A paid advertising campaign was created with budgets allocated across platforms covering both google advertising and social media advertising. Target audiences have been created in order to guide the advertising efforts and to optimize the budget spent. The advertising platforms used are Google Adwords, Google Display Network, Instagram Ads, and Facebook Ads. projected revenues from these paid advertising campaigns to show the value to the brand have also been included. Content and social strategies were created to support the campaign. Content included the creation of a blog and measurable deliverables that can be built upon it. Social included an audit and recommendations to generate greater brand awareness for Faber.

A user retention strategy was created in order to help re engage users to increase app retention and engagement. The strategy covers email marketing, push notifications, and referral incentive marketing which will help Faber understand which features they can implement to help re engage potential customers. By utilizing retention features Faber can effectively communicate with unengaged users and bring some of those stale users back to the app.

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1. Background

1.1 Purpose
Faber Worker is a mobile and web app that seeks to disrupt the current trades industry. The app acts as a platform where skilled trades workers can connect with contractors to find jobs. By simply filling out a profile, workers are able to list skills and experience that enable them to be connected with exciting jobs and crews. Not only are workers empowered, but contractors are happy, as Faber removes the legwork of finding reliable skilled trades workers.

Faber Worker is a communication platform connecting construction companies to local construction workers looking for temporary or full-time work. The purpose of the app is to allow contractors to add workers when needed and to remove them when project demands slows down. Faber makes it easy to hire workers and creates ease to manage the worker hours and payroll for the contractors, allowing contractors to focus on other areas of their business. The main goal is to bring back the respect and pride to the workers and contractors in the industry. The brand is keen on giving workers the chance to work on unique projects and with good contractors to create a efficient and stabilized work environment for the future of the industry.

1.2 Website Audit & Metrics[1]
Google Analytics (GA) was used to track, analyze, measure and collect data for reports. Refer to *Appendix 2* for a complete G.A. audit in the DMMM model. The goals for the website were set up to increase organic traffic, social referral traffic, returning users, paid traffic to the site, and number of signups. The audit was set for the month of January until March 11 2018, traffic sources were 50% direct and 50% organic. Within this time period, there has only been 8,938 users on the website but only 949 returning users. These new users had decreased by 19.6% between the past three months. The high bounce rate of 57.74% is concerning with how Faber should be maintaining or growing their users.It is recommended to increase user retention and decrease bounce rate (57.39%). Most of the users of the worker site are 29.2% female and 70.8% males with the trades industry being mainly dominated by males. Based on data gathered, active users have been fluctuating; strategies for user retention will be mentioned within the report.

1.3 App Analytics Audit
For the last 30 days, Faber's Worker App has 85.42% of active users with the latest app update of 1.2.77. 89.2% of these users are males and 10.8% are females; just like the worker site, males mostly use the app because of the male dominated trades industry. For the past 30 days, male users have dropped 1.4% while an increase in female users went up to 1.4%. The majority of these users range from the ages 25-34. The overall percentage of monthly growth decreased by 17%.

1.4 Social Media Audit[2]
Facebook Audit
Faber currently has 512 followers on Facebook and 513 likes, within that group it is divided by 74% men and 26% women. The largest age group of followers is males aged 18-24 at 29.4%, the second largest group is males aged 25-34 at 25.7%. For February, their top performing post has reached 132 people and has produced 45 engagements, their second best performing post has reached 119 people and produced 17 engagements. Further analysis has been included in the appendix for reference. Having a phone number present gives Faber a personalized feel, and is in tune their demographic, recognizing that contractors might prefer to contact via phone.The top performing post on Facebook is related to the Faber pop up at the BUILDEX convention in

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[1] 1.1 - Website Audit
[2] 1.2 - Social Media Audit

Vancouver, this post received 35 total engagements. It is recommended to post similar content as such, which shows the brand engaging and interacting with individuals that fall into the target audience.

Instagram Audit:
Faber currently has 532 followers on Instagram. From that group, 69% are male while 31% are female and the largest age group is 25-34, followed closely by the 18-34 age range. Faber's top performing post has seen 133 engagements, with 121 likes. The second best performing post had 114 engagements and 104 likes. These examples will be referred to in the appendix. Their current app video, posted on February 19th, has 143 views. The account is bereft of hashtags and has little video content, meaning a recommendation will be made to incorporate more of them as part of future strategy. Posts that contain video (ex: app introduction video) or app related posts tend to have the most engagement. Posts that were not relevant to the brand performed the worst (ex: a picture of flowers for mother's day).

1.6 Business Model Canvas (BMC)[3]
A Business Model Canvas has been created to illustrate the key components of Faber's business model. Their core vision is to create a networking platform for skilled labour workers and contractors to connect for job opportunities. Faber's advantage amongst its competitors is the personalized profile page that illustrates the workers skills and past experience. From here the worker can be connected to contractors to find part-time or full-time work.

The Business Model Canvas is a strategic management template for developing a new brand or noting down existing business models. The BMC is a tool to help understand the key partners, resources, activities, and customer relationship segments of the brand. Faber has built strong partnerships to further gain brand awareness. The BMC was used to manage strategies for the site for awareness, acquisition and retention.

Faber can benefit from the key partners they currently have. Partnering opportunities with a school like BCIT with a well-known trades program can create more awareness for Faber. Trades students that are graduating will eventually need to start earning work hours and finding jobs can be difficult. With Faber, it can help students land their first job and be sure to work with qualified and skilled contractors.

Customer relationship of the brand focuses on providing services/jobs to workers to create a great relationship with their clients (contractors, workers, trades students). The company makes it easy for the user by providing communication means for the worker to connect with contractors to ensure that they're never out of a job.

1.7 Market Analysis (SWOT and/or Competitor Analysis)
A SWOT analysis was conducted to determine the main competitors of Faber and how they position themselves in the market currently. The construction industry in British Columbia is a very large market, with over $75 billion spent in 2017. The opportunity for the brand to harness in on some of that revenue is very apparent. Faber stands out in the market as they're the only application based product that connects workers to contractors through the unique profile page. Faber acts as a disruptor in the construction industry because of the untraditional method that their platform offers. Traditional methods in the industry that compete with Faber are temporary agencies that assign workers to job sites, the downside of using a temporary agency is that workers have to line up in the morning to wait for work, and they're not even guaranteed to work that day. Faber further stands out in the industry as they pay workers each week through email transferring money, which doesn't deduct taxes or union fees. Faber has positioned themselves nicely in the industry as the traditional model is outdated and has created a decline in quality of work that needs to be proactively addressed for the

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[3] 1.3 - Business Model Canvas

future.

2. Analytics

2.1 Digital Marketing Measurement Model (DMMM)[4]
To optimize success of the marketing campaign, a Digital Marketing Measurement Model (DMMM) has been created to focus on three key areas:

1. Acquisition – How to drive people to the Faber website and app store pages.
2. Behaviour – How people will interact with the brand once they've discovered Faber.
3. Outcomes – specific outcomes that signify value to the business goals (App downloads).

The business objectives and key performance indicators (KPIs) of the DMMM are:

1. Increase brand awareness, with specific goals to increase returning and organic traffic, and social referral traffic.
2. Increase quality leads, by generating contact form completions, and account sign ups.
3. Increase overall app downloads, by reaching the target set for downloads on the website and app store pages.

2.2 Google Analytics (G.A.)
Google Analytics collects data from Faberconnect.com and the firebass app plug-in which tracks the progress of KPIs outlined above. Google Analytics tracks data such as audience demographics, acquisition sources, user site interaction and behaviour, and conversion data. The data is compiled and then analyzed to make beneficial data-driven decisions for the brand.

2.2.1. Goals[5]
The goals that are currently set up on Google Analytics for the brand are detailed and cover all beneficial actions and events that a user might take. It is recommended to create new goals once the brand expands the website. Examples of this would be to create goals that track the social media sharing on the recommended blog page posts. By creating a goal to determine the amount of social media shares the blog posts are generating, it will allow the brand to identify who is interacting with their content to further guide how the brand will cater and target towards the desired audience.

2.2.2. Views[6]
Two views (Master & Test) are recommended to be implemented to control and improve on any problems relating to customizations, goal setting, and custom reports. These views will help prevent problems such as data loss or mismanagement.

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[4] 1.4 - Digital Marketing Measurement Model
[5] 2.1 - Worker Site Goals
[6] 2.2 - Google Analytic Views

The Master View should be used for professional reports and analysis. Once features have been tested in the 'Test View' they can be implemented into the master view.

The Test View should be used to test all goals, filters, and customizations before implementing them into the 'Master View'. Filter effects are permanent so any data lost due to a wrongly implemented filter cannot be restored. The 'Test View' will allow the brand to work out any problems or errors before being applied to the 'Master View' where it can't be recovered.

2.2.3. Filter[7]

Filters are used to optimize the data that Google Analytics tracks. By implementing filters, Faber can exclude or include specific IP addresses that would otherwise skew the data set. It is recommended to create two filters in order to ensure that the data set doesn't get skewed. The filters would be 'Include Faber IP' and 'Exclude Faber IP' which would filter out any actions taken by the brand on the website and app and only show the interactions the users take.

2.3 Google Analytics Custom Reports & Dashboard

Custom reports and dashboards can be set up on GA to monitor and determine the performance of the DMMM goals set. It is recommended to implement a custom report in order to track the performance of the digital marketing strategy that is being implemented. Dashboards allow the brand to customize which metrics they view so they can get a quick snapshot of the performance on that particular focus.

For reports, it is recommended to implement a "Account Sign Up Source" report which will determine the highest performing referral traffic in regards to account sign ups. By determining the channels and referral sources that are producing the highest conversions, it is beneficial to the brand as they will be able to adjust their marketing efforts to focus on higher performing channels. For the recommended blog page, it is recommended to implement a report to traffic the performance of each blog post. The report will be called "Blog Post Optimization" and will determine the average session per blog post and average share rate across social media. By determining the higher performing blog posts, the brand will have a better idea of where they can improve their website content and which content is engaging their target audience more efficiently.

For dashboards, it is recommended to add two custom dashboards to have a clearer visualization of the data. The "Daily Dashboard" will contain key metrics that will be useful for daily reporting purposes, this dashboard will track bounce rate, average session duration, and user type segmented into the day of the week to determine which days are producing higher conversion rates. The second dashboard recommended is "Goal Completion" which will track the goal completions by source and medium to determine which conversion paths are highest performing.

2.4 Google Tag Manager (GTM)

Google Tag Manager is recommended to be used in order to track the performance of the goals that the brand has already created. The goals set synchronize with GTM data, which depend on a trigger to fire a tag when a desired action is completed by the user. GTM tracks actions such as events, destinations, duration or pages per session goals. The GA goal associated with that desired action will record and track any conversions that occur.

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[7] 2.4 - Google Analytics Filters

GTM will be used to determine the performance of KPIs highlighted in the DMMM such as account sign-ups and contact forms completed.

3. Content

3.1 Target Persona[8]

The target persona for Faber is the ideal candidate the brand would like to attract and engage with. Creating an accurate target persona directly influences how the marketing strategy is developed and implemented. Modifications to appeal to the target persona shapes how they will interact with and fulfill the marketing goals of the campaign.

The target persona for Faber is Chad Stevens. A general labourer based in the lower mainland who values having pride for his craftsmanship and respect in the workplace. Chad has a girlfriend and is a loving son to his parents. Chad is a frequent social media user and his favourite platforms are Facebook and Instagram. Chad seeks to gain freedom in the jobs he works on as he's tired of being unappreciated by his current employer and doesn't enjoy the mundane projects that come with it. He fears that he doesn't have much opportunity to grow within his industry and that he will be stuck making $25 an hour for his career. Chad has dreams of becoming his own boss within the next 5 years as he feels accountable for the decreased quality of trades work and wants to make a difference. Chad is looking for a solution to the current problems he is facing so he can grow as a person and a worker.

