

BLINDS — LAUNCH CAMPAIGN PLAN



Multi-channel go-to-market · Melbourne (VIC) lead market · Ziptrak® outdoor blinds

DATE

13 June 2026

PREPARED FOR

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COMPILED BY

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STATUS

For review & build

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THE CAMPAIGN IN ONE LINE

Trueline now supplies and installs Ziptrak® outdoor blinds — the trusted local name homeowners already know, now offering the blinds that close in the space. The whole campaign optimises around a single conversion: a **booked, qualified measure-&-quote appointment** — not opens, clicks, replies or form-fills on their own.

This is a **Trueline expansion, not a product launch**. Ziptrak® is the quality product we install — an accessory supplier, not a partner. No co-branding, no joint launch, no implied exclusivity. We lead with the brand these homeowners already trust; Ziptrak® is named as the make we fit.

PRIMARY METRIC

BOOKED QUOTES

Qualified measure-&-quote appointments that feed the sales pipeline. Every channel is judged on cost-per-booked-appointment, not vanity metrics.

LEAD MARKET

MELBOURNE

Trueline Patios Victoria, Melbourne metro first (winter→spring window). SEQ a fast-follow once VIC is proven — entity & timing to confirm.

POSITIONING & MESSAGE ARCHITECTURE

Everything ladders up to the brand idea — *Covered Life. Better Lived.* — and the master platform, *Covering Life's Best Moments*. Blinds are the piece that **closes in the outdoor room** Trueline already builds.

— CORE HOOK

“Trueline now does Ziptrak® outdoor blinds.” Lead with us; name Ziptrak® as the product.

— THE ANGLE THAT WINS

Homeowners aren't choosing a blind brand — they're choosing who to trust. **Trueline is the established local name they already know, now offering Ziptrak® outdoor blinds on one contract, made to suit the outdoor space they already have.** One trusted provider, one point of contact — that's the line that wins both the past-customer list and a cold homeowner weighing us against a blinds-only outfit.

— SEASONAL ANGLE (HONEST, TWO BEATS)

- **Now (winter):** “Block the winter cold — make your outdoor room usable again.” Close the space in, keep the heat and the family out there.
- **Rolling into spring/summer:** “...and be ready for summer” — shade, sun, wind and rain managed on one hand.

— PROOF WE LEAD WITH (NEVER CLAIMS ON THEIR OWN)

- Trueline's existing reviews, completed Melbourne projects and years building covered outdoor living.
- Product truths from the Ziptrak® range: **track-guided all-weather protection** (sun, wind, rain), **one-hand centre-lock operation**, motorised option, made-to-measure, mesh or clear PVC. Wind & fire performance test reports on file as deeper proof.
- Australian-made product with a long track record — attribute to Ziptrak®, never claim as Trueline's.

— GUARDRAILS

- Always **Ziptrak®** — exact spelling, registered mark, every time. (Existing landing page reads “ZipTrak” — fix before launch; see §04.)
- No implied partnership, exclusivity or endorsement. Position as a Trueline expansion.
- Outcome first, product second. No discount-shed language; pricing is built to a fixed gross-profit target.

Internal fulfilment note — never surfaced to customers. Trueline's role is to sell the blinds, write the contract and complete the check-measure. Supply, materials and labour are then handed to an authorised Ziptrak® dealer partner. To the customer, Trueline is the single provider and point of contact. **Copy must not claim Trueline's own crews build**

or install the blinds, must not imply we build the roof and the blinds together, and must not name the fulfilment partner.

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MARKET, AUDIENCE & SEGMENTATION

Primary avatar: the house-proud lifestyle upgrader (35–70, established homeowner). They are not asking “who's cheapest?” — they are asking “**who can I trust to get this right?**” We target a defined subset of the ~5,000-strong Melbourne database, plus net-new prospecting — not a full blast.

