

Table of Contents

Executive Summary	3
Client Application.....	4
Bachelor of Innovation Team	4
Scope of Work.....	5
Background	5
Project Details.....	7
Timeline	8
Meeting Agreement.....	9
Executive Summary	9
Deliverables: Website and Advertising Info	10
Website Contents	10
Maintaining The Website.....	18
Social Media Instructions/Guide	26
GOOGLE	26
Google Ad Ideas:	31
FACEBOOK.....	34
Facebook Ad Ideas:	39
INSTAGRAM	48
Instagram Ad Ideas:	48
Conclusion.....	56
Thank you.....	56
Recommendations moving forward	57

Executive Summary

Over the course of this semester, the team completed two main objectives. The first of these objectives was researching and developing a plan for advertising on various forms of social media. The second objective was developing a website to represent the business.

Regarding the website, the team focused on making a very easy to use website that people with varying levels of technical ability could use. There are many factors that went into achieving this goal but most of them are focused on the layout of a website. Two of the most important concepts in user experience and user interface design are learnability and usability. A website should be easy to learn and easy to use. The team focused on making the pages contain just the right amount of information as to not make the user feel overwhelmed and to let the potential customers easily find what they want. There are multiple paths to the services on the website to make using the site feel comfortable and intuitive. As well, there is a heavy focus on images in the site so the potential customers can see exactly what results they will be paying for. Finally, the team included a guide on how to use the Wix editor to allow Eko Restoration to maintain the site and update it to reflect the business as they see fit.

Regarding the social media advertising, the team focused on two social media platforms, Facebook and Instagram, and general Google advertising. Using these three platforms is a very effective way to reach potential customers on the internet as these are some of the largest existing platforms for online advertising. However, there will be competition. The team has developed many different advertisement examples to give Eko Restoration the best chance of standing out from the rest. Each platform has different optimal strategies, which are outlined below.

The main goal of this project was to give Eko Restoration an online presence. Online marketing is bigger than it ever has been, and it will only become more prevalent as time goes on. Through the combination of advertisements and a website, Eko Restoration has a great foundation to start their online platform.

Client Application

Client name:

Mr. Jeff Young

Email: jryoungco@gmail.com

Phone: (719) 491-9888

CEO of Eko Restoration

Description:

I have built several successful companies over the years. I owned a very successful franchise called "Renew Crew" that did wood restoration. I sold that business and was held to a non-compete until now.

I am looking to launch a new company that competes with Renew Crew, called Eko Restoration and does wood restoration. By that, I mean pressure washing, staining decks, refurbishing fences, etc. We are also looking to provide additional services such as media blasting, and snow removal.

I am looking for a Bachelor of Innovation team to do the following:

1. Create a website to support and advertise Eko Restoration.
2. Possibly make additions or alterations to the logo to increase readability on the internet.
3. Claim social media handles so they are available should marketing lean in that direction.
4. Give us instructions on how to maintain the website ourselves.

I am willing to meet with students once a week remotely or in person.

Reference: Dr. Colleen Stiles

Applied on 12/29/2021 18:25:08

Converted on: 12/29/2021 at Dec 29 2021 6:25 PM

Bachelor of Innovation Team

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 - (720) 315-8980

- Mackenzie Colby (Team Lead)
 - Mcolby@uccs.edu
 - (719) 447-7106
- Andrew Stokey (2010)
 - Astokey@uccs.edu
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- Chanel Paek (3010)
 - Cpaek@uccs.edu
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- Hannah Bernard (3010)
 - Hbernard@uccs.edu
 - (719) 369-4933

Scope of Work

Background

- **History of Experience/Past Client Work**

This client, Eko Restoration, has been a client in the past. The previous group conducted market research regarding the local competition. The team also created the current name for the company and a logo. Finally, the team researched ways to preserve the business through the winter months, generate passive income, and receive grants or other funding to further support their eco-friendly mission.

- **Expertise**

The client has operated multiple businesses including a restoration business in the past but has since sold it. They are looking to get back into the wood restoration market with Eko Restoration.

- **Financial considerations**

There are two main financial considerations regarding the current goals for the client:

1. Purchasing a domain name. Eko Restoration wants a website and I, Marshall Allshouse, personally believe that they are best off if they have a domain name that accurately represents their company and makes their website recognizable by potential customers.
2. The possible cost of running advertisements. Depending on the digital marketing platforms that the client prefers, some might require a fee or subscription.

- **Goals of the project**

1. Creating and self-maintaining a website
2. Redesigning the logo
3. Make social media accounts and suggest advertising options

- **Team member backgrounds**

Hannah Bernard: I have experience with the client from last semester, and have a good base of knowledge about design principles, marketing research, and professional writing.

Eshan Bhatt: Experience with graphic design, illustration and video editing. Limited experience with social media management and building websites.

Mackenzie Colby: Certified for digital marketing through HubSpot and Google Ads. Done extensive work with Facebook Business Manager. And minimal experience in building websites.

Chanel Paek: Bachelors of Art in Studio and Digital Art from University of California, Irvine. Previous experience in advertisement, graphic design, and building websites in Wix.

Andrew Stokey: Experience in video editing software if needed and website design; background coding such as hyperlinks.

Aurora: Experience in creating and maintaining a blog. Minor experience with creating in Photoshop and illustrator.

Marshall Allshouse: Experience with building websites in Wix, google sites, Ruby, HTML & CSS, UX and UI design, and minor experience in logo design.

Project Details

Project Name:

Eko Restoration

Project Purpose:

To develop the first steps in the client's ability to raise awareness of his business on the internet.

Top three project goals *to be completed* by the end of the semester.

For each goal:

- **Identify all deliverables that support goal achievement.**
 - Develop a final brand logo and company name.
 - Create and develop a website to be published at company launch.
 - Setup social media accounts and provide walkthroughs for advertising strategies.
- **Each deliverable needs to have a projected date of completion**
 - All deliverables will be complete the first week of May
 - 03/08: All social media accounts will be set up and ready to use for the client
 - 03/29: The team has done extensive research on social media advertising and written thorough walkthroughs about how to publish a successful ad on social media
 - 04/12: The team has provided multiple examples of social media advertisements that can be posted at any time
 - 04/26: Social media accounts are ready to be used for advertising and the team has provided essential tools for the client to sustain the accounts themselves

- 05/03: Final client meeting for the website, we will present the final social media accounts, ideas and our research.
- 3/08: The first client update for the website, containing preliminary website designs, mostly sketches
- 3/22: The second client update for the website, containing a prototype of the website
- 4/05: The third client update for the website, containing possible changes to the existing site
- 4/19: The fourth client update for the website, containing the second iteration of the website
- 5/03: Final client meeting for the website, we will present the final version of the website.
- **Each deliverable needs to have measurable outcomes**
 - Website, ready to be published alongside the launch of the company
 - Follow-through steps provided in the final report
 - Social media accounts setup and walkthroughs provide enough information for the client to successfully advertise on their own
 - Usernames and passwords provided in the final report
 - A new logo and possibly a new name are approved by the client
 - All related files provided in the final report
- **Identify financial requirements**
 - Renting a domain name
 - Cost of running advertisements

Timeline

- **Includes the process of work**
- **Deliverables**
 - The website will be created via a modified iterative design process (brainstorm, design, prototype, review). This process will combine the traditional final phases into one review phase. The team will update the client

at the end of each second phase (assuming one week per phase), spending one or two weeks per phase depending on how the phases go.