Faber is the perfect solution for Chad's paint points as it will enable freedom of the jobs he works on and the crews he works with. By creating a profile on Faber, Chad can connect with contractors that are like-minded and want to change the construction industry for the better. Faber allows Chad to work towards his goal of becoming his own boss by crafting connections.

3.2 Brand Filter[9]

The brand filter is used to create consistency throughout all platforms that Faber optimizes for. It informs every action and decision the brand makes, and defines how communication is executed. It conveys Faber's brand, personality, beliefs, and values to the target persona. The target persona is able to grasp what Faber stands for. A empathetic and passionate business that wants to reinvigorate the construction industry for the better.

The core values are at the heart of the brand, which promotes breaking down the traditional trades job model by bringing respect back to the workers to ensure pride in craftsmanship. The purpose of the brand is to motivate skilled workers and contractors by connecting them to create a better working relationship. The target persona can directly relate to the brands core values and purpose, as a trades worker that is seeking quality job placements and like minded work colleagues. The aim is to craft quality connections through the platform to ensure that quality of work generated by the trades industry improves.

3.3 Value Proposition

Faber provides seamless communication between contractors and workers to build relationships and deliver actionable results. Its unique profile platform gives workers the ability to breakdown their skills, post accomplishments and match with great people — empowering the worker to design their future through the connections that are made using Faber.

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[8] 3.1 - Target Persona
[9] 3.2 - Brand Filter

3.4 Campaign Idea

#CraftingConnections is the campaign idea for Faber, honing in on the idea of building a better future through making great connections. The campaign is focused on the core values of Faber, while bringing enthusiasm and interest back to trades in order to make a difference for generations to come; it is delivered by a message about empowering the worker by enabling them to be their own boss. While Faber does have both "contractor" and "worker" apps, this campaign is focused on the worker, while branded with a name that can extend to the contractor side as well.

The purpose of the campaign is to reinvigorate millennial tradesmen through the unique portfolio application within Faber. Workers have the ability to build custom profiles that showcase their skills and accomplishments and lets them match with great contractors. By seeing who the contractors and co-workers are, there is a level of relatability developed prior to ever entering the jobsite. Essentially the campaign focuses on the empowerment of the worker through easily accessible communication — giving them a greater sense of pride and respect.

3.5 Campaign Marketing and Communications Plan[10]

A marketing communications plan was built to to be used as an organizational tool that combines all elements of paid and unpaid campaign channels into a detailed timeline. For the first month of the campaign, the brand will utilize Google AdWords, Facebook and Instagram Ads, and Google Display Network to promote brand awareness and to increase overall app downloads. The final 2 months of the campaign will focus on increasing app downloads through Google Adwords, Facebook and Instagram Ads, and Facebook remarketing. In addition, the implementation of a user retention strategy which includes email newsletters, push notifications, and referral incentives can further increase user engagement on the desired platform. The model plan has been broken down into Brand Awareness, Acquisition and Retention.

3.4.1 Awareness

AdWords, Display Network, Facebook, Instagram, Blog and Video will be used to promote brand awareness. Following the content strategy for the different channels will help with regular content posting ideas for the different weeks. Most of the content will refer back to the editorial calendar for the various types of content ideas.

3.4.2. Acquisition

Acquisition focused on the ads that will be implemented on the different social channels such as *Facebook Mobile App Install Ads, Instagram Install Ads, Google AdWords Search Ads, Facebook remarketing, and Google Display Network*. Ideal budgets for running these ads were also included that are ranging from $300 - $1500 depending on the platform.

3.4.3 Retention

Retention focused on three parts: *Email Strategy,* Push *Notifications*, and Referral incentives which will help re engage users that have performed a desired action by the brand or have already shown interest to the brand. Retaining and engaging users is vital to the brand as the drop off time for mobile apps is very high.

4. User Acquisition Strategy

4.1 Owned Tactics

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[10] 3.3 - Marketing Communication Plan

4.1.1 SEO Audit and Recommendations Audit

Faber connect has the major SEO components in place and properly distributed throughout the website. The potential keywords appear to be placed in the title tags, meta descriptions, headings and subheadings. Page headings are placed well throughout the website, in addition to title tags. The meta description is relevant to the title tag, with the word "connect" as the most attributed term. The URL structure is simple with easy sub-URLs that is favourable to Google's crawlers. Faber has internal links that were created for the following pages:

- How it works
- Why Faber?
- Become a Worker
- View Pricing

Faber is currently ranking first for its own brand name "Faber Connect," "Faber Worker," and "connecting contractors with workers." This keyword, however, doesn't have any measurable search volume; therefore, while it's highly ranked, other keywords should be looked at the would have higher search volume. Faber also struggles to find placement among job search websites that come up for similar search rankings.

Faber's contractor and worker websites each have slightly varying keywords. There is also internal linking taking users from the contractor site to the worker site. In addition, internal links have been created leading users to the signup and features pages.

Currently, there is no real off-page strategy for Faber. As of right now, the brand currently markets on Craigslist, but does not have any real backlinking strategy. Recommendations for this will be made in the strategy section.

Faber's website is mobile friendly and has a simple URL structure that makes navigation easy for the user; however, improvements could be made to the overall mobile responsiveness and site speed. In addition, sitemaps have been created and content is currently siloed into congruent contractor and worker sites.

4.1.1.1 Keyword Research & Justification[11]

Keyword research was conducted using Moz's Keyword Planner. Moz is one of the leading SEO marketplaces, providing marketers the ability to conduct keyword searches based on search volume, organic click through rate (OCTR) and keyword competition (difficulty score). Keywords were analyzed based on estimated searches that the target persona would conduct in relation to the trades industry. Trades jobs related keywords and connectivity keywords were the primary focal points for research.

Keywords were chosen for both Faber's contractor and worker websites. For the contractor site "skilled labourer" turned up a search volume of 51-100. While small, contractors aren't a large search group, but the organic click-through rate (OCTR) of 100% and difficulty score (49) make it a palatable keyword that would be effective in attracting target contractors. This keyword should be placed in H1 or H2 headings and within the web content body.

The keyword "labour jobs Vancouver" carries a search volume of 51-100, a 94% OCTR and difficulty score of 26 makes it an optimal keyword selection for Faber. While Faber has expansion plans beyond Vancouver, it is currently the predominant market and the keyword would be highly relevant to the searches being done by the target audience. As the brand expands, this would become a good Latent-Semantic Index (LSI) keyword or main keyword on a separate page.

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[11] 4.1 - Keyword Research

As with the contractor site, this keyword should be placed within H1 and H2 headings and within the body in order to create more content relevancy for the web-pages. In addition, Faber must be aware not to engage in "keyword stuffing" by littering the page with these keywords in unnecessary places. Strategic placement of these keywords will carry the greatest reach, website clicks, and ranking in Google.

Choosing keywords most relevant to the content displayed on a potential blog would be optimal to attract the target persona. Using the above keyword as an example, a potential blog keyword could be something similar to "Top 5 Vancouver Construction Companies in 2018."[12] Keywords like the aforementioned are recommended additions to faberconnect.com in order to ensure more conversions from users like Chad Stevens.

4.1.1.2. On-Page
Keyword Integration
Without any measurable data from Google Search Console, it is hard to determine which search queries Faber ranks best for. However, we do suggest certain keywords that could help Faber rank higher in Google SERP. These keywords should be strategically placed throughout the website in order to improve domain and page authority in Google SERP. These keywords should be placed in title tags, meta-descriptions and in page headings, which highlight what the content of the page is about. This will help Google connect Faber's homepage relevancy user search queries, which will help the page rank higher. All images should also have alt tags, image filenames and attribution tags in order for images to appear in search results, be described without keyword stuffing, and be found in case of any technical malfunctions.

Internal/External Links & New Page Suggestions
Faber has social link buttons to all of their social media pages, app store and Google Play store. If a blog is created, it would be recommended that Faber adds social share buttons to the blog so content can be easily distributed by the target audience. Faber already has internal links in place, but more could be built out as content is developed and siloed.

As Faber's brand continues to grow, internal links could be developed as new pages are created. One potential new page, beyond a blog, could be a testimonials page, where reviews can be written. A partners page could also be made that would feature companies and contractors who have used Faber to hire workers. Another suggestion could be to have an events calendar where Faber can record any upcoming networking and event opportunities to make available to workers. All such pages, would be a part of Faber's internal linking system.

4.1.1.3.Off-Page[13]
It is recommended that Faber utilizes backlinking to drive traffic back to faberconnect.com. Backlinks are external links that are embedded in from an external website that drive traffic back to one's own website. Contingent upon building a blog, backlinks can be delivered through two primary mechanisms.

The first is through guest blogging. Faber can partner with industry bloggers and provide content on those websites with links that link back to similar content on the Faber website. In addition, links could be used to direct to the worker site and "About" page on faberconnect.com. It is recommended that Faber backlinks to high authority blogs such as: www.buildinginvancouver.com. In addition, websites for some of Vancouver's trade schools such as brightoncollege.com/category/construction/, or bcit.ca/path/trades would be other possible places to generate backlinks.

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[12] 4.1 - Keyword Research
[13] 4.2 - Social Networking Forums (SEO)

A second possibility would be to backlink through social networking forums such as Reddit or Facebook Groups. These are different than posting on social media, but rather, delivering content to specific niche communities who have a higher likelihood of engaging with relevant content. Examples of these types of communities include:

- Subreddit Construction
- FB Group: Construction Jobs in Vancouver

4.1.1.4. Technical SEO

Site Speed

According to GTMetrix[14], faberconnect.com has a site speed ranking of F (42%) and has a page load time of 2.2 seconds. Google Pagespeed Insights currently gives the a site score of 78/100 (medium) and lists several UX issues that could be improved for both the website. Faber currently has a page authority of 31 and a domain authority of 17. Recommendations have been made to help improve these scores and rank higher in SERP. (Appendix SEO).

Silos[15]

Currently, Faber is siloed into two websites, one for the contractors and one for the worker. Siloing content allows Google to see grouped content as more relevant, which will boost SERP ranking. The siloing is extremely simplified, as Faber does not have much content on their website. Silos would be separated between the Contractor and Worker sites. Under a general theme of construction, two silos for contractors and workers would be created. Currently, siloed content is "Why Faber?" and "How it Works." Faber could create silos for additional pages as the brand grows. If a blog is to be developed, content siloing can be further developed. For contractors, request workers, subscriptions, and an events page could be made. For the workers, support, testimonials, and contractor company profiles and an events page could serve as additional pages.

Additional silos could be created for Faber's new markets as the brand continues to grow. Content pages for Toronto and other Canadian/US markets can be created. Secondly, should Faber split its worker site for two demographics, additional silos could be made for these pages as well. A future recommendation silo diagram has been created to show what categories could look like should Faber go this route.

4.1.1.5 Google Search Console

Currently, Faber uses a number of keywords that are trades related. It is recommended that Faber implements and measures Google Search Console. GSC would allow Faber to:

1. Submit new content for Google to crawl
2. Ensure Google can see displayed content
3. See which queries are displaying the website
4. See which sites are providing backlinks to faberconnect.com

Google Search Console gives website owners the opportunity to track search traffic and analytics and index a website for Google to crawl. Google search provides the ability to page ranking based in accordance to particular search queries. For example, if users were searching for "construction job opportunities" Faber could track how their website ranks in accordance to this search query. After a few months, there should be enough data to sufficiently measure search dimensions of the target audience such as: Search queries, average search position, location and landing pages. It is recommended that Faber is patient with its data measurement, as it will take 3-6 months to have trackable deliverables.

