FIC

FAIRVIEW INTERNET CONSULTING
FOR
FRANCISCO FRERES

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BAMA 513

THE CLIENT COMPANY

Background

- "Francisco Frères" (i.e. Francisco Brothers) is a house building/ renovating family business
- Founded in 1980 in France and operating in the southern suburbs of Paris
- 6 full-time employees + contract workers
- Member of the "French Association of Builders"

Marketing activities

- Word-of-mouth to gain new customers
- Promotion through posters on the construction site and branded goods (pens, stationary)
- Currently no company initiated online activity
- References on search engines and yellow pages of France

THE PROJECT

The company wants to move forward

- FF reached a certain revenue/customer threshold and now want to increase demand to get higher revenues
- Offline marketing is costly for a small scale company , therefore they mainly rely on WoM

Online marketing seems to be a great alternative

- It can be less expensive
- It is perfect to build consumers trust, which is important in the housing industry because
  - customers are making very high investments
  - the industry has a bad reputation
  - there are a lot of risks (small companies go bankrupt/ disappear before finishing
- It will allow the company to leverage on its 30 years of experience, local recognition, positive word of mouth and feedback

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OUR MISSION

- Make the business present on the internet (website)

- Increase awareness and increase demand (web advertising)

- Make the company more accessible (contact form)

- Leverage on positive WoM to create credibility (customer reviews)

- Display examples of past construction projects (picture gallery)

THE INDUSTRY

Market size
- 5000 houses in the close neighborhood and nearly 20,000 people

Trends
- Housing market crashed in 2009 with the crisis, but demand increased again in 2011
- Market is expected to grow in 2012

Competition
- many small companies are competing with national giants → intense competition
- price has been a major point of competition during the crisis
- FF positions itself in the upper level, offering better quality & charging higher prices

Employment situation
- unemployment rate in France is high (9%) and even higher in the industry but finding experienced employees is difficult

COMPETITIVE ANALYSIS

- The company is operating within 15km around it's HQ in Fleury-en-Bière
- Each small city around Fleury has 1-2 small building companies, e.g.:
- Quinton Frères based in Saint Sauveur
- De Faria (EURL) based in Cély


Customers choose companies based on:
- Previous experience with a building company
- Word-of-mouth / Being adviced by a friend
- Price & services offered (e.g. which materials are used)
- Availability of the company and duration of project

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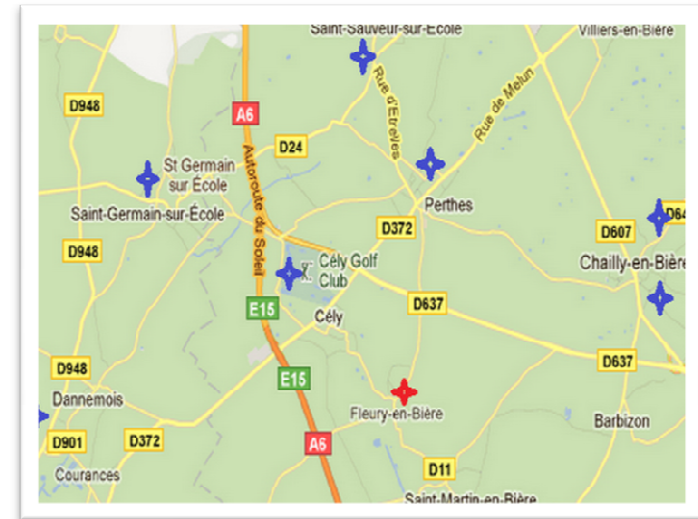
BEST PRACTICES IN THE INDUSTRY