- Done by the first week of May
- **Date for delivery of the final report and method of delivery**
 - Emailed the first week of May
- **Date of last client meeting**
 - May 3rd, 2022
- **Date of final communication confirming receipt of the final report**
 - By May 7th, 2022
- **Include financials into the timeline if necessary**

Meeting Agreement

- **Weekly meeting time agreed upon**
 - **State the day, time, and venue for meetings**
 - Bi-weekly on Tuesdays @ 6pm via Zoom
 - <https://uccs-edu.zoom.us/j/96123633689?pwd=MGpTeTFLbXJqT0Ftb3RmbIE3ZUJadz0>
- 9

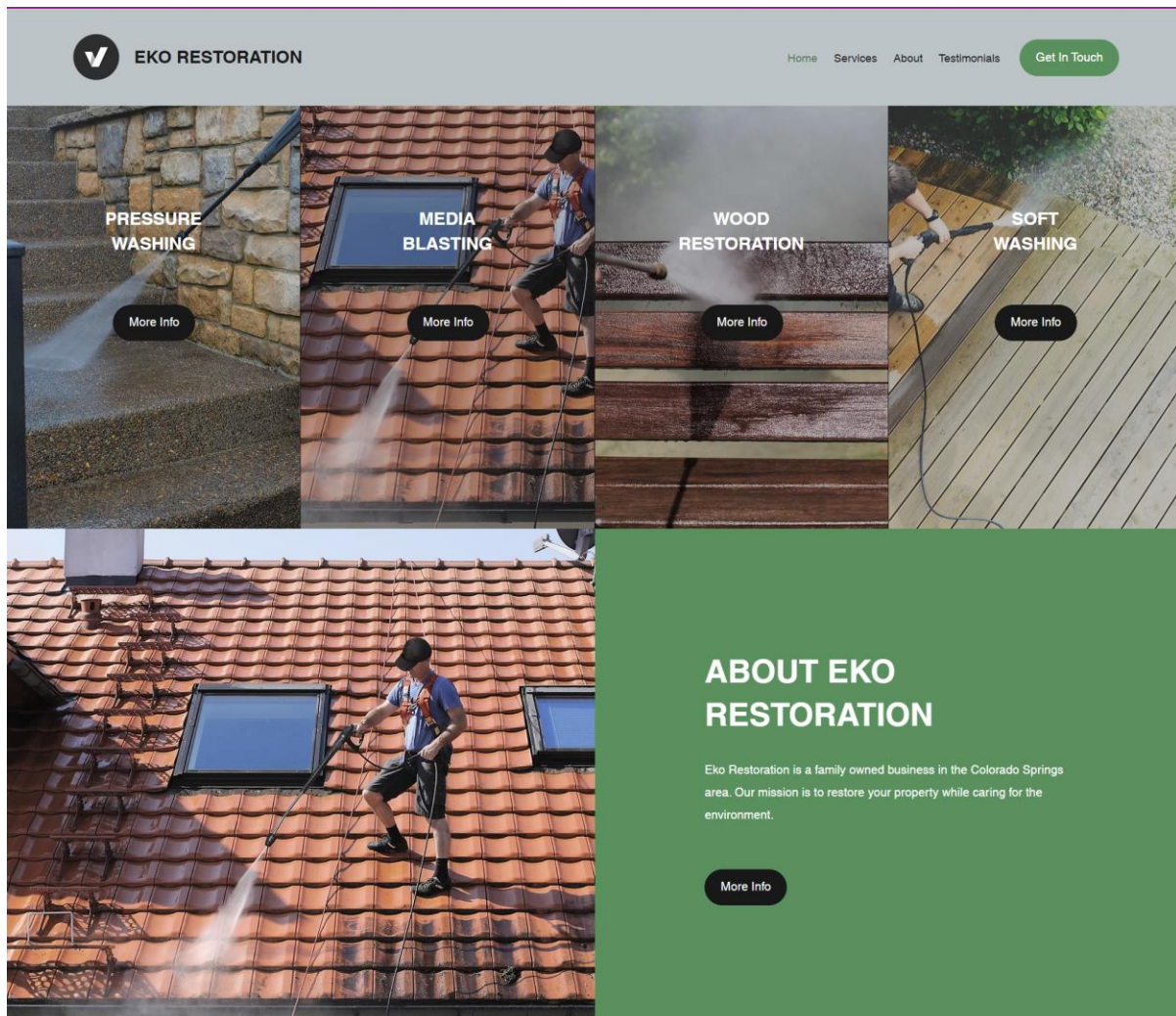
Deliverables: Website and Advertising Info

Website Contents


Below are screenshots and a brief description of all the pages on the EKO Restoration website. Although there are currently stock photos on or under the contents of the site, the intention is to eventually replace these images with your own photos from jobs, projects, and promotions.

Home Page:

The home page is the landing page for customers. At the top of the page is the names of your most popular services with the “More Info” buttons leading to each service’s information and quote page. Below that is a place for more information about the company with its “More Info” button leading to the About page.



Below that, there is a carrousel slide show to showcase before and after photos or promotional items, as well as the contact form for customers to fill out if they have any questions. This form is linked to the “Get in Touch” button on the top right of the website.



GET IN TOUCH

500 Terry Francois Street San Francisco, CA 94158

eko.restoration.co@gmail.com

123-456-7890

[f](#) [t](#) [in](#)

Name *

Enter your name

Email *

Enter your email

Service Type *

Type the service

Message *


Type your message here...

[f](#) [t](#) [in](#)

©2022 by Eko Restoration. Proudly created with Wix.com

Services Page:

This page outlines all your offered services with a place to input photos underneath each card. The “Get an Estimate” buttons each link to individual pages where there is more information on the service, photos, and a place for customers to send you a quote request.


 EKO RESTORATION

[Home](#) [Services](#) [About](#) [Testimonials](#) [Get In Touch](#)


SERVICES

We meet all your power washing needs


SOFT WASHING

[Get an Estimate](#)


VINYL SIDING AND STUCCO CLEANING

[Get an Estimate](#)


WOOD CLEANING AND SEALING

[Get an Estimate](#)


HARDSCAPE CLEANING AND SEALING

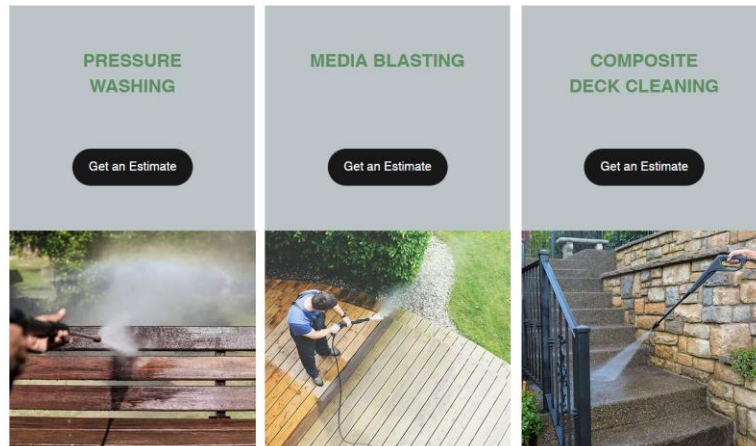
[Get an Estimate](#)

COMMERCIAL PRESSURE WASHING

[Get an Estimate](#)