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[14] 4.3 - Website PageSpeed Score
[15] 4.4 - Website Silos

4.1.2. ASO Audit and Recommendation[16]

An audit of the Faber app page within the Apple store and Google play store was conducted to identify areas of improvement. In terms of competition Faber currently is in a market of their own. It was identified that all applications in a similar market to Faber have no user base, examples of this are CCDEX, AIRJOB, and Labor Go. It was identified that key areas in the app page such as the app name, description, and app updates are up to date and compelling. The areas that were identified to improve were: usage of keywords, app screenshots, preview video, links, and reviews.

A list of keywords that are recommend Faber implement into their app store pages have been created to ensure the discoverability of the app is optimized, an example of a keyword chosen is "construction worker jobs" as this directly captures users searching for employment apps. It is recommended to change the images that are currently being used on the app stores page. Currently the screenshots that are presented don't highlight the key features of the app that will give value to the user and set Faber apart. With this in mind, it is suggested to have a screenshot of the unique workers page, a screenshot of the skills and stats page, and a screenshot of the job offer/pending jobs page which are the most important features for the user. To further optimize the app store page, it is recommended to localize your listing which means to include language variations for the different audiences viewing the app page. With a large population of east indian and asian workers in the lower mainland this can reap benefits for the brand by expanding reach.

To encourage users of Faber to rate and review the app it is recommend to implement an app review plugin, this will allow users to rate the app within the app which will increase overall ratings on the app stores page. Ratings and reviews are a factor in the app store algorithm as apps with more positive reviews and ratings will be presented higher in results. It is also recommended to include a preview video for the brand to be presented on both of the app store pages. A preview video is engaging to the user and provides humanistic background context of the purpose and benefits of using the app. Lastly, it is recommend to implement backlinks to the Faber website on the app page. Presenting a website link to the user gives more credibility to the brand and allows the user to explore the website to understand the brand more. This will also increase traffic to the website which will increase overall brand awareness.

4.1.3. Content Strategy

4.1.3.1. Campaign Idea

#CraftingConnections is the campaign idea for Faber, honing in on the idea of building a better future through making great connections. The campaign is focused on the core values of Faber, while bringing enthusiasm and interest back to trades in order to make a difference for generations to come; it is delivered by a message about empowering the worker by enabling them to be their own boss. While Faber does have both "contractor" and "worker" apps, this campaign is focused on the worker, while branded with a name that can extend to the contractor side as well.

The purpose of the campaign is to reinvigorate millennial tradesmen through the unique portfolio application within Faber. Workers have the ability to build custom profiles that showcase their skills and accomplishments and lets them match with great contractors. By seeing who the contractors and co-workers are, there is a level of relatability developed prior to ever entering the jobsite. Essentially the campaign focuses on the empowerment of the worker through easily accessible communication — giving them a greater sense of pride and respect.

4.1.3.2. Blog

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[16] 5 - ASO Audit & Recommendation

Currently, Faber does not have a blog page; however, blogs are an essential component to any content and SEO strategy. It is recommended that Faber creates a blog with evergreen content. This content can be recycled while always remaining relevant. Some examples include: List of top trade schools in Canada in 2018. Other blog topic examples include:

- Opportunities for Women in Trades
- High Demand Occupations in 2018
- Solving millennial apathy towards the trades: 4 solutions

The blog should include highly relevant keywords for blog posts that should be placed in the title, meta description, article headings and within the text body. However, it is imperative to avoid keyword stuffing as Google will punish sites that do this. By utilizing relevant keywords, faberconnect.com will rank higher in Google SERP.

4.1.3.3. Video
A campaign video was created for the Faber app around the idea of #craftingconnections. The video features two tradesmen, Mike and Tom. Tom uses Faber and describes how simple the app is to use and how fulfilling it has made his career. Mike, on the other hand, does not use the app and talks disdainfully about the struggle to find work in the industry. The purpose of the video is to highlight the positivity of the connectability of Faber. The video would be distributed on Faber's social channels as well as display advertising.

4.1.3.4. Social Media
Facebook
Faber's Facebook page has a profile picture consisting of the company logo, accompanied by a pertinent cover photo that contains the slogan "where contractors connect with construction workers." The about section consists of a phone number, messenger and a link to faberconnect.com. As an app, having a phone number is a very strong personalization tactic that can add value to the brand.

As the most widely used social media platform, it is imperative for Faber to implement strategies to build upon their current follower base. Facebook's audience is skewing slightly older, so this channel is good for older millennials and contractors whose business may have Facebook pages. Facebook is also the most in-depth communication tool; therefore, Faber should utilize messenger and comments sections to reply to all worker and contractor queries, comments and reviews to create a more personalized feel to the brand. Since connectivity, respect and pride is at the root of Faber's core values, engaging with their current follower base will add a sense of trustworthiness that is important to establish when trying to connect workers and contractors. The campaign "Crafting Connections" could be displayed as a pinned post featuring a video and call to action. The target persona, Chad, likes to really feel a sense of trust before committing to a job, but also enjoys humour and personality on the job site. Creating posts that not only display trust, but demonstrate industry knowledge, while re-innovating communication in the trades will draw Chad's interest towards Faber's brand. Posting roughly 2-4 times per day, with a consistent schedule will also create more constant engagement. These posts should occur around the peak commute times (7-8am & 5-7pm) and lunch hour (12-1:30pm) when user engagement is likely to be its highest.

Currently, Faber has good Facebook reviews; however, there are very few currently on their Facebook page. Therefore, it is recommended that Faber incentivizes their followers to provide honest reviews of the company. This will not only create more engagement between brand and audience, but it will also give more vested authority and trustworthiness to the brand if it is constantly receiving positive reviews. Reviews don't just have to be written on the page; they could also be done in the form of video testimonials.

Instagram

Instagram marketing objectives center around visual imagery. As the primary communications tool for younger millennials, Instagram is Faber's best avenue to connect with its younger users. Faber should use tools such as: Stories, hashtags, video posts, photo posts, reply using comments, tagging and filters to optimize the channel to its fullest. Instagram connects well with Chad given his demographic, but also in giving him a sense of trust in the brand. With short breaks, he doesn't have much time to view content on the jobsite, but with Instagram he can view engaging content quickly and connect with Faber through comments and hashtagging.

Content should be published daily, but hovering around 1-2 times per day. When posting, it is recommended to post around 8am and 5pm as these are the points of highest engagement on Instagram. Using hashtags is a great way to attain more reach on Instagram; currently, Faber lacks consistent hashtags on their feed. Developing thematic hashtags, like #CraftingConnections would create a community for users engaging with the Faber brand. Hashtags also increase reach and impressions into similar communities. When posting, Faber should use hashtags relevant to the industry and particular post (i.e. #construction, #carpentry, etc.) that would be relevant to the target persona. Instagram also provides an opportunity for Faber to interact with engaged users and collaborate with influencers that the target persona either follows or has a strong potential of engaging with[17]. With the use of strong branding and good quality visuals it can help create a powerful online presence for Faber. A very consistent content posting strategy should be followed that would post content regarding the product itself; in addition, influencer collaborations with local brands like MegaPro would help to create a more captivating brand story. This kind of influencer marketing will be expanded on in the Earned Tactics section.

4.1.3.5 Editorial Calendar

An editorial calendar[18] has been built for Faber. The calendar will ensure that content is posted consistently on all channels and that there are no gaps of inconsistency. Faber's proposed editorial calendar for the month of April silos content for their social channels Instagram and Facebook and (although minimal) occasional LinkedIn and Twitter posts. Email marketing and video promotion is also incorporated. The editorial calendar keeps track of all content under the theme #CraftingConnections.

4.2 Paid Advertising

A paid advertising strategy was created to further guide the campaign and to assist the first and third DMMM objective to raise brand awareness and increase overall app downloads. The advertising platforms recommended to use for promoting Faber are Google Adwords, Instagram Ads, Facebook Ads, and Google Display Network. A spreadsheet had been built that highlights the allocated budget for each advertising platform with a total monthly budget of $2600.

4.2.1. Social Media Advertising Campaign

The social media advertising platforms include: Facebook[19] and Instagram[20]. Advertisements across these selected platforms will serve to boost the first and third DMMM objective to raise brand awareness and increase overall downloads. The social media advertising campaign will run for 3 months correlated to the duration of the paid advertising campaign. Our budget has allotted $800 for our social media campaign which will be dispersed evenly until trends arise that require change of action to the budget.

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[17] 6.1 - Mockup Campaign Post
[18] 6.3 - Editorial Calendar
[19] 7.1 - Facebook Ads Mockups
[20] 7.2 - Instagram Ads Mockups

The ad format will follow two guidelines. It is recommend to create ads on these platforms that will prompt the user upon clicking on them to either visit the Faber website or go directly to the app store to install. These ads will consist of trades related images with call to actions on them such as "Need to find work?" or "Be Your Own Boss" while also including a brief description of what Faber provides to entice the user to click through. Testing the install driven ads and website visit driven ads will determine which ad format and copy users are positively engaging with more. Once a general idea of this is formed, it will guide the brand on which ad format and copy will drive the most traffic for future campaigns.

For targeting, target audiences[21] have been created on Facebook for users that fall into our target persona. The target audiences will be broken down by specific trades that Faber is targeting. These trades audiences will include: flooring, carpentry, electrical, hardscaping, etc. Target audiences have been referenced in the appendix to help guide the campaign. It is also recommended to create a lookalike audience based on the social media following that Faber currently has. By creating a lookalike audience it will allow Faber to reach more users that fall into the scope of the brand which will be effective at targeting users that potentially would see value in using the Faber platform. To further segment our targeting, audiences have been created based on life events that are relevant to our target persona. The life events that were chosen to target are individuals in the lower mainland that have recently completed a trades ticket postsecondary education. Targeting users that fall into this category correlate to the purpose of our campaign, to spread the message about Faber and the benefits of using it over traditional methods for the future generations of trades workers. The Facebook and Instagram ads will be targeted to mobile users only. By only targeting mobile users the ad will enable users that click on it to directly be driven to the app store page to install. This will help our third DMMM objective of increasing overall app installs as the users that are engaging with the Faber ads will be prompted to install the app.

Facebook remarketing tool is also recommended to target individuals that have already completed a desired action by the brand. Remarketing allows the user who has already shown interest to Faber to be targeted for ads to entice them to click through. Remarketing is effective because it presents 'warm users' who have a higher chance of converting with promotion material from the brand. To optimize the campaign, it is recommended to create a remarketing audience for users who have downloaded the app and created a profile but have not been assigned to a job yet. Faber generates revenue through a percent of the hourly wage of the workers so by targeting these specific users it will help increase Faber's bottom line by re engaging users that have shown interest in the product but have not converted yet. It is recommend to to run remarketing ads in the 2nd and 3rd months of the advertising campaign. This will allow all initial traction from the first month of the advertising campaign to be targeted with remarketing ads prompting them to convert.

To further optimize the paid social campaign A/B testing should be conducted regularly in order to identify weak performing ads and well performing ads. To supplement A/B testing it is also recommended to change ad copy, image, cta bi-weekly in order to ensure that ad fatigue does not occur. Ad fatigue occurs when a user is presented with the same ad over a certain period of time, which lowers moral to click through. A/B testing allows the brand to continuously test what kind of advertisements work effectively, so they can adjust their ads and optimize the budget that is being spent on paid advertising.

4.2.2. Google AdWords Campaign
A Google AdWords campaign will run for the allotted 3 months to help boost brand awareness and drive users to the Faber website. The campaign will target the current demographics of users, being in the lower mainland of BC. A budget of $1500 a month has been set for the Adwords campaign as it was identified that this advertising platform will be most efficient at targeting workers searching for work online. Keeping the reach of

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[21] 7.3 - Facebook Target Audiences Example

the brand in mind, it is recommend to target users only in BC as they make up the current user base. It is recommended to adjust the location targeting once the brand has expanded to other cities and areas.