- Pictures and videos of past projects
- Story telling
- Customer reviews
- Vision and mission statements
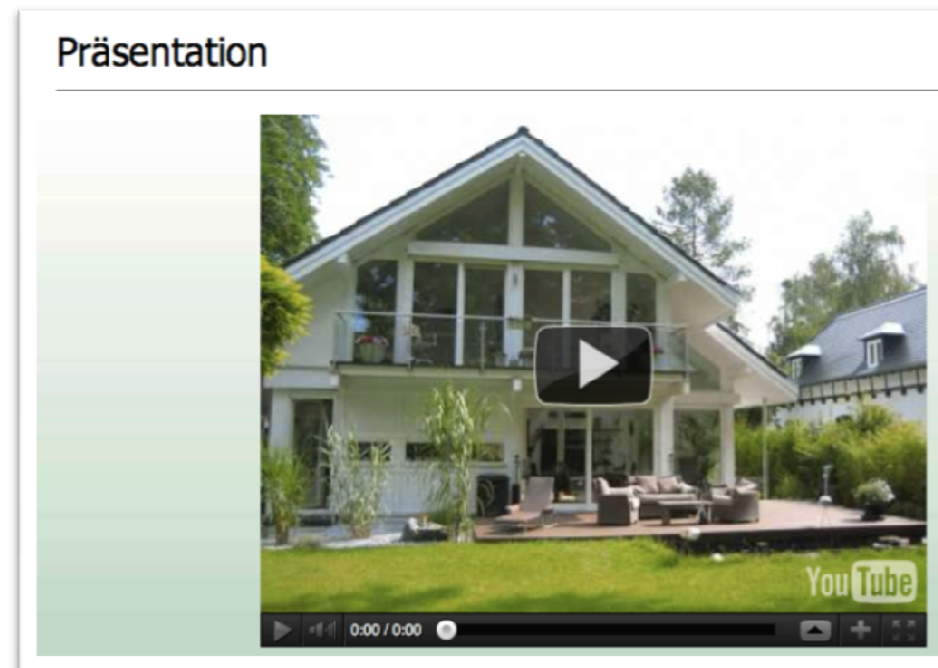
FORRESTER POST-APPROACH: PEOPLE

Target Group
- Private home-owners
- Companies
- Governments

Pre-requisite
- Access to the Internet

Needs
- Rebuilding
- Renovation
- Construction
- Maintenance
- Expansion

FORRESTER POST-APPROACH: OBJECTIVES

In order to increase demand and revenues our objectives are to

- Increase use of media channels
- Create awareness by making the company more available through online presence
- Engage community
- Leverage on satisfied customers (the positive WoM)
- Inspire potential customers by displaying past work

FORRESTER POST-APPROACH: STRATEGY

We are going to obtain the objectives by

- Making a user friendly website
- Making sure customers know the history and experience of the company
- Specifying the firms offerings
- Display a gallery with pictures and virtual tours
- Offering easy contact information

In addition we recommend to measure the online activities by

- Site visitors
- Click rates
- Duration of website visit
- Improve site´s position in search engine rankings (i.e. Google)

FORRESTER POST-APPROACH: TECHNOLOGY

Website & E-Mail

- Website (www.franciscofreres.fr)
- Display website on merchandise (Posters, Business Cards, Pens,Stationery)
- Personalized e-mail addresses (@franciscofreres.fr)

Search

- Yellow pages
- Google adwords
- Search engine

Blog

- create a house-building blog with updates
- participate in other building blogs and discussion forums

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TIMEFRAME

0-3 months

- research and gathering of all data and information

- take pictures

- develop website

- creation of personalized e-mail addresses

3-12 months

- roll-out of the first version of the website

- initiation of paid search

- further research and development of additional features

>12 months

- continuous improvement and research of additional features

- create blog, participate on other housing blogs and discussion forums

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WEBSITE CONTENT

About us
- Company History
- Team

Testimonial
- Reviews

Gallery
- pictures of houses
- virtual tour of a project

Search
- internal website search

Our Services
- Construction
- Renovation

Contact us
- Get a quote
- General enquiry

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LONG-TERM STRATEGIES

Not applicable in the short-run

In the long-run
- Company: Jump on SM to engage with consumers.
- Fernando Manuel (CEO of FF): Personal Branding

	Low social presence	Medium social presence
High self-presentation	Blogs	Facebook
Low self-presentation	Wikipedia	Youtube
	Time: in 12-24 months	Time: in >24 months

Social media will assist in identification of opportunities and increase awareness
- Proximity to clients
- Social media user´s word of mouth
- Targeted audience based on their interests
- Wide range of users

INTEGRATED MARKETING

A good digital marketing plan needs the support and integration with communication activities for traditional media (Blended Marketing)

On-line

- Monitoring and pushing the website
- Demand generation campaigns (Q&As, Reviews)
- Brand positioning in digital media
- Communication actions in social media

Off-line

- Print reviews (specialized magazines)
- Architecture & Design Contests
- Local Radio
- Local events

Public Relations & Promotions

E-Mail Marketing

TV, Radio & Print Advertising

Internet & E-Mail Technology Services

Marketing Research & Consultation

Integrated Marketing

Creative Services

Online Marketing

Website Design & Programming

IMPLEMENTATION AND RESOURCES

Time frame:

- 1-3 months

People:

- 1 Website developer
- 1 Front-end designer

Budget:

- $800-$ 1200