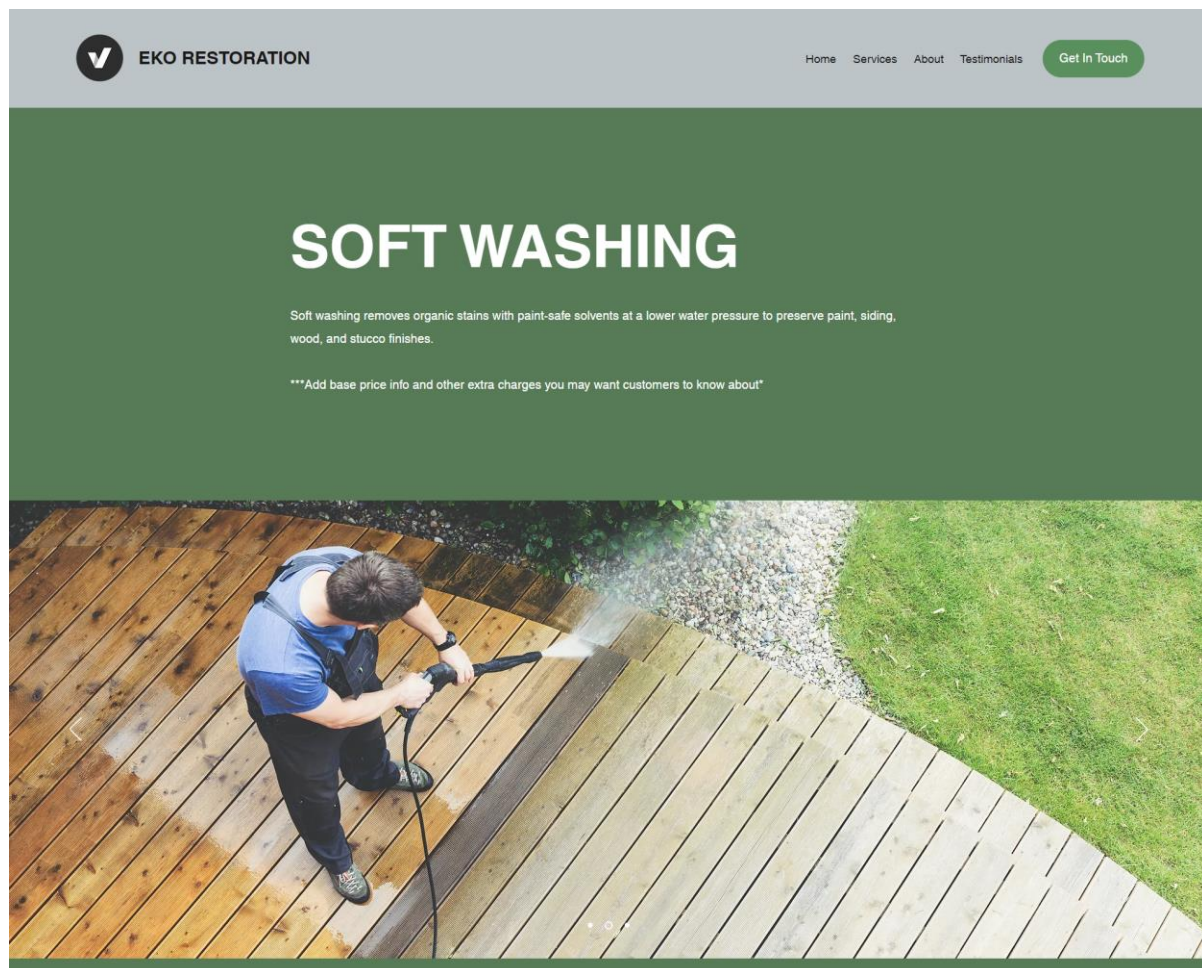
GUTTER CLEANING

[Get an Estimate](#)



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Here is an example of one of the individual service pages.



GET A QUOTE

This is your Price Quote section paragraph. Encourage your site visitors and prospective clients to provide their information in order to get a quote for your services.

First Name

Enter your first name

Last Name

Enter your last name

Email *

Enter your email

Phone

Enter your phone

Type of Service? *

Enter a short answer

Comments


Type your comments here...

Submit



About Page:

The about page contains a place for your mission statement and the what, why, and how of the company, with the “Contact Us” button linking to the Get in Touch form on the Home page. Underneath the about us section is a meet the team section to input photos of your team so customers feel the company is more personable.


 **EKO RESTORATION**

[Home](#) [Services](#) [About](#) [Testimonials](#) [Get In Touch](#)


ABOUT EKO RESTORATION

Our mission at Eko Restoration is simple: to provide high-quality services for our valued clients. Our team goes above and beyond to cater to each project's specific needs, all the while caring for and maintaining our environment. For more information or general inquiries, get in touch today.


[Contact Us](#)




MEET THE TEAM



JORDAN PARKER
Manager




TAYLOR QUILL
Owner



KRIS WARD
Assistant Manager

Contact Us Page:

The contact us page at the bottom of the home page and is where all “Get in Touch” or “Contact Us” buttons link to. This form has a place for an address, email, phone number, and a place to write comments or concerns. When customers hit “Submit”, their form will be sent as an email to the company email, eko.restoration.co@gmail.com.

 **EKO RESTORATION**

[Home](#) [Services](#) [About](#) [Testimonials](#) [Get In Touch](#)

GET IN TOUCH

500 Terry Francois Street San Francisco, CA 94158

eko.restoration.co@gmail.com

123-456-7890

[f](#) [t](#) [in](#)

Name *

Enter your name

Email *

Enter your email

Service Type *

Type the service

Message *

Type your message here...