Ad groups[22] have been created to target the various trades that Faber aims to cater to. Examples of this are electricians, carpenters, floorers etc. Keywords[23] that have been selected pertain to employment opportunities around these specific trades. An example of a keyword selected is 'Carpenter employment'. Targeting these kinds of keywords will lower overall CPC as they're niche keywords but will capture users that are actively searching for relevant work online. ad groups have been created that will target keywords for users that are searching for work or job placement related resources online, examples of this are 'Construction jobs in Vancouver' which is clearly a user searching for construction work within the lower mainland. Targeting users that are actively searching for work online allows the brand to promote their product to users that are seeking something Faber can provide. A user that is searching for labour jobs through google will be presented with an advertisement enticing them to download the app which will allow them to find work. This directly targets our persona as it is providing a resolution to the users problem. The AdWords campaign should be optimized to drive users that are searching on mobile directly to the app store page, and users that are searching on desktop should be driven to the Faber worker website. A Google Adwords Ad[24] mockup has been referenced in the appendix.

To further optimize the AdWords campaign it is recommended to A/B test the ads being run to identify which ones are poor performing and which are not. This can further be supplemented by testing different call to actions and ad copy to identify which wording the target audience is engaging with more positively. Due to the worker website being one web page, landing page testing will not be possible for this. In the future it is recommended to test the landing page of the ads to identify which web pages users are engaging with more positively and are prone to convert. Negative keywords should also be implemented regularly into the adwords campaign to ensure that all search terms presenting a Faber ad will be relevant to the scope of the brand. Once the campaign has ran for long enough to determine trends, it is recommended to identify search terms that are being used to find the Faber ads and then add these terms to the keyword list of the campaign.

4.2.3. Google Display Network Campaign

Google Display Network will be used to target users that are visiting websites relevant to the scope of the brand. Google Display Network will serve to help the first DMMM objective of raising brand awareness through visually presenting the brand on targeted websites. Our budget has allotted $300 of the advertising budget to be spent on the Google Display Network as advertising through this platform is cost effective but beneficial to awareness of Faber. In terms of targeting, lower mainland based websites should be used as the current demographic of Faber users is predominantly in the lower mainland. The Daily Hive[25] is a website that should be targeted for the display campaign as the website caters to the lower mainland and has a high volume of recurring users that fall into our target persona. Display ads will consist of an eye catching picture related to a trade with a call to action to entice the user to click through. Examples of call to actions could be "Need To Find Work?" or "Be Your Own Boss" with a small description of the value that the app provides to the user.

Due to the Display Network campaign focusing on raising brand awareness, it is recommend to have the display network ads run for the first month of the allotted 3 month paid advertising campaign. Faber is currently still emerging in the market so spreading the word of the brand prior to launching the conversion based ads will gain positive traction amongst the target audience. Display Network campaigns tend to have a lower conversion rate than other advertising platforms, but the intention of the Display Network campaign is to help raise brand

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[22] 7.6 - Google AdWords Ad Group
[23] 7.4 - Keyword Planner Example
[24] 7.5 - Google AdWords Ad Mockup
[25] 7.7 - Google Display Network Targeting

awareness for Faber, not directly increase overall app downloads. Keeping this in mind, the advertising budget to higher converting advertising platforms to make up for the low conversion rates of running a Display Network campaign. The low conversion rate that Display Network campaigns produce will be outweighed by the increased awareness to our target audience within the lower mainland, which will reap long term benefits for the brand.

To optimize the display network campaign it is recommended to A/B test bi weekly to determine the performance of the current ads being shown. A/B testing display network ads will help identify which images and CTAs the target audience is engaging with more positively, which will guide future ad copy and image choices for these ads. It is also recommended to test engagement based on ad size and ad placement. Determining which ads on which websites are performing better will make the campaign more budget efficient while also targeting users that are more prone to convert or click through to the Faber website. Retargeting using Google Display Network is also recommended to be used. Retargeting users based on past actions or events that relate to Faber will help narrow the scope of the targeting and be more efficient at creating quality leads and conversions for the brand.

4.2.4. Universal App Campaign (UAC)
A universal app campaign is effective at driving app installations. A UAC allows Faber to advertise across the Google Search Engine, Google Display Network, and Youtube to directly promote the installation of the app. The downside of using a UAC is that the targeting is very broad as it only targets users based on location. Due to Faber being a niche product for a niche industry it is recommended to not run a UAC as it could potentially only generate leads that aren't valuable to the brand. Users who land on the Faber website will be more prone to convert once learning about the brand than users being driven directly to the app store to download. Keeping the advertising budget in mind it was determined that the advertising platforms highlighted above will generate more quality users and leads and therefore are better off to use the budget more efficiently.

4.2.5. Paid Advertising Projections
A spreadsheet[26] was created that highlights the projections for our campaign. The spreadsheet also highlights the revenues and return on ad spend that will be a result of running the campaign. To calculate these projections the median LTV of a worker to Faber was used as they make a commision based on the hourly wage of the worker so AOV would not be viable. The average LTV of a worker is $725.56, so across all advertising platforms it is expected to generate $4,353.46 in revenue from the initial investment of $2600, which is very beneficial to the brand. The total number of installs from the paid advertising campaign will total 120. Of those 120 installs we expect to retain around 5% of them to fall into the range of average worker LTV. We have referenced the spreadsheet in the appendix.

4.3 Earned Tactics

4.3.1 Influencer Marketing
The use of influencers is a highly effective way to engage with the target audience and create leads from social media. Influencer marketing is the process of identifying individuals on social media channels with relevant following to the target audience, and then using their platform to promote Faber and the benefits of using the app. There has been a proven difficulty to find any social influencers of any consequence for the construction industry; therefore, it is recommended, perhaps, to look into partnerships with construction brands. For example, Megapro, a screwdriver manufacturer based in Langley, BC, that produces screwdrivers for global companies, would be a perfect partner to create promotional content with. Since MegaPro is looking to boost their brand's social and content presence, there cross promotional opportunities to be had. For example, Faber could hold a social media contest where users can win a free MegaPro screwdriver, or receive discounted purchases upon app sign-up. There are great opportunities for contests and incentives that would engage users

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[26] 7.8 - CPI Spreadsheet Projections

to interact both with Faber and MegaPro that would create equal cross promotional opportunity for brand awareness and revenue.

4.3.2 Guest Blogging
Guest blogging is a highly effective off-page SEO strategy that improves domain authority and search rankings. Guest blogging is the process of creating original content on other websites with backlinks embedded to drive traffic back to the original website. Although currently without a blog, once one is implemented, generating backlinking back to a Faber blog would allow Google to attribute content as relevant with user search queries, which would boost rankings in SERP. It is suggested that Faber finds high authority blogs that cover topics such as construction, contracting , labour and create backlinks back to faberconnect.com. An example guest blog topic could be "How technology is disrupting the construction industry." Faber can also mention how the app helps bridge the gap in communication and improving industry morale among younger workers.

5. User Retention Strategy

5.1 Email Marketing
The use of email marketing is effective in re engaging users who have been away from the app for a certain amount of time or have completed an action to trigger the email. Email marketing allows the brand to send out newsletters with updates and new information to the user to notify them and hope that they interact with the app again. It is recommended to create a monthly email newsletter for users that have decided to opt into the feature. The monthly newsletter will entail updates of the brand and any new features that the app has launched, it should also highlight the featured monthly blog post from the website. Promoting the evergreen content blog post will help the brand engage with users more by driving them to the website while providing them relevant and up to date information in their industry. To re-engage users, besides sending a typical newsletter talking about updates and new features to the app, we recommend to feature new job postings. Job postings with unique projects at various locations can capture a worker's attention. Workers would want to work on a cool project that they are going to be proud to be a part of.

5.2 Push Notifications
Customized push notifications[27] should be implemented in order to further engage the user. Push notifications allow the brand to re engage users that have downloaded the app and haven't used it for a certain time, or to communicate messages to users that have completed a specific action to trigger it. Push notifications can be annoying to users as shown that only 9% are clicked through. The strategy for push notifications should follow the personality of the brand being that they're trying to help the user out. It is recommended to create a push notification for when a worker is close to finishing up his current job, this will trigger the notification to be sent out to notify the user that they will need to find a new job. This will not seem like promoted content as the users best interest is in mind, but will further promote the idea to sign up for more work through Faber which will increase overall revenue. This push notification strategy will simplify the process of the worker engaging with their next job as they will be prompted to go to the job board page within the app to determine their future workplace or employment.

5.3 Referral Incentive[28]
It is recommended to implement a referral incentive for the user. A referral incentive will encourage workers to refer the app to people within their network and be rewarded for doing so. This will increase overall downloads and as well increase the amount of retained users. This user retention strategy will assist the first and third DMMM objective set out to increase returning users and increase overall app downloads. Trades workers are usually well connected as they have to be flexible in the areas and people they work with. Using this strategy it

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[27] 8.1 - Push Notifications
[28] 8.2 - Referral Incentive

will enable well connected workers to spread the message amongst their coworkers about Faber and the benefits of using it over the traditional model.

6. Monetization Strategy

6.1 Paid App Downloads

Developing a paid app would generate revenue for Faber, but currently, a paid app structure is not a part of the current business model. There are alternative ways to generate revenue with the current free app. Particularly for the worker app, there could be some detriment to making it a paid app, given the likely low income and potential skepticism of the worker base.

6.2 In-App Purchases[29]

Keeping the best interest of the user in mind, it was identified that current users would like a feature to be insured through the Faber platform. In regards to this it is recommended to implement an insurance coverage option for the workers. All workers on the Faber platform are considered independent contractors so giving them the option to be covered for basic insurance while on the job could reap benefits. By partnering with an insurance company this model would be similar to the one that Car2Go is currently using, where you pay a fee every time you rent one of the vehicles to ensure coverage of any accidents. This feature would empower workers further as it will allow them to completely be their own boss.

7. Future Considerations

7.1 In-App Ads[30]

In the future, Faber can have ads presented to the workers based on relevant trades brands and tools. This will allow trades equipment companies to target users directly in their target audience as the users on the worker side of the app. Current workers under Faber are considered independent contractors and would be required to buy their own equipment. This will increase ROAS for the equipment companies as the users will be more likely to convert, which will enable Faber to charge a premium for the ad space that they rent. Trades equipment companies can offer discounts through ads in the app to further entice users to buy product.

Due to Faber being in a preliminary stage, the brand would not benefit from advertising on the app due to the low amount of users. It is recommended to have a daily active user base of at least 1000 users before implementing in-app ads as a means of monetization. Once a daily active user base is optimal for advertising then companies that seek advertising will be able to identify the value of advertising on your app. The in-app ad formats could present a relevant construction advertisement to the user as they're interacting with the app. A example of an in-app ad mockup has been referenced in the appendix.

7.2 Monetization Strategy

Faber currently takes 20% off the hourly wage of the worker to generate revenue. The use of a subscription base model on the contractor side of the app could help lower the overall cost to the worker. By implementing a subscription to the contractor app, Faber could decrease the commision taken off the workers daily wage and replace that lost revenue with the revenue generated from the contractor side. Lowering the overall cost to the worker using the app could increase the amount of workers that Faber has as it will be more attractive to workers. The increased amount of workers on the app will also increase the attraction for contractors to use the app as they will have a larger employment pool to choose from. Implementing a monthly fee of $5-$10 for the contractor will not be seen as a large monetary investment for the amount of value that they will receive from using the app, which covers payroll and HR administration.