SEGMENT	ANGLE	BEST CHANNEL
PAST CUSTOMERS	“Add Ziptrak® blinds to the patio we built you.” They own the structure — highest intent, cheapest conversion.	EDM + CRM-match retargeting
LOST / COLD LEADS	“Trueline now supplies & installs Ziptrak® outdoor blinds.” The expansion angle re-opens a stalled conversation.	EDM + Meta retargeting
NET-NEW HOMEOWNERS	Outdoor-living upgraders searching or scrolling. Lead with lifestyle + trusted-local-name reassurance.	Google Search + Meta prospecting + SEO/AEO

— SEGMENT ON THESE CRM (D365) FIELDS

Project type · completion date · suburb / postcode · won/lost status · product interest · last-activity date. **Exclude** unsubscribes (Spam Act 2003, non-negotiable), current jobs in progress, anyone mid-conversation with a consultant, hard bounces, late payers (>4mo), contracts <\$8,000, and staff/suppliers. Colin to scrub problem contacts.

WHAT WE ALREADY HAVE

The campaign builds on a strong base of assets already produced. This is the inventory — what's ready, what needs a fix, and what's still to make.

ASSET	WHAT IT IS	STATUS
LANDING PAGES	Three directions in <code>Trueline Blinds Landing</code> : (1) standard Trueline page + blinds section, (2) combo patios + blinds, (3) blinds-only (“outdoor patio blinds in Melbourne”). Self-contained HTML, embedded imagery, brand-kit template.	● FIX SPELLING
FLYER	Trueline Ziptrak® flyer in 3 builds (editable web, single-file standalone, ESP-hardened email). Sections: all-weather protection · one-hand operation · privacy on demand · made to fit. Note: the “blinds and roof, by the one team” panel must be revised — see fulfilment guardrail (§02).	● FIX COPY
EDM BRIEF	Discovery responses for the email partner (goals, audience, segmentation, message, offer, CTA, 3-email cadence) — answered 09/06.	● READY
IMAGE LIBRARIES	~80 Ziptrak project photos across <code>ZipTrak-images/</code> and <code>Z_landing-page-images/</code> — the creative pool for ads, social, LP and EDM.	● READY
RADIO SCRIPTS	Ziptrak® “Design Your Blind” co-op radio scripts (30/15-sec, with retailer plug) — supplier-supplied, June 2025.	● OPTIONAL
DYB LANDING CREATIVE	<code>DYB-Landing_1200x628</code> — “Design Your Blind” banner (1200×628, ad-ready dimensions).	● READY
POST-ENQUIRY SOP	Approved SOP: lead → qualify → quote → order → install → review, via All Weather Blinds. The operational catch for every lead this campaign generates.	● LIVE 11/06
QUOTING & PROPOSAL	Pricing calculator (v2), two-contract structure, branded proposal output. Sales can quote what marketing brings in.	● READY
SOURCE LIBRARY	Ziptrak® catalogues, technical drawings, FAQ, wind/fire/PVC performance reports — product-truth + proof assets for SEO/AEO content.	● READY

— GAPS TO FILL

- Correct “**ZipTrak**” → “**Ziptrak®**” across the landing page (and image folder name) before any traffic is sent.

- Decide which landing variant is the **paid-traffic destination**, and stand up permanent, indexed SEO pages (separate from the noindex paid LP).
- Build the **lead-capture path**: Gravity Forms → Zapier → Dynamics (Mitch owns the handoff).
- Net-new creative: short video of one-hand operation; before/after “open patio → closed-in room” carousel.

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THE FUNNEL ACROSS CHANNELS

Each channel earns its place by the funnel stage it serves. We don't run everything at once — we lead with the cheapest, highest-intent capture, then layer demand creation.

<p>Stage 01</p> <p>DEMAND</p> <p>Meta prospecting · SEO · AEO · radio</p>	<p>Stage 02</p> <p>CAPTURE</p> <p>Google Search · landing pages · forms</p>	<p>Stage 03</p> <p>NURTURE</p> <p>EDM sequence · retargeting</p>	<p>Stage 04</p> <p>CONVERT</p> <p>Measure & quote · SOP · review engine</p>
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Warm audiences (past customers, lost leads) convert cheapest, so **EDM + high-intent Google Search go first**. Meta prospecting, SEO and AEO build the longer-term demand pipeline behind them.