Submit

Map Satellite

500 Terry Francois Street San Francisco, CA 94158
[Directions](#)

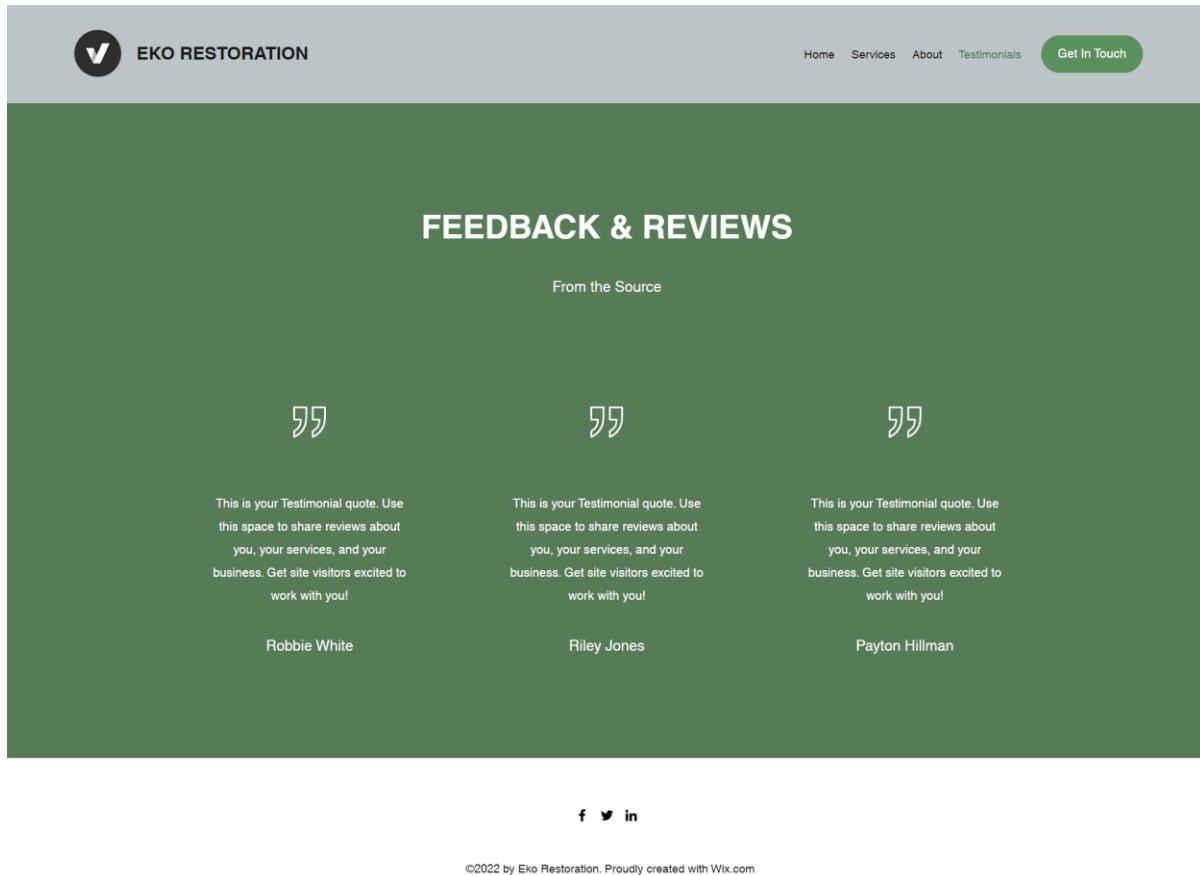
Google

Keyboard shortcuts | Map data ©2022 Google | 500 m



Testimonials Page:

The testimonials page is where customers can view other customer's thoughts about the company. These are manual entries, so you will be able to decide what customer reviews are displayed on the website.



Maintaining The Website

Instructions for Maintaining the Website

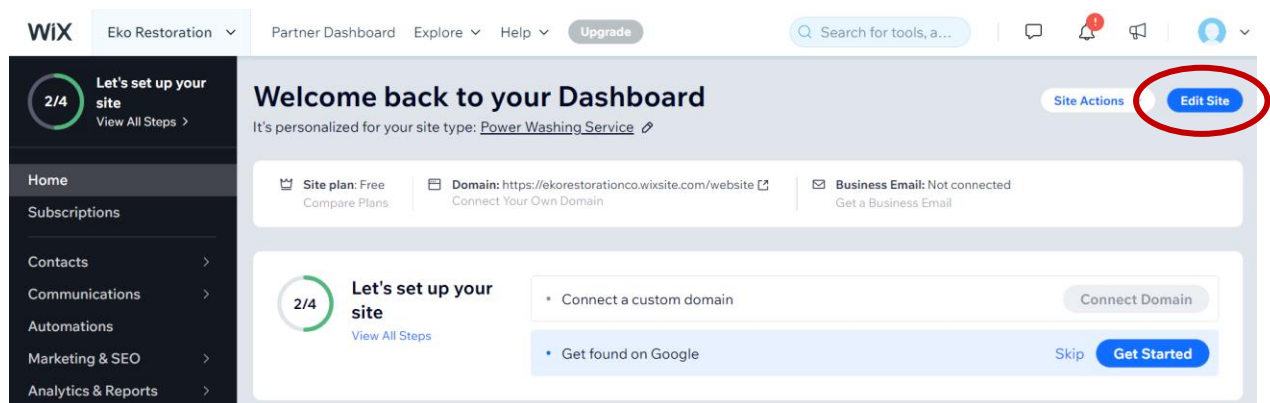
Credentials:

Username: Eko.restoration.co@gmail.com

Password: Restoration1

How to get to the website to edit:

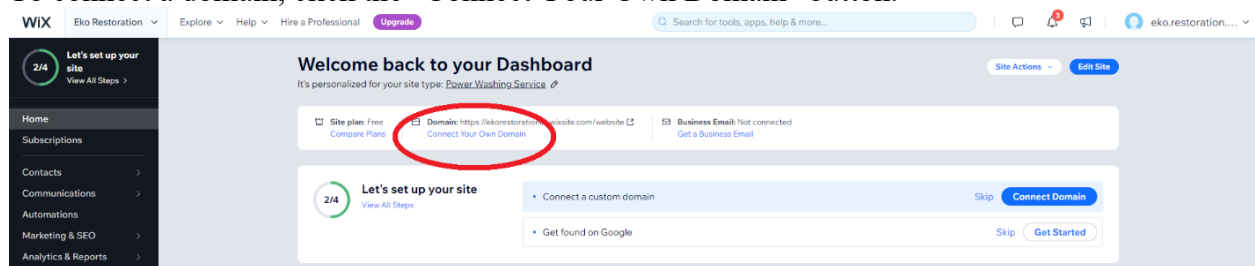
Your login credentials will bring you to the Wix home page below. Clicking on the “edit site” button will bring you to your website. This dashboard is also where you can see website visitor numbers, post ads, and access your subscription information.



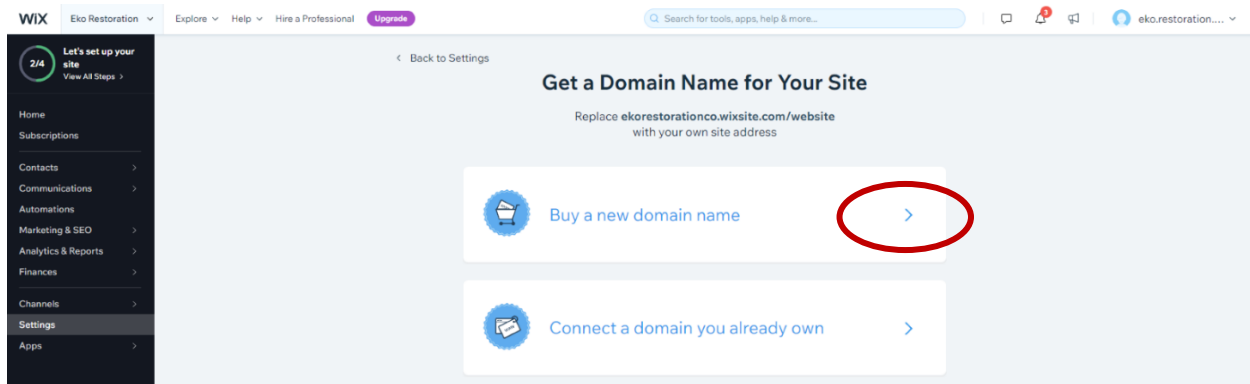
How to Upgrade and Connect a Domain to the Website:

A domain name is a very important aspect of a website because people recognize simple and practical domain names. Wix makes this process very easy.