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[29] 8.3 - In-App Purchases
[30] 9.1 - In-App Ads

8. Conclusion

Analytics, SEO, social, app store and paid advertising audits have been conducted to see where Faber currently sits. Based on the audits, a DMMM was made, including the objectives of growing brand awareness and generating leads. The target persona, Chad, has been created to aim these objectives towards. An original marketing campaign was designed to increase brand awareness and motivate audience interaction. Content and social marketing strategies were suggested to push out the campaign message and engage users with Faber. SEO recommendations were made to improve keyword optimization, domain ranking and authority within Google Search. For example, new keywords were suggested to better speak to the target audience. User Acquisition strategies were recommended in the form of owned, earned and paid to outline how the brand should target acquiring users. User retention, monetization and projects were outlined and recommended to help achieve Faber's DMMM goals. If taken into consideration, these recommendations will position Faber for optimal future growth.

Appendices

Appendix 1 Background
Appendix 1.1 - Website Audit
Appendix 1.2 - Social Media Audit
Appendix 1.3 - Business Model Canvas
Appendix 1.4 - Digital Marketing Measurement Model

Appendix 2 Google Analytics
Appendix 2.1 - Worker Site Goals

Appendix 1 Background

Appendix 1.1 - Website Audit:

	Questions to Ask	Metrics/Dimensions or Reports to Analyze	Metric	What insights does this provide/What recommendations can I make
Baseline				

Metrics				
	On average, how many monthly visits does the site receive?	Visitors	Contractor site: - Average monthly visits around 1600 Worker site: - Average monthly visits around 2400	The worker site has more traffic. Seems that the supply of labour is higher than the demand. Means that more workers are trying to use this product than employers are.
	What sources are driving traffic?	Source/Medium	Contractor site: 1. Direct - 5314 2. Google paid - 2584 3. Organic - 2452 Worker site: 1. Direct - 6725 2. Google paid - 5072 3. Organic - 2994	Direct being the highest traffic source seems fishy. Either the users are very loyal and know the url or filters were not properly set up. Google paid being 2nd implies that their adword campaigns are successful at driving traffic to the website.
	What is the average bounce rate?	Bounce rate	Contractor site: 56.85% Worker site: 59.25%	Implies that over 50% of users are landing on a page of the website then exiting before clicking anything else. Faber should aim to bring the bounce rate down to about 40%.
	What is the average time someone spends on the site?	Time on site	Contractor site: Avg session 1:47 Worker site: Avg session 1:39	Implies that users who are landing on the website aren't engaging with much content. This could be optimal for Faber as their intent is for the user to download the app and not explore their website. But, the ability to sign up on the website means that most users are opting out of this.

	What locations are driving the most traffic?	Location	Contractor site: 1. Canada - 9679 2. US - 786 3. India - 288 4. Spain - 156 Worker site: 1. Canada - 13,638 2. US - 1082 3. India - 464 4. Spain - 245	Canadian traffic seems to be optimal and more focused currently. Expansion to the US could be beneficial due to larger market.
	What is the average conversion rate on the site?	Conversion rate	Contractor site: Goal conversion rate - 9.25% Worker site: Goal conversion rate - Skewed due to destination goals	
	Who is currently interacting with the site?	Gender, age, device, interests, user type (new/returning)	Contractor site: Gender - Male: 4208 Female: 1718 Age - 25-34: 1950 35-44: 1286 45-54: 1134 Device - Iphone: 2507 Ipad: 414 New users last month: 3105 Returning users last month: 532 Worker site: Gender - Male: 1122 Female: 483 Age - 25-34: 575 35-44: 338 45-54: 284 Device - Iphone: 714 New users last month: 3105 Returning users last month: 532	Seems as though Males between the ages of 25-34 are the primary users. This fits the trades persona as the market is male dominate and attracts a younger demographic due to physical demands. New users for the last month seem high and is very optimal for the website. The amount of returning users is small but that seems consistent because the website only serves users to download the app.
	How many pages are users interacting with in a session?	Pages per session	Contractor site: 1.31 pages per session Worker site: 1.31 pages per session	Currently the website has 5 pages. So an average page per session of just above 1 doesnt seem optimal. Need to entice users to want to click through the

				website.
Ecom Specific Baseline Metrics				
	What is the average eCommerce conversion rate?	App download links	Contractor site: Worker site: 157 app download links	No ecommerce aspect of the website, the websites main function is to drive app downloads.
	What is the average number of transactions per month?	Average transactions	N/A	
Acquisition and Audience				
	How are people finding our site?	Source/medium, referrals	Contract Site: Direct (39%), Google Organic (25%), Google CPC (15.3%) Worker Site: Direct (39%), Organic (22%), CPC (22%)	
	How strong is the website's brand awareness?	Direct traffic		
	Who is interacting with the website?	Gender, age, device, interests, users type (new/returning)	Contractor Site: 25-34 (32%), 35-44 (22%), 45-54 (20%), Worker Site: 25-34 (32%) 35-44 (22%) 45-54 (20%) Affinity Interests: Value shopping, Lifestyles Hobbies & Business Professionals, Home & Garden DIY In Market Interests: Employment Both sites: Device: 56.85% mobile, 39.38% desktop (34% of mobile traffic on iPhone) Gender (both sites): 71.5% male, 28.4% User Type: 86.61% New User, 13.4% Returning	
	Who is buying products on the site?	Conversions by segment		
	What locations are converting at the highest rates?	Country, city	Canada generates 83% of traffic, US 7% India 2%, Spain 1% (93%)	

			Canada: BC 86.5% AB: 6.7% Ontario: 3.5%	
Behaviour	**How do users interact with the site?**	Page performance, behaviour flow, time on site, bounce rate, exit pages	Contractor site: Worker site: Time on site (2:30), Bounce Rate (60.07%), % Exit (69.13%), Pageviews (1,166)	
	Which product pages are performing best?	Product performance	N/A	
	What channels are driving the highest conversions?	Product performance	Contractor site: Direct - 128 users: Conversion rate = 2.29% Organic search - 53 users: Conversion rate = 3.51% Worker site: Goals set up wrong so no reliable information to pull.	
	How do people interact with the buying process?	User flow	N/A	
	What are the characteristics of converters versus non-converters?	Gender, age, device, interests, user type (new/returning) by looking at segments	Contractor site: Age (25-34), Male (27.2%) Female (72.8%), New (83.67%) Returning (16.33%) Worker site: Age (25-34), Male (27.2) Female (72.8%), New (83.67%) Returning (16.33%)	
Conversions				
	What are the top conversion paths?	Top Conversion Path	Contractor site: Direct (38.89%) and Organic (30.56%) Worker site: Direct (37.13%) and Referral	People know the brand and types in the URL to get to the website

			(8.98%)	
	What are the most common assisted conversions?	Assisted conversions	Contractor site: 1. Direct (57.72%) 2. Organic (20.96%) 3. Paid Search(13.89%) 4. Referral (5.75%) Worker site: 1. Direct (44.08%) 2. Organic Search (21.54%) 3. Referral (14.91%) 4. Paid Search (4.13%)	
	What is the time lag to conversions?	Path length	Contractor site: Worker site: First interactions have a total of 947 (85.01%) of conversions.	
	Is there any trends in conversions? (ie. monthly trends, times of years/month/days of week)	Conversions	Contractor site: Worker site: Hourly: Conversions mostly happen between the hours of 12:00-14:00 Days: Most conversions happen on Monday and Tuesday Weeks: Conversions are usually generated at the beginning of the month and end of the month Monthly: Conversion rates have lowered since last month. January had 6,483 conversions while this month has 3,644 overallw	

Appendix 1.2 - Social Media Audit:

	Questions to Ask	Metric		What Insights Does This Provide/What Recommendations Can I Make?
Social Media Metrics	How many followers does the channel currently have?	Followers	Instagram: 512 Twitter: N/A Facebook: 511 LinkedIn: 70	From this we can understand that Faber currently focuses on Instagram and Facebook for social engagement, and LinkedIn is used more for employment purposes. Facebook and Instagram having the same follower base indicates that the users are loyal to the brand thus far.
	What is the average monthly growth rate?	Growth rate	Facebook - both likes and followers for the Faber facebook page have decreased by 40% for this past month.	
	What is the average monthly engagement rate?	Engagement rate	Facebook - for facebook this past month had 383 post engagements which resulted in a decrease in engagements from the last month by 63%	
	What is the average audience reach per post?	Audience reach	Facebook - for facebook this past month had 21,195 impressions that resulted in a decrease in impressions of 12%	
	What are the top performing posts? What type of content is being promoted in these posts and what type of media is used?		Instagram - Post that features the Faber app on a tablet and iphone. Visual image is very eye catching. Total engagement was 124 as it was a boosted post. Facebook - Top performing post for facebook had a total of 35 engagements. This post was regarding the Faber pop up at the Buildex convention.	
	What are the poorest performing posts? What type of content is being promoted in these posts and what type of media is used?		Instagram - Poorest performing instagram post was a post about Mothers Day. The post only had 14 likes and it seemed that it had no relevance to the brand.	

	What types of people are engaging with your posts? (ie. demographics, psychographics)		Instagram - Most users that are engaging with content are construction workers and contractors from the lower mainland. Age range is between 20-55 Facebook - Facebook has similar users that engage, which are construction workers and contractors that fall between the 25-55 age range. For the most part the followers are based in the lower mainland - Another insight is that they have a few construction and contracting companies following them that are canadian based or lower mainland based.	
	What times of the day are posts getting the most engagement?	Time of Day	9am-6pm	Post content around 8am, 12pm and 5pm - users are most engaged at these times and impressions are likely to be highest
	Does the social media profile provide an overview of the company, a CTA and a website URL?		Instagram: Yes Facebook Yes Not really an overview so much on IG	
	Does the social media profile have appropriately branded images and logos?	Image / Logos	Instagram: Yes Facebook: Yes	

Appendix 1.3 - Business Model Canvas

Appendix 1.4 - Digital Marketing Measurement Model:

Objective	Grow Brand Awareness	Generate Leads	Increase Downloads
Goals	1. Increase organic traffic 2. Increase social referral traffic 3. Increase returning users 4. Increase paid traffic to site	1. Increase account sign ups 2. Increase contact forms completed	1. Increase overall app installs
Key Performance Indicators	1. Number of users from organic search 2. Number of returning users 3. Number of social referral traffic 4. Number of paid traffic users	1. Number of account sign ups 2. Number of contact forms completed	1. Number of app installs
Targets	1. 10% increase in organic search traffic 2. 10% increase in returning users 3. 20% increase in social referral traffic 4. 10% increase in paid traffic users	1. 20% increase in account sign ups 2. 10% increase in contact forms completed	1. Increase app installs by 10%
Segments	1. Location (City) 2. Age 3. Gender 4. Interests 5. Device type 6. Traffic source 7. Traffic medium 8. Bounce rate	1. Location 2. Age 3. Gender 4. Interests 5. Device type 6. Traffic source 7. Traffic medium	1. Location 2. Age 3. Gender 4. Interests 5. Device Type 6. Traffic source 7. Traffic medium