GOOGLE ADS — PAID SEARCH

The highest-intent channel: people typing “outdoor blinds Melbourne” are in the market now. Captures demand the brand campaigns create. Run via the existing Trueline Google Ads account (managed with Gordon Digital).

— CAMPAIGN STRUCTURE

- **Campaign:** VIC | Blinds | Search | Lead Gen — Maximise Conversions, tight Melbourne-metro radius, conversion = form submit + phone call (call-tracking on).
- **Ad groups** (tightly themed for Quality Score): Outdoor Blinds (generic) · Ziptrak® Branded · Cafe / Alfresco Blinds · Clear PVC Blinds · Patio + Blinds (cross-sell to the patio campaigns).

— KEYWORD THEMES

outdoor blinds melbourne

outdoor patio blinds melbourne

alfresco blinds melbourne

cafe blinds melbourne

ziptrak blinds melbourne

clear pvc blinds melbourne

outdoor blinds installed

motorised outdoor blinds

outdoor blinds cost

Exact + phrase match. Layer intent modifiers (cost, price, custom, made to measure, installed). Add to the patio campaigns as a cross-sell ad group, not a separate budget.

— NEGATIVE KEYWORDS (PROTECT SPEND)

indoor

roller-shutter

blockout

curtains

repair/parts

cheap

bunnings / spotlight / kmart

DIY kit

second-hand

jobs

— RESPONSIVE SEARCH AD — SPECIMEN

RSA · OUTDOOR BLINDS AD GROUP

Headlines (mix & match, 12–15):

Outdoor Blinds, Melbourne · Close In Your Outdoor Room · Ziptrak® Blinds, Fitted by Trueline · Block the Winter Cold · All-Weather. One Hand. · Made to Measure for Your Home · Blinds from a Name You Trust · Free Measure & Quote · Sun, Wind & Rain — Handled

Descriptions:

Make your patio usable all year. Trueline supplies and installs custom Ziptrak® outdoor blinds across Melbourne. Book a free measure & quote.

Buy with confidence from a trusted local name, on one simple contract. Quality Ziptrak® blinds, made to measure. Call 1300 50 20 20.

Add sitelinks (Our Work · How It Works · Patios & Pergolas · About Trueline), callouts (Free Measure & Quote · Made to Measure · One-Hand Operation · Local Melbourne Team) and a call extension. Destination = the chosen blinds landing variant with matching UTMs.

META ADS — FACEBOOK & INSTAGRAM

The demand-creation engine: shows house-proud Melbourne homeowners what a closed-in outdoor room looks like before they think to search. Run via the live Trueline Meta account (act — managed with Gordon Digital).

— AUDIENCES

- **Retargeting (warmest):** LP visitors who didn't book, FB/IG engagers, video viewers, and a CRM customer-list Custom Audience (past customers also get the EDM — coordinate frequency).
- **Lookalike:** 1–3% lookalike seeded on past customers / high-value won deals.
- **Cold prospecting:** Melbourne metro, 35–70, likely homeowners; interests in home improvement, outdoor/alfresco living, renovation, patios & pergolas.

— CREATIVE

- **Update the existing Melbourne carousels** from “patios” to “**patios and blinds**” — quickest win, uses live ad sets.
- **New before/after carousel:** open patio → same patio closed in with blinds down on a cold night.
- **Short video:** one-hand centre-lock operation; blinds dropping as rain starts. Built from the project image/video pool.
- **Lifestyle single-image:** Sunday lunch under cover, blinds down, winter light. Use the ~80-photo library.