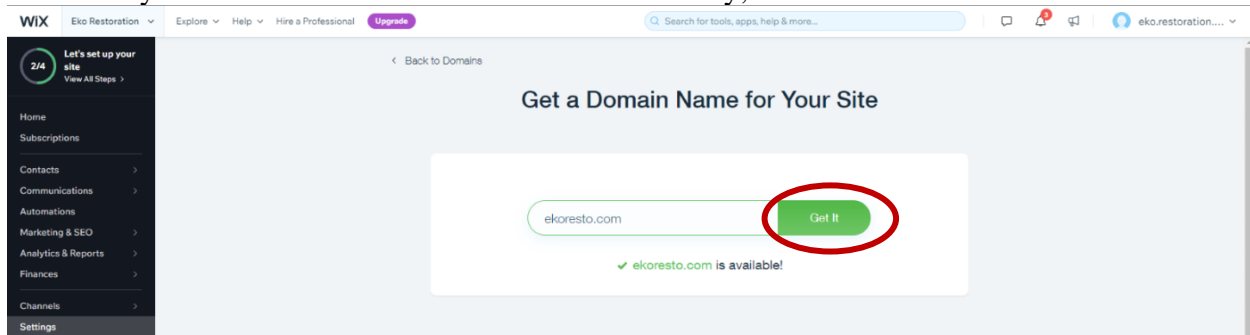
To connect a domain, click the “Connect Your Own Domain” button.



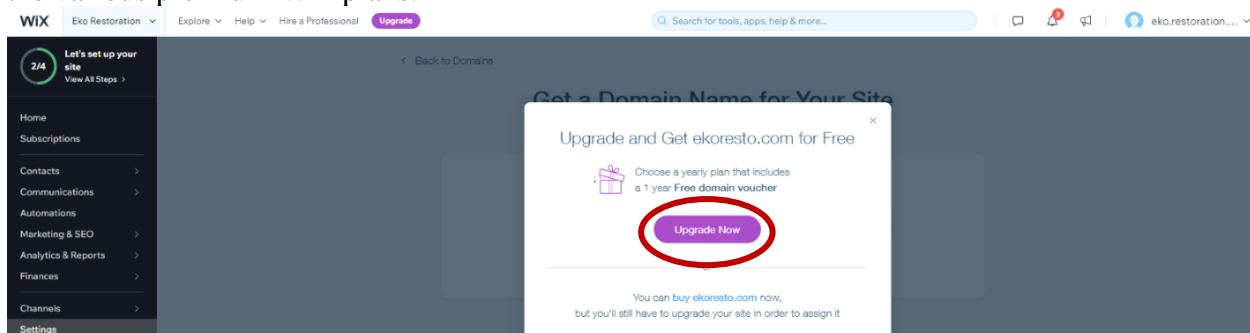
This link will bring you to this page here, giving you the option of buying your own domain or connecting to an existing one. Since Wix allows you to buy domains, it will be easier to buy a domain through Wix.



Selecting “Buy a new domain name” will bring you to a page where you can enter a domain name that you want and check if it is available. Currently, ekoresto.com is available.



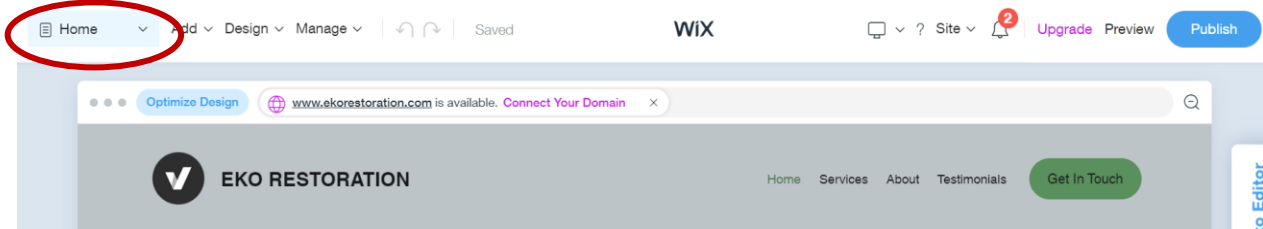
Selecting “Get It” will bring up a notification prompting you to purchase a premium Wix account. This is necessary to access the feature that allows you to connect a domain to your page, as well as many other features like advertising. Selecting “Upgrade Now” will open a page with the various premium Wix plans.



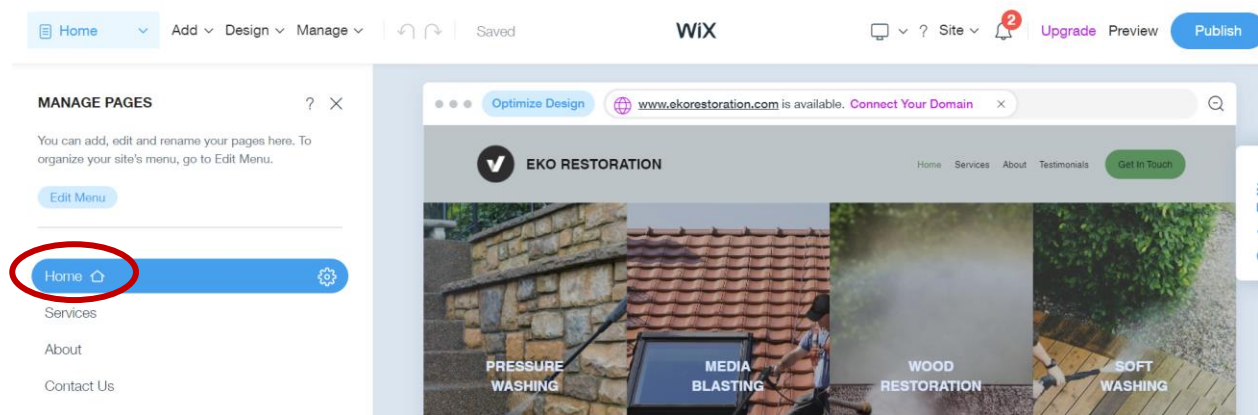
Selecting “Upgrade Now” will open a page with the various premium Wix plans that you can decide to purchase.

How to maneuver through the pages:

Click the arrow next to the home tab.

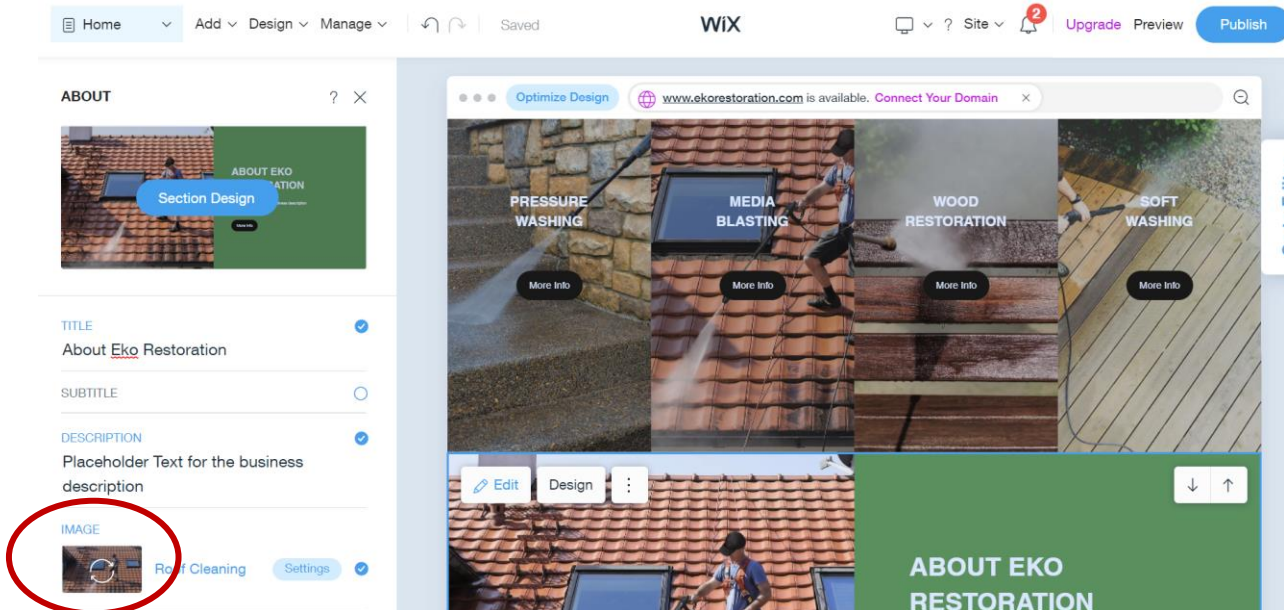


This tab allows you to navigate through the pages on the website by clicking on the page name. This tab also shows the pages created by linking them to the buttons on the site, like the “Get an estimate” buttons on the Services page.