Appendix 2 Google Analytics

Appendix 2.1 - Worker Site Goals

ADWORDS_EXPRESS_ACCOUNT / faberconnect.com / Worker Site

VIEW

Worker Site ▼

📄 View Settings

🚩 **Goals**

🧍 Content Grouping

▽ Filters

⇄ Channel Settings

🛒 Ecommerce Settings

Dd Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

🗐 Segments

💬 Annotations

	Goal ↓	Id	Goal Type	Past 7 day conversions	Recording
☐	Accepting Terms (Wx)	Goal ID 18 / Goal Set 4	Event	46	ON
☐	Add Reference" CTA (Wx)	Goal ID 16 / Goal Set 4	Event	25	ON
☐	Address (Wx)	Goal ID 13 / Goal Set 3	Event	0	ON
☐	App Download Link - Contractor Web	Goal ID 8 / Goal Set 2	Event	8	ON
☐	App Download Link - Worker Web	Goal ID 10 / Goal Set 2	Event	2	ON
☐	Become a worker	Goal ID 2 / Goal Set 1	Destination	361	ON
☐	Confirmation Code (Wx)	Goal ID 11 / Goal Set 3	Event	63	ON
☐	CTA I Want To Work - Worker Website	Goal ID 9 / Goal Set 2	Event	117	ON
☐	CTA Request Pricing - Contractor Website	Goal ID 6 / Goal Set 2	Event	75	ON
☐	CTA Request Worker - Contractor Website	Goal ID 7 / Goal Set 2	Event	33	ON

+ NEW GOAL | Import from Gallery | 🔍 Search

Show rows 10 ▼   Go to 1   1 - 10 of 18 ‹ ›

+ NEW GOAL | Import from Gallery | 🔍 Search

	Goal ↓	Id	Goal Type	Past 7 day conversions	Recording
☐	Distance (Wx)	Goal ID 14 / Goal Set 3	Event	50	ON
☐	Entered Personal Info (Worker Web)	Goal ID 4 / Goal Set 1	Event	63	ON
☐	Equipment (Wx)	Goal ID 15 / Goal Set 3	Event	50	ON
☐	Reference Personal Info (Wx)	Goal ID 17 / Goal Set 4	Event	49	ON
☐	Request Worker	Goal ID 1 / Goal Set 1	Destination	0	ON
☐	Smart Goal	Goal ID 3 / Goal Set 1	Smart Goal	158	ON
☐	Trade Choice (Wx)	Goal ID 12 / Goal Set 3	Event	0	ON
☐	Worker Complete Onboarding - web app	Goal ID 5 / Goal Set 1	Event	46	ON

Show rows 10 ▼   Go to 11   11 - 18 of 18 ‹ ›

Appendix 2.2 - Google Analytics Views:

Appendix 2.3 - Worker App Views

Appendix 2.4 - Google Analytics Filters:

Rank ↓	Filter Name	Filter Type	
1	Include FABER	Include	remove

Appendix 3 Campaign

Appendix 3.1 - Target Persona:

Target Persona
Name: Chad Stevens **Job Title: General Labourer**

Demographics:

> **Age: 25**
> **Gender: Male**
> **Salary: $25/Hourly**
> **Location: New Westminster, BC**
> **Education: BCIT General Labourer Trades Ticket**
> **Family: Mom, Dad, Brother, Girlfriend with no children**

Challenges + Goals:
> - **Wants to have freedom in the jobs he decides to work on.**
> - **Tired of being mistreated by employers and dealing with the workers union.**
> - **Has a goal to become a contractor and business owner by the time he's 30.**
> - **Low disposable income**

Values + Fears:
> - **He values having a mutual respect for his employers and fellow colleagues.**
> - **Fears that quality of housing development will keep decreasing.**
> - **He values a balance between his work and his personal life.**
> - **He fears that he doesn't have much opportunity to grow within the industry.**

Social Channels
> - **Instagram**
> - **Facebook**

Appendix 3.2 - Brand Filter:

Behaviours	Straightforward, Simple, Focused Message, Speaks to Workers/ Employer Relationship, Empowering
Personality	Reliable, Empathetic, Trustworthy, Passionate

Values	Respect, Growth, Building Relationships, Pride in Craftsmanship, Accessibility
Purpose	Break traditional trades job model and give respect back to the worker
Motivation	**Trying to disrupt a stale industry:** - Fill the labour shortage - Make trades an attractive career again

Appendix 3.3 - Marketing Communication Plan

Brand Awareness	Details	Live Date	Target	Budget	Week 1	Week 2	Week 3	Week 4
Facebook	Regular content postings. Follow content strategy.	Throughout the campaign	All users	$400	Follow editorial calendar	Follow editorial calendar	Follow editorial calendar	Follow editorial calendar
Twitter	Promote campaign. Enhance brand awareness	Monday- Friday	All users	$400	Follow editorial calendar	Follow editorial calendar	Follow editorial calendar	Follow editorial calendar
Video	Post promo video	Post throughout campaign when video is created	All users	N/A	Post promo video			
Blog	Once a week. Focusing on trades and industry related news	Once a week. Preferably every Monday.	All users	N/A	Follow editorial calendar	Follow editorial calendar	Follow editorial calendar	Follow editorial calendar
Acquisition	**Details**	**Live Date**	**Target**	**Budget**	**Week 1**	**Week 2**	**Week 3**	**Week 4**
Facebook Mobile App Install Ads	Used to gain user acquisition	Commence Ads April 1 2018	Target Persona	$400	Begin Running Ads	Run Ads	Run Ads	Run Ads
Instagram Mobile App Install Ads	Used to gain user acquisition	Commence Ads April 1 2018	Target Persona	$400	Begin Running Ads	Run Ads	Run Ads	Run Ads
Google AdWords Search Ads	Used to gain user acquisition	Commence Ads April 1 2018	Target Persona	$1,500	Begin Running Ads	Run Ads	Run Ads	Run Ads
YouTube in Stream Ads	Used to gain brand awareness	Commence Ads April 1 2018	Target Persona	$300	Begin Running Ads	Run Ads	Run Ads	Run Ads
Google Display Network	Used to gain brand awareness	Commence Ads April 1 2019	Target Persona	$400	Begin Running Ads	Run Ads	Run Ads	Run Ads
Retention	**Details**	**Live Date**	**Target**	**Budget**	**Week 1**	**Week 2**	**Week 3**	**Week 4**
*E-mail Strategy								
New Users	Faber will send a welcome email	When users create account	All users	N/A	Blog content email	Not needed	Not needed	Not needed
Active Users	Send emails that promote blogs / new features / details	Monthly e-mails	All users	N/A	Blog content email	N/A	N/A	N/A
Inactive Users	Send engaging emails	Weekly e-mails	All users	N/A	Blog content email	Blog content email	Blog content email	Blog content email
*Push Notification								
New Users	No action. New users will be analyzed to measure active level	N/A	All users	N/A				
Active Users	Keep active uses engaged with new blogs / new features / updates	Send notification when updates or matches occure	All users	N/A	N/A	Notification	N/A	Notification
Inactive Users	Notifications will be sent to bring users back	After being inactive for 5 days,send notification every 3 days	All users	N/A	Continue push-notification strategy	Continue push-notification strategy	Continue push-notification strategy	Continue push-notification strategy

Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Follow editorial calendar	Follow editorial calendar	Follow editorial calendar	Follow editorial calendar	Follow editorial calendar	Follow editorial calendar	Follow editorial calendar	Follow editorial calendar
Follow editorial calendar	Follow editorial calendar	Follow editorial calendar	Follow editorial calendar	Follow editorial calendar	Follow editorial calendar	Follow editorial calendar	Follow editorial calendar
Follow editorial calendar	Follow editorial calendar	Follow editorial calendar	Follow editorial calendar	Follow editorial calendar	Follow editorial calendar	Follow editorial calendar	Follow editorial calendar
Week 5	**Week 6**	**Week 7**	**Week 8**	**Week 9**	**Week 10**	**Week 11**	**Week 12**
Evaluate Previous Month Ad Progress and Optimize.	Run Ads	Run Ads	Run Ads	Evaluate Previous Month Ad Progress and Optimize.	Run Ads	Run Ads	Run Ads
Evaluate Previous Month Ad Progress and Optimize.	Run Ads	Run Ads	Run Ads	Evaluate Previous Month Ad Progress and Optimize.	Run Ads	Run Ads	Run Ads
Evaluate Previous Month Ad Progress and Optimize.	Run Ads	Run Ads	Run Ads	Evaluate Previous Month Ad Progress and Optimize.	Run Ads	Run Ads	Run Ads
Evaluate Previous Month Ad Progress and Optimize.	Run Ads	Run Ads	Run Ads	Evaluate Previous Month Ad Progress and Optimize.	Run Ads	Run Ads	Run Ads
Evaluate Previous Month Ad Progress and Optimize.	Run Ads	Run Ads	Run Ads	Evaluate Previous Month Ad Progress and Optimize.	Run Ads	Run Ads	Run Ads
Week 5	**Week 6**	**Week 7**	**Week 8**	**Week 9**	**Week 10**	**Week 11**	**Week 12**
Not needed	Not needed	Not needed	Not needed	Not needed	Not needed	Not needed	Not needed
Blog content email	N/A	N/A	N/A	Blog content email	N/A	N/A	N/A
Blog content email	Blog content email	Blog content email	Blog content email	Blog content email	Blog content email	Blog content email	Blog content email
Analyze on which category new users fall in whether it's active users or inactive users.							
N/A	Notification	N/A	Notification	N/A	Notification	N/A	Notification
Continue push-notification strategy	Continue push-notification strategy	Continue push-notification strategy	Continue push-notification strategy	Continue push-notification strategy	Continue push-notification strategy	Continue push-notification strategy	Continue push-notification strategy

Appendix 4 SEO

Appendix 4.1 - Keyword Research

Keyword Stats 2018-03-18 at 11_14_36				
labour jobs vancouver	CAD	100	1,000	Medium
construction jobs vancouver	CAD	100	1,000	Medium
temporary jobs vancouver	CAD	100	1,000	Medium
temp jobs vancouver	CAD	100	1,000	Medium
construction jobs bc	CAD	100	1,000	Medium
temporary work vancouver	CAD	10	100	Medium
labourer jobs	CAD	100	1,000	Low
civil construction jobs	CAD	10	100	Low
construction companies	CAD	1,000	10,000	Low
construction project manager jobs	CAD	100	1,000	Medium
engineering jobs	CAD	1,000	10,000	Low
construction laborer jobs	CAD	10	100	Medium
general labour jobs vancouver bc	CAD	100	1,000	Low
part time jobs vancouver	CAD	1,000	10,000	Medium
general labor jobs	CAD	100	1,000	Medium
general labour jobs vancouver	CAD	10	100	Medium
day labor jobs	CAD	10	100	Medium
general labour jobs	CAD	100	1,000	Medium
construction jobs toronto	CAD	100	1,000	Medium
construction superintendent jobs	CAD	10	100	Medium
entry level construction jobs	CAD	10	100	Low
engineering jobs in canada	CAD	100	1,000	Low
construction careers	CAD	100	1,000	Low
construction supervisor jobs	CAD	10	100	Medium
construction jobs in vancouver bc	CAD	10	100	High
construction safety jobs	CAD	10	100	Medium
construction worker	CAD	1,000	10,000	Low
construction labourer jobs	CAD	100	1,000	Medium
pipeline construction jobs	CAD	10	100	Medium
construction jobs in canada	CAD	100	1,000	Medium
vancouver general labour jobs	CAD	10	100	Medium
building construction jobs	CAD	10	100	Low
general labour jobs toronto	CAD	1,000	10,000	Medium
construction jobs in vancouver canada	CAD	10	100	Medium
trainee construction jobs	CAD	10	100	Low
pcl construction jobs	CAD	100	1,000	Low
construction recruitment vancouver	CAD	10	100	Medium
temporary jobs vancouver bc	CAD	10	100	Medium
construction inspector jobs	CAD	100	1,000	Low
work in vancouver	CAD	100	1,000	Medium
labour jobs in canada	CAD	10	100	Low
construction estimator jobs	CAD	100	1,000	Medium
traveling construction jobs	CAD	10	100	High
industrial construction jobs	CAD	10	100	Low
local construction jobs	CAD	10	100	Medium
executive construction jobs	CAD	10	100	High