— OBJECTIVE

Test two: **(A) Leads** → **conversion to the landing-page form** (recommended primary — better quality, full CRM attribution) vs **(B) instant lead form** (cheaper, higher volume, lower quality). Optimise to the booked-appointment, not the raw lead.

PRIMARY TEXT · COLD PROSPECTING

Your patio shouldn't sit empty all winter. Trueline now fits custom Ziptrak® outdoor blinds — close in the cold, the wind and the rain, and get your outdoor room back. One hand drops them, and you're buying from a local name you already trust.

Headline: **Outdoor blinds, fitted by Trueline** · CTA: **Book a free measure & quote**

SEO — ORGANIC SEARCH

The long-term, lowest-cost-per-lead channel. The paid landing pages are noindex; SEO needs **permanent, indexed pages** earning organic rank for the same demand.

— PAGE ARCHITECTURE

PAGE	TARGET QUERY	SOURCE
<code>/outdoor-blinds-melbourne</code>	“outdoor blinds melbourne”, “outdoor patio blinds melbourne”	Blinds-only LP variant
Patios page (existing)	add a blinds section + internal link; capture “patio with blinds”	Combo variant
<code>/patios-and-blinds</code>	“patio and blinds melbourne”, cross-sell intent	Combo LP variant

— ON-PAGE ESSENTIALS

- H1 with primary keyword + location; the trusted-local-provider angle above the fold; project gallery from the photo library; reviews; clear CTA.
- Schema: **LocalBusiness** (correct VIC entity + NAP) + **Product** + **FAQPage**.
- Internal links from the patio/pergola/carport pages into the blinds pages (and back).
- Supporting content: clear PVC vs mesh guide · what outdoor blinds cost in Melbourne · adding blinds to an existing patio.

— LOCAL

Google Business Profile: add “outdoor blinds” as a service, post project photos, keep NAP consistent with the site, and feed the review engine (4–5★ → Google). Track in the existing GSC MTD report.

AEO — ANSWER-ENGINE OPTIMISATION

AEO is being the brand an AI assistant (ChatGPT, Gemini, Google AI Overviews, Copilot) **cites** when a homeowner asks “what are the best outdoor blinds in Melbourne?” or “can I add blinds to my existing patio?” SEO earns the click; AEO earns the recommendation. They share content but differ in tactic.

— TACTICS

- Question-led headings that match how people actually ask, each followed by a tight **40–60 word factual answer** the engine can lift cleanly.
- **FAQPage schema** on every blinds page (reuse the Ziptrak® FAQ source doc, rewritten in Trueline voice).
- Structured product attributes (materials, operation, weather rating) stated plainly as facts.
- Cite real proof — wind/fire performance reports, completed projects, review counts — engines weight trustworthy, verifiable sources.

— ENTITY CONSISTENCY

- Identical NAP and entity name everywhere (site, GBP, directories, socials) so engines resolve “Trueline” as one entity.
- `sameAs` links from schema to GBP and social profiles.
- Encourage reviews that name “outdoor blinds” + “Melbourne” in natural language.

— MEASURE

- Track question/long-tail query growth in GSC; spot-check AI assistant answers monthly for brand mentions.

EDM — THE EMAIL SEQUENCE

The fastest, cheapest win: ~500 refined Melbourne contacts who already know Trueline. A **3-email sequence over 2–3 weeks**, split by relationship, run by the email partner. Optimised on booked appointments — not opens.

SEND	JOB	SUBJECT LINE — BY SEGMENT
1 · ANNOUNCE	The expansion news + the trusted-name hook	Past: “Your Trueline patio just got an upgrade option” Cold: “Trueline now does outdoor blinds”
2 · PROVE	Benefits + Melbourne project photos + reviews	Past: “Close in your outdoor room before the next cold snap” Cold: “Sun, wind, rain — handled on one hand”
3 · REMIND	Seasonal urgency + single clear CTA	Both: “Get your free measure & quote before spring books out”

— MECHANICS

- **Single CTA:** “Book a free measure & quote.” Secondary (low weight): 1300 50 20 20.
- **Offer:** steer to a margin-safe value-add (free measure & quote, or a seasonal bonus) over price-cutting. “Free install for the first 20” is on the table — flagged for a decision (§13). The seasonal reason-to-act carries the campaign even with no offer.
- Links carry UTMs → landing form → Gravity Forms → Zapier → Dynamics, so EDM-sourced appointments are attributable.
- Honour all exclusions in §03. Past-customer copy assumes they own the structure; cold copy leads with the expansion.