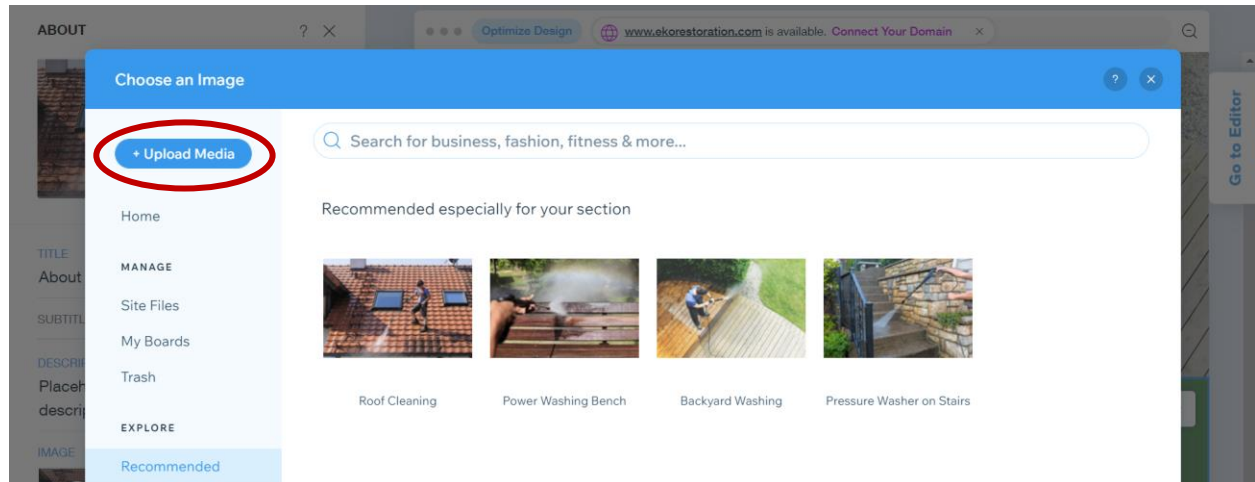


How to upload the logo and custom photos:

Click on any part of the website that has a stock photo displayed. This will show the section design options for that section. Under Image, click on the rotating arrows over the photo.



This will open Wix's media library. Click on the “Upload Media” to upload photos you have taken of jobs, before and afters, etc. This includes your logo, which is clickable in the top corner of your website when nothing else is selected. You can also browse Wix's stock photos under “Explore”/



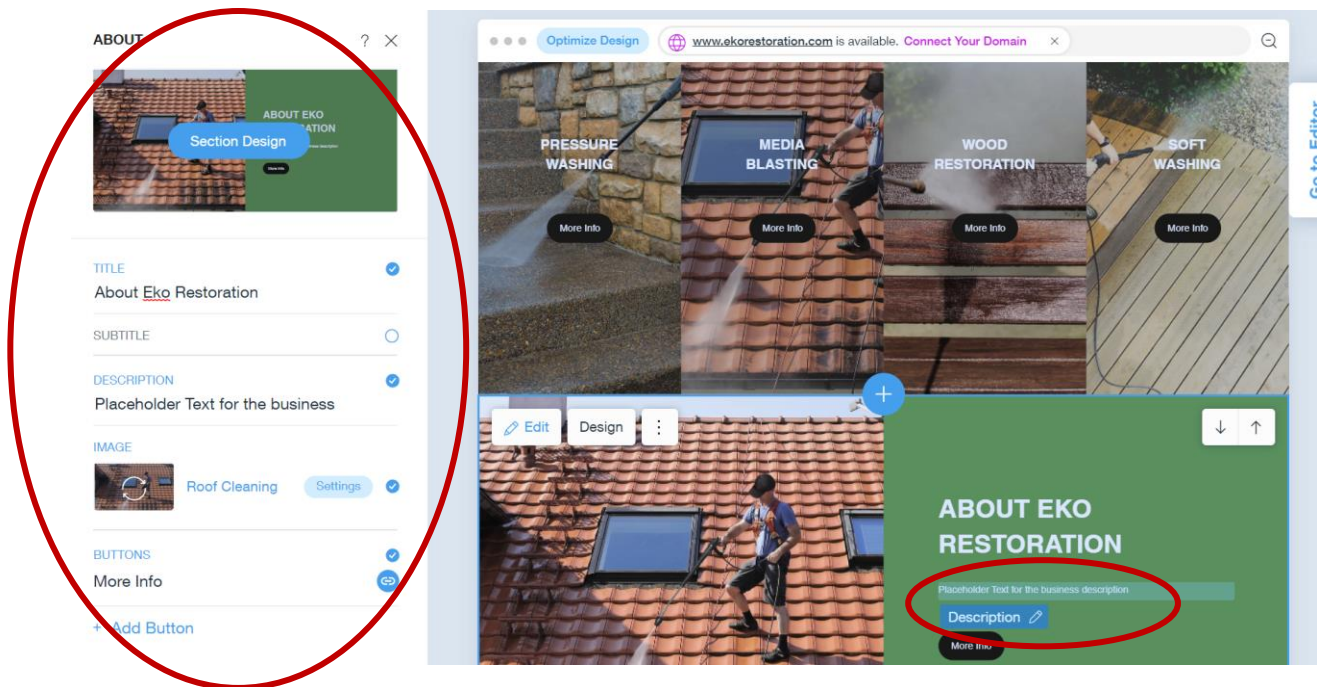
The “Upload Media” button will open the place to upload your photos in nearly all formats and applications.

How to edit sections of the website:

Scroll over the section you would like to edit. This will show the “Edit” and “Design” buttons as well as the ellipsis button.



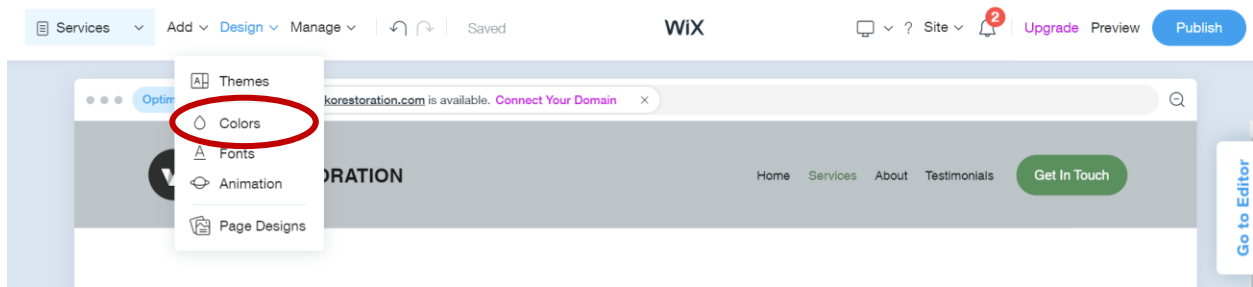
The “Edit” button will open the way to edit the visual portion of the section like the words, images, and buttons (shown below). Further scrolling over the specific parts of the section, like the description, will allow you to change the style, color, and size of words.