Keyword Overview:
labour jobs vancouver

 Add to... ▼

51-100 Monthly Volume ⁱ Learn more

26 Difficulty ⁱ Learn more

94% Organic CTR ⁱ Learn more

52 Priority ⁱ Learn more

Keyword Overview:
skilled labourer

 Add to... ▼

51-100 Monthly Volume ⁱ Learn more

49 Difficulty ⁱ Learn more
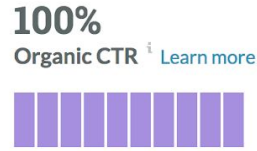
100% Organic CTR ⁱ Learn more

49 Priority ⁱ Learn more

Keyword Overview:
vancouver construction companies

+ Add to... ▾

0-10
Monthly Volume [i] Learn more

38
Difficulty [i] Learn more

100%
Organic CTR [i] Learn more

29
Priority [i] Learn more
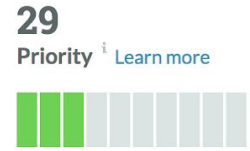
Appendix 4.2 - Social Networking Forums (Reddit & FB Groups)
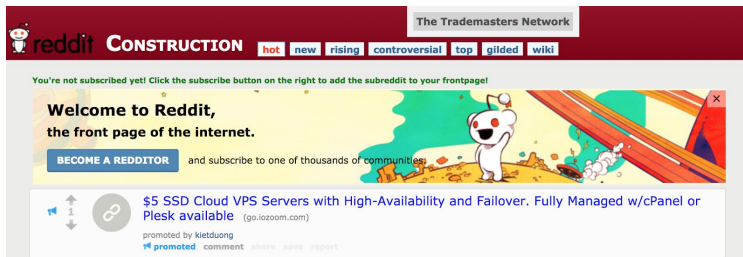
Construction Jobs in Vancouver   +1 Join

86 members · 2 posts a day

Vancouver, British Columbia · Job opportunities for construction and skill trade workers.

Appendix 4.3 - Website Pagespeed Scores

Latest Performance Report for:
https://www.faberconnect.com/worker/

Report generated: Tue, Mar 6, 2018, 1:12 PM -0800
Test Server Region: 🇨🇦 Vancouver, Canada
Using: Chrome (Desktop) 62.0.3202.94, PageSpeed 1.15~gt1, YSlow 3.1.8

Performance Scores

PageSpeed Score	YSlow Score
F (42%) ⌄	D (65%) ◆

Page Details

Fully Loaded Time	Total Page Size	Requests
2.2s ⌃	2.14MB ⌃	77 ⌃

Appendix 4.4. - Website Silos
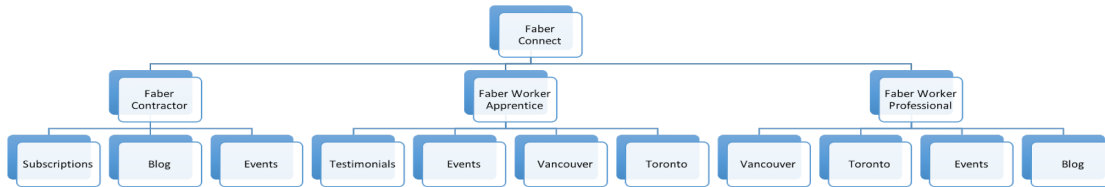
Appendix 5 - ASO Audit & Recommendations:

ASO AUDIT	
App Name	Faber Worker
App Description	Finding construction jobs has never been easier with Faber. Connect with thousands of construction firms who believe creating world class projects require remarkable talent. Let Faber connect you with great companies, manage your schedule, and receive your payments so you can focus on your craft. WORKER BENEFITS Fair wages We provide the most competitive wages in the industry. Getting paid

	View how much you have made at anytime. You'll be paid directly to your bank account every week. **Flexible work schedule** Work & make money based on your schedule. Work whenever you want with your availability & location. **Rating & review** Leave a review & rate every contractor based on respectfulness, organization, attitude, & communication after or during any job.
Usage of Keywords	Needs to be optimized. Compiled a list of potential keywords to add
Screenshots	Doesn't encompass the key features of Faber. We recommend to use the screenshots that are displayed on the worker website. (Profile, Jobs Page, Record Hours, Get Paid)
Preview Video	Have a preview video on website, but not on apple store or google play store. Could help app downloads
Links	No links back to the Faber website. Should include.
App Updates	Updated regularly with patch notes included for new features
Downloads	Google Play Store - 1000-5000 app downloads
Reviews/Ratings	Currently 4 reviews on apple store which all have positive feedback. Faber has a rating of 4.8 stars.

Appendix 6 Social Media

Appendix 6.1 - Mockup Campaign Post

Faberapp
5 mins

200 likes

Work with some of the best contractors in #Vancouver and take pride in what you do. #CraftingConnections

Appendix 6.2 - Top performing posts

faberapp
Faber

View Insights   Promote Again

Liked by **krystinamsmith**, **jordansquire** and **124 others**

faberapp Booking an on-demand workforce has never been this easy. Download the Faber Contractor app today and start building.
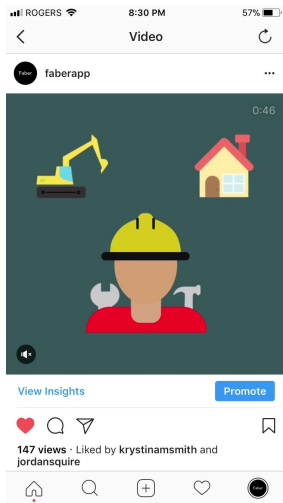
Appendix 6.3 - Editorial Calendar:

FABER
Editorial Calendar

Publish Date (April 2018)	Due Date	Title/Topic	Content/Details	Channel
Week 1 (Monday - Friday)				
April 2	April 1/2018	The 10 Most In-Demand Trades Jobs in 2018	Weekly Blog Post	Blog
April 2	April 2/2018	Crafting Connections	Email Newsletter	Email (same as blog)
April 2	April 2/2018	Crafting Connections	Weekly Blog Post	Facebook
April 3	April 2/2018	In Demand Jobs	Post video of a Faber partner contractor with link to blog post	Facebook
April 3	4/3/2018	In Demand Jobs	Post image with CTA to read blog post	Instagram
April 4	4/4/2018	Why Faber?	Post Faber App Video	Facebook
April 4	4/4/2018	Why Faber?	Post Faber App Video	Instagram
April 4	4/4/2018	Why Faber?	Post Faber App Video	LinkedIn
April 4	4/4/2018	Why Faber?	Post Faber App Video	Twitter
April 5	4/4/2018	Technology in the Trades	Blog Post on the top apps in the construction and trades industry	Blog
April 5	4/5/2018	Technology in the Trades	Share articles about industry apps and Faber App	Facebook

April 6	4/6/2018	Product Promotion	Influencer shoutout and cross promotion of Faber App and product discounts - multiple posts	Instagram
April 6	4/6/2018	Product Promotion	Product partnership discount promotion with CTA with signup	Facebook
Week 2 (Monday - Friday)				
April 9	4/8/2018	Trades Schools	Blog Post: Top 5 Trades Schools in BC	Blog
April 9	4/8/2018	Trades Schools	Email Newsletter: Same as blog post	Email
April 9	4/9/2018	Trades Schools	Blog Post: Top 5 trades schools in BC	Facebook
April 9	4/9/2018	Trades Schools	Blog Post: Top 5 trades schools in BC	LinkedIn
April 10	4/10/2018	Tips & Tricks	Post industry tips & tricks	Facebook
April 10	4/10/2018	Tips & Tricks	Post industry tips & tricks	Instagram
April 11	4/11/2018	Industry News	Post industry news	Facebook
April 12	4/12/2018	Faber Projects	Post projects Faber is associated with	Instagram
April 13	4/13/2018	National make lunch count day	Contest: Take a photo of work lunch for the day #makelunchcount #faber	Facebook
April 13	4/13/2018	National make lunch count day	Contest: Take a photo of work lunch for the day #makelunchcount #faber	Instagram
April 13	4/13/2018	National make lunch count day	Post photos of best lunches for workers on site	FB/IG
Week 3 (Monday - Friday)				
April 16	4/15/2018	Make the trades cool again	Blog Post: Write about how millennial interest in trades is waning and how to bring excitement back to the trades	Blog

April 16	4/15/2018	Make the trades cool again	Email Newsletter: same as blog post	Email
April 16	4/15/2018	Make the trades cool again	Facebook: Post blog post with CTA & Image	Facebook
April 16	4/15/2018	Make the trades cool again	LinkedIn: Post blog post	LinkedIn
April 16	4/15/2016	Make the trades cool again	Instagram: Post blog post with captivating image	Instagram
April 17	4/17/2018	Career Tips	Post images and industry content featuring career tips	Facebook
April 17	4/17/2018	Career Tips	Post images and industry content featuring career tips	Instagram
April 18	4/18/2018	National Lineman Appreciation Day	Post inspirational photos and captions about the job linemen do	Facebook
April 18	4/18/2018	National Lineman Appreciation Day	Post inspirational photos and captions about the job linemen do	Instagram
April 19	4/19/2018	Career Tips	Post images and industry content featuring career tips	Facebook
April 19	4/19/2018	Career Tips	Post images and industry content featuring career tips	Instagram
April 20	4/20/2018	Faber Stories	Post testimonials and stories of workers who have been placed by Faber	Facebook
April 20	4/20/2018	Faber Stories	Post testimonials and stories of workers who have been placed by Faber	Instagram
Week 4 (Monday - Friday)				
April 23	4/22/2018	Future of Trades	Blog Post: The future of trades in 2018	Blog
April 23	4/22/2018	Future of Trades	Email Newsletter: Blog post + industry news	Email
April 23	4/22/2018	Future of Trades	Distribute Blog post w/ image & CTA	Facebook
April 23	4/23/2018	Faber App Update	Post updates with Photo	Instagram
April 24	4/24/2018	Faber App Update	Post updates with Photo	Facebook
April 25	4/25/2018	National Hug a plumber day	Photo contest; to hug your local plumber #nationalhugaplumberday	Instagram
April 25	4/25/2018	National Hug a plumber day	Photo contest to hug your local plumber #nationalhugaplumberday	Twitter
April 25	4/25/2018	National Hug a plumber day	Photo contest to hug your local plumber #nationalhugaplumberday	Facebook
April 26	4/26/2018	Faber Projects	Post photos and/or videos of Faber onstruction projects throughout Vancouve	Facebook
April 26	4/26/2018	Faber Projects	Post photos and/or videos of Faber onstruction projects throughout Vancouve	Instagram
April 27	4/27/2018	Faber App Update	App updates	Facebook
April 27	4/27/2018	Faber App Update	App updates	Instagram

Appendix 7 Paid Advertising

Appendix 7.1 - Facebook Ads Mockup:

Appendix 7.2 - Instagram Ad Mockups:

Appendix 7.3 - Facebook Audiences Targeting Example:

Save Audience   ✕

Audience Name   Electrician

Location: Canada: British Columbia
Age: 18 - 45
Language: English (All)
People Who Match: Interests: Self-employment or Craftsman, Job title: Industrial Electrician, Apprentice Electrician, Journeyman Electrician or Maintenance Electrician
Interest expansion: On

Cancel   **Save**

Save Audience   ✕

Audience Name   Floorer

Location: Canada: British Columbia
Age: 18 - 45
Language: English (All)
People Who Match: Interests: Craftsman or Self-employment, Job title: Flooring Installer
Interest expansion: On