SUPPORTING CHANNELS

- **Showroom & DCs:** two motorised showroom blinds (99 mesh + clear PVC) in the opening-roof display → accredited showroom. DC-education breakfast 16 June. The showroom is a conversion asset — drive booked appointments to it.
- **Organic social:** project posts and reels (one-hand operation, before/after) from the photo library — feeds the Meta retargeting pool for free.
- **Radio (optional, budget-dependent):** Ziptrak®’s “Design Your Blind” co-op scripts allow a retailer plug — a local Melbourne option once paid digital is proven. Low priority.
- **Print/flyer:** the ready flyer (3 builds) for showroom, quotes, expos and the Albion Park materials request.

MEASUREMENT & ATTRIBUTION

One north-star metric, one source of truth. The extended D365 sync now captures UTM, landing-page and source-campaign on every lead, so every channel is judged on the same scoreboard — cost per booked, qualified appointment.

CHANNEL	WATCH
GOOGLE SEARCH	Conversions (form + call), cost/appointment, search impression share, top converting keywords.
META	Cost/lead → cost/appointment, audience & creative winners, frequency vs the EDM list.
SEO	Rankings for target keywords, organic LP sessions, organic-sourced bookings (GSC MTD pack).
AEO	Long-tail/question query growth in GSC; monthly spot-check of AI-assistant brand mentions.
EDM	Appointments booked (not opens), by segment.

Cadence: the weekly marketing session for live optimisation; monthly MTD packs already exist for Google Ads, Meta and GSC. Tag every link with UTMs and report off the daily CRM CSVs.

BUDGET, PHASING & TIMELINE

PHASE 1 — NOW (WINTER → SPRING)

- EDM sequence to the warm list (lowest cost, fastest return).
- Google Search live — capture in-market demand.
- Update existing Melbourne Meta carousels to “patios and blinds”.
- Fix the landing page, wire the lead-capture path.

PHASE 2 — ONCE VIC IS PROVEN

- Scale Meta prospecting + lookalikes with new creative.
- Launch permanent SEO pages + AEO content.
- Consider radio; evaluate SEQ rollout (entity/timing).

Budget posture: lead with high-intent capture (Search + EDM) where every dollar tracks to a booked job, then layer Meta demand creation as cost-per-appointment proves out. The FB/Google split and monthly total are **open decisions** (budget is a stated constraint) — set the split off Phase-1 actuals rather than guessing up front.

OPEN DECISIONS & NEXT ACTIONS

DECISION / ACTION	PRIORITY	OWNER
Final offer: free measure & quote vs “free install, first 20”	● HIGH	Shane
FB / Google budget split + monthly total	● HIGH	Shane + Grant
Fix “ZipTrak” → “Ziptrak®” across landing page + assets	● HIGH	Gordon Digital
Scrub “blinds & roof, one team” claim from flyer + landing page (fulfilment guardrail)	● HIGH	Gordon Digital
Choose primary paid landing variant; stand up indexed SEO pages	● HIGH	GD + Mitch
Lead-capture build: Gravity Forms → Zapier → Dynamics	● HIGH	Mitch
Geo & entity: Melbourne-only vs include SEQ (SOP is QLD entity)	● MEDIUM	Shane
New creative: one-hand video + before/after carousel	● MEDIUM	GD + Marketing
Review automation: 4-5★ → Google, else feedback form	● MEDIUM	Mitch
Radio co-op — go / no-go after Phase 1	● LOW	Marketing