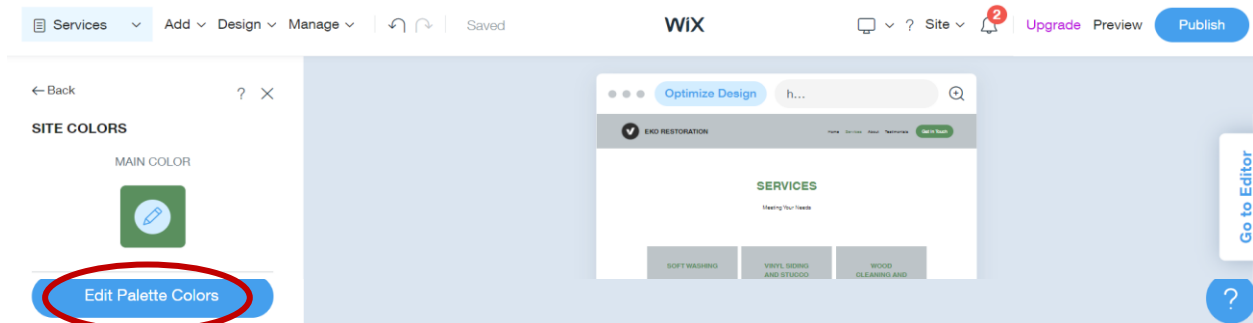
The “Design” button will allow you to access the section design and customize it, while the ellipsis button will show you options to move, duplicate, and delete sections.

How to adjust the website’s color palette:

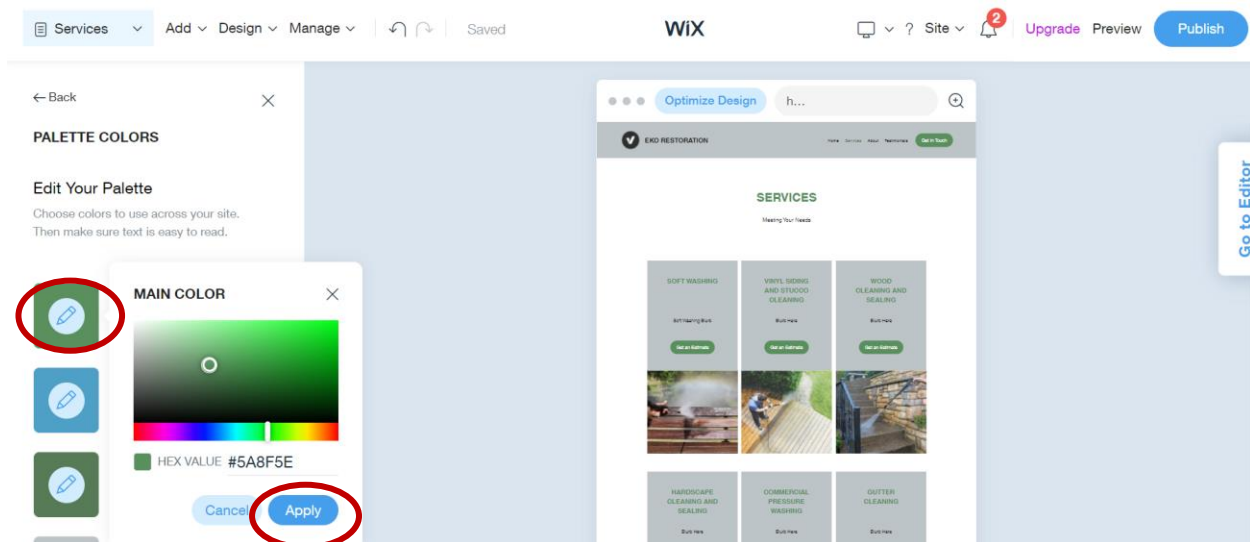
Scroll over the “Design” button at the top of the page. These options will allow you to change the entire website’s style, not just a specific section. For colors, select “Colors”.



Selecting “Colors” will show the suggested palettes based on the current colors. Click the “Edit Palette Colors” at the bottom of the suggestions to customize each individual color in the palette.

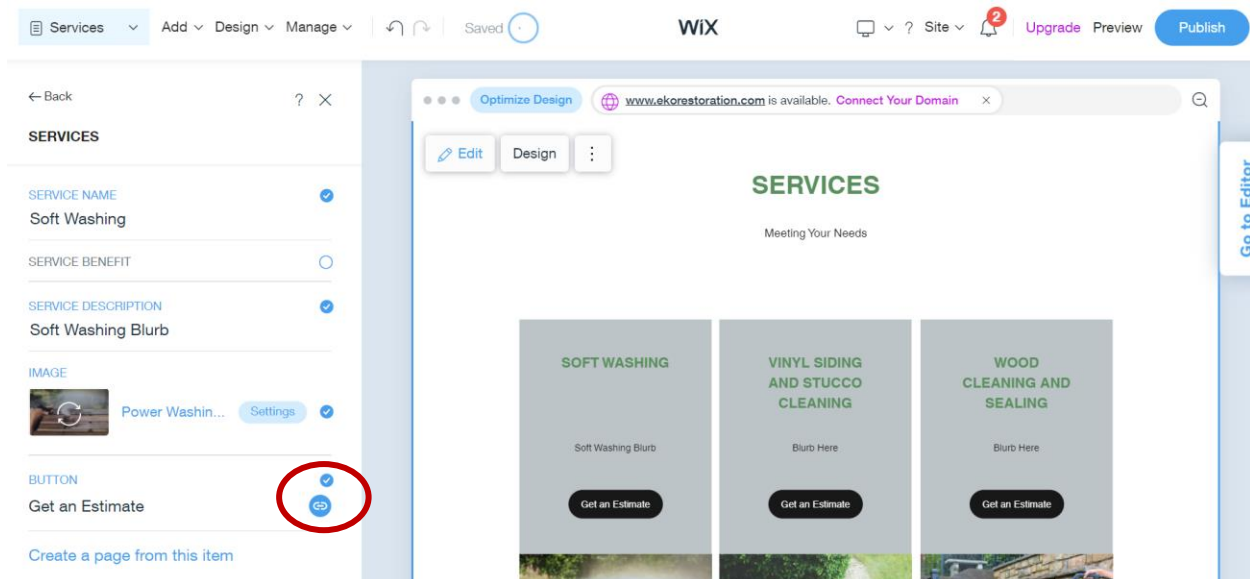


Click the pencil inside each color to change them and click “Apply” on each color after adjusting them. If you are wanting to test colors but want to keep the current colors, write down the code to the right of each color, as there is no way to customize multiple palettes.