Cancel   **Save**

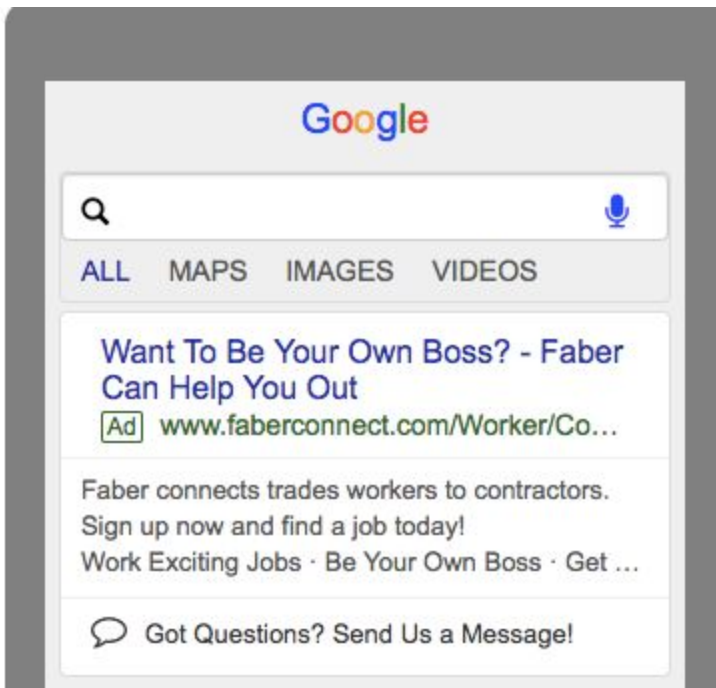## Appendix 7.4 - Keyword Planner Example:

Appendix 7.5 - Google Ad Mockup:
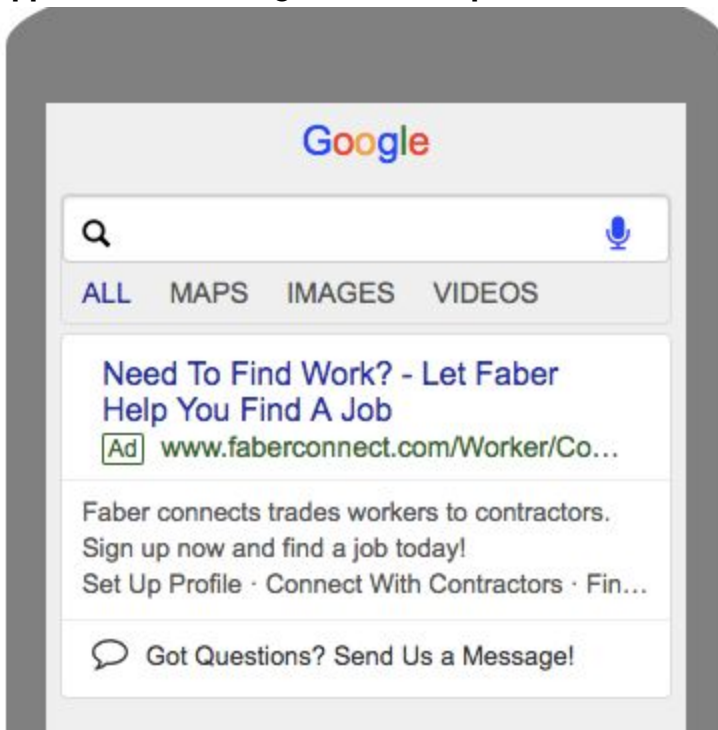
Need To Find Work? - Let Faber Help You Find A Job
Ad www.faberconnect.com/Worker/Contractor ▼
Faber connects trades workers to contractors. Sign up now and find a job today!
Set Up Profile · Connect With Contractors · Find Work Today!

Want To Be Your Own Boss? - Faber Can Help You Out

Ad www.faberconnect.com/Worker/Contractor ▾

Faber connects trades workers to contractors. Sign up now and find a job today!

Work Exciting Jobs · Be Your Own Boss · Get Paid Weekly!

Appendix 7.6 - Google Adwords Ad Groups

Action	Campaign	Ad Group	Headline 1	Headline 2	Description	Final URL
Add	Faber_CraftingConnections	Faber_Exact_Carpenter	Need To Find Work?	Let Faber Help You Find A Job	Faber connects trades workers to contractors. Sign up now and find a job today!	https://www.faberconnect.com/worker/
Add	Faber_CraftingConnections	Faber_Broad+_Carpenter	Need To Find Work?	Let Faber Help You Find A Job	Faber connects trades workers to contractors. Sign up now and find a job today!	https://www.faberconnect.com/worker/
Add	Faber_CraftingConnections	Faber_Exact_Flooring	Need To Find Work?	Let Faber Help You Find A Job	Faber connects trades workers to contractors. Sign up now and find a job today!	https://www.faberconnect.com/worker/
Add	Faber_CraftingConnections	Faber_Broad+_Flooring	Need To Find Work?	Let Faber Help You Find A Job	Faber connects trades workers to contractors. Sign up now and find a job today!	https://www.faberconnect.com/worker/
Add	Faber_CraftingConnections	Faber_Exact_Electrician	Need To Find Work?	Let Faber Help You Find A Job	Faber connects trades workers to contractors. Sign up now and find a job today!	https://www.faberconnect.com/worker/
Add	Faber_CraftingConnections	Faber_Broad+_Electrician	Need To Find Work?	Let Faber Help You Find A Job	Faber connects trades workers to contractors. Sign up now and find a job today!	https://www.faberconnect.com/worker/
Add	Faber_CraftingConnections	Faber_Exact_GenLabour	Need To Find Work?	Let Faber Help You Find A Job	Faber connects trades workers to contractors. Sign up now and find a job today!	https://www.faberconnect.com/worker/
Add	Faber_CraftingConnections	Faber_Broad+_GenLabour	Need To Find Work?	Let Faber Help You Find A Job	Faber connects trades workers to contractors. Sign up now and find a job today!	https://www.faberconnect.com/worker/
Add	Faber_CraftingConnections	Faber_Exact_Framer	Need To Find Work?	Let Faber Help You Find A Job	Faber connects trades workers to contractors. Sign up now and find a job today!	https://www.faberconnect.com/worker/
Add	Faber_CraftingConnections	Faber_Broad+_Framer	Need To Find Work?	Let Faber Help You Find A Job	Faber connects trades workers to contractors. Sign up now and find a job today!	https://www.faberconnect.com/worker/
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Appendix 7.7 - Google Display Network Targeting

Appendix 7.8 - CPI Spreadsheet:

Channel	Budget	Avg CPC	Clicks	CVR	Installs	Avg LTV	Revenue	CPI
AdWords Site	$500	$0.60	833	2.03%	16	$725.56		$31.25
Adwords App	$1,000	$0.60	1666	3.56%	59	$725.56		$17
Facebook	$400	$1.60	285	4.50%	12	$725.56		$33
Instagram	$400	$1.10	363	3.91%	14	$725.56		$28.57
GDN Site	$100	$0.30	333	1.50%	5	$725.56		$20
GDN App	$200	$0.30	666	2.10%	14	$725.56		$14.26
Total	$2,600	$0.75	4146	3.16%	120	$725.56	$4,353.36	$24.01

Only 5-10% of users who download the app get placed on a jobsite. Getting placed on a jobsite was used as a predictor to falling into Avg LTV.

To determine revenue, we divided 120 total installs by 5%, and then multiplied that number by the Avg LTV.

Appendix 8 User Retention & Monetization Strategy

Appendix 8.1 - Push Notifications
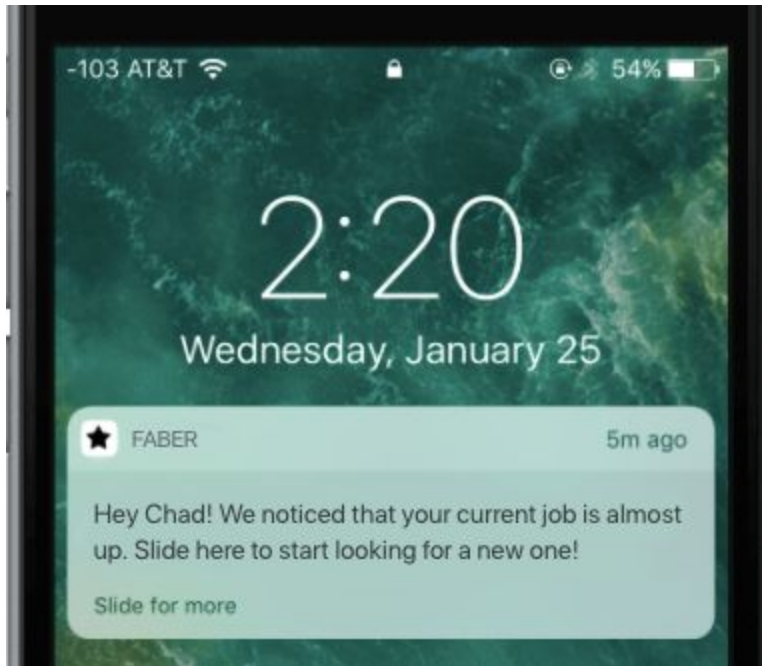
Appendix 8.2 - Referral Incentive

Get paid next Wednesday!

Chad

Stevens

(604) 888-9999

chadstevens@outlook.ca

Hey Chad!

Were you referred by anyone to join Faber? If so, leave their email address below so we can say thanks!
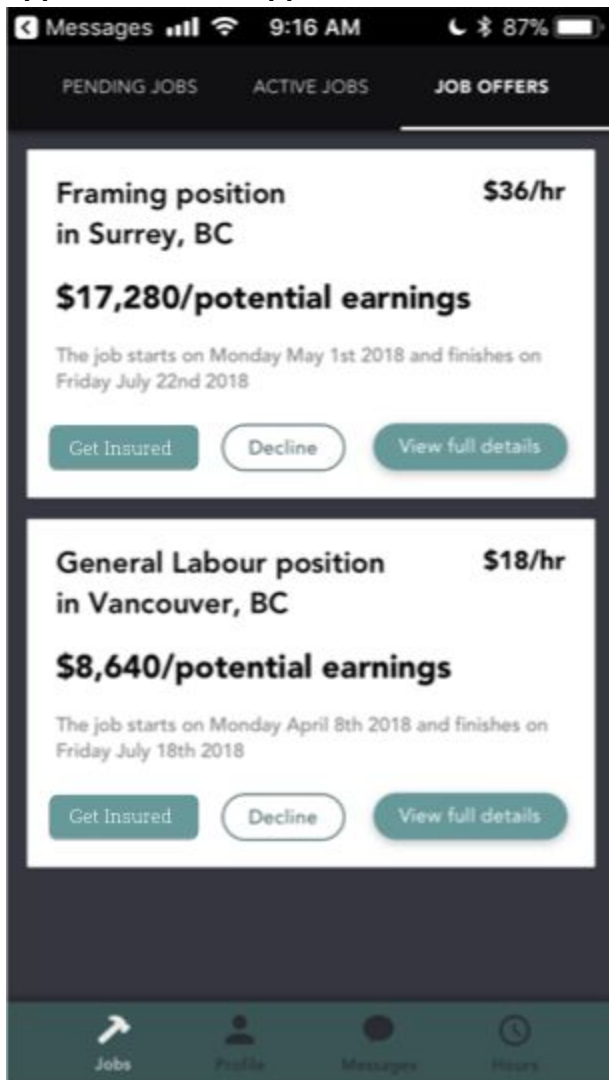
Email Address   Continue

Already have an account? Login here

By signing in you agree to our Terms of Service

← BACK   NEXT →

Appendix 8.3 - In-App Purchases

Appendix 9 Future Considerations

Appendix 9.1 - In App Ads