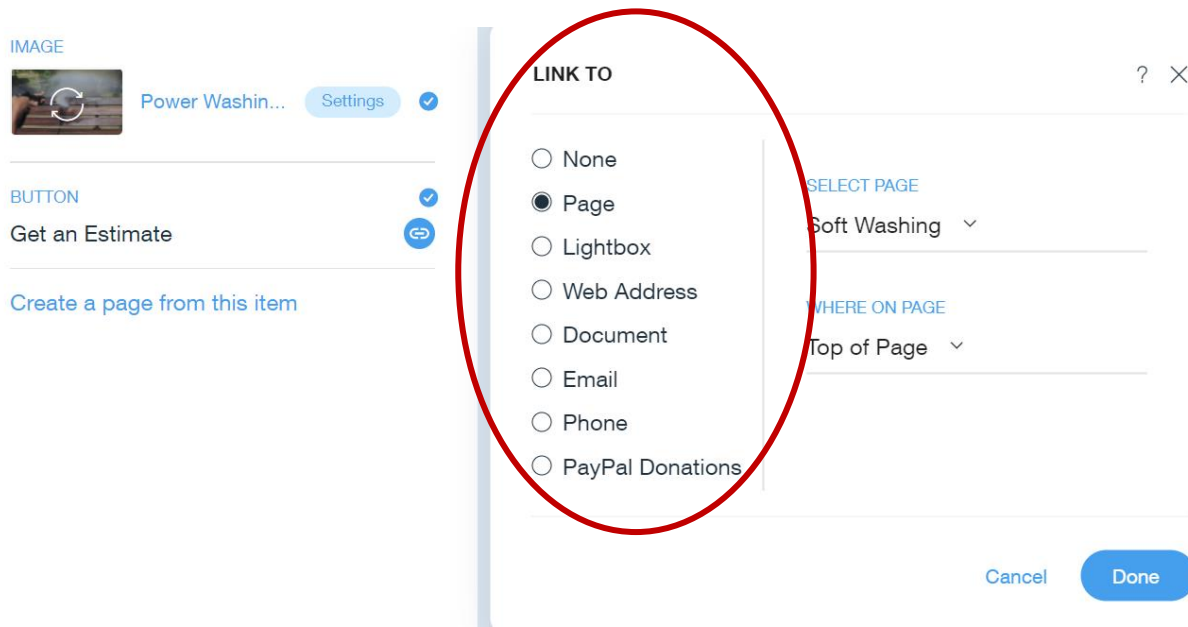


How to link buttons on the website:

Every black button, like the “Get an Estimate” buttons on the Services page, is linked to a page that will route people to those pages when they click those buttons. To create a link, click on the button that you would like to link to something. This will open the editing tab. Then, click the link image to the right of the button title.

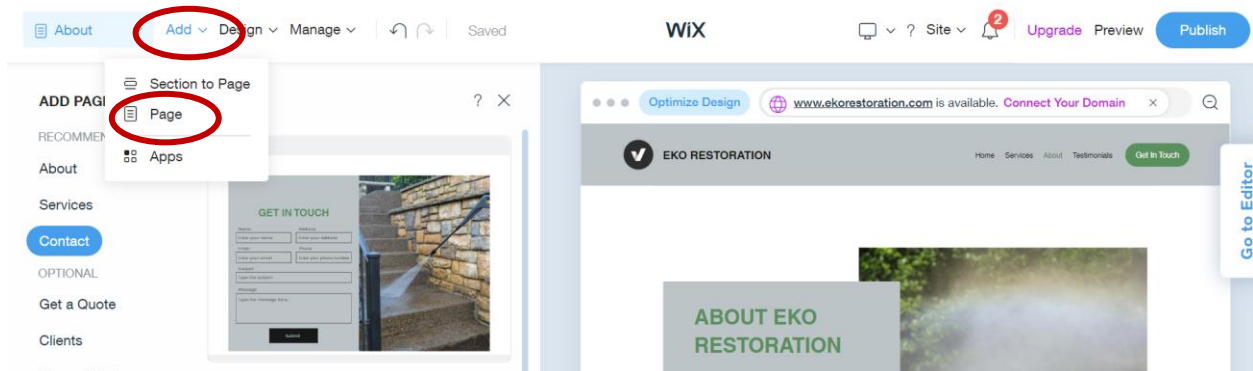


This will open the “Link to” options. Depending on which button you are editing, you will be selecting a different link option.

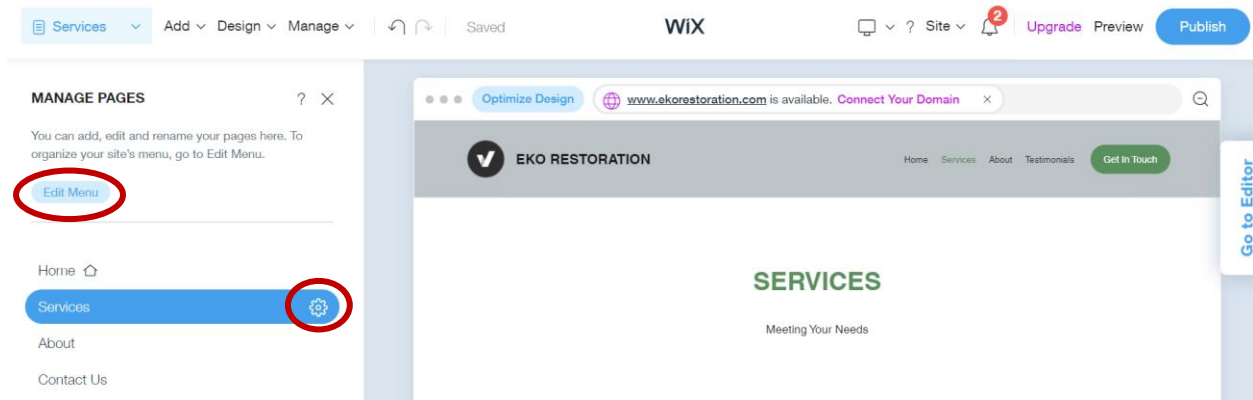


How to add and shift pages:

The current pages on the website are the Home, Services, About, and Testimonials pages. As your business grows and changes, you may want to add another page, like a Pricing page, or change the order of the pages. To add or shift pages, click on the “Add” button arrow and then the “Page” tab.

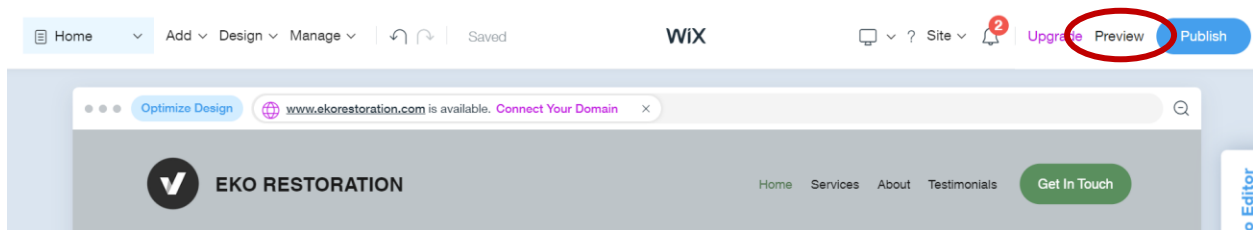


This will open the place to manage all the created pages. The “Edit Menu” will allow you to change the pages shown in the website banner while clicking the gear to the right of each page will allow you to open them and edit them, even the pages that are only shown when buttons are linked/clicked on the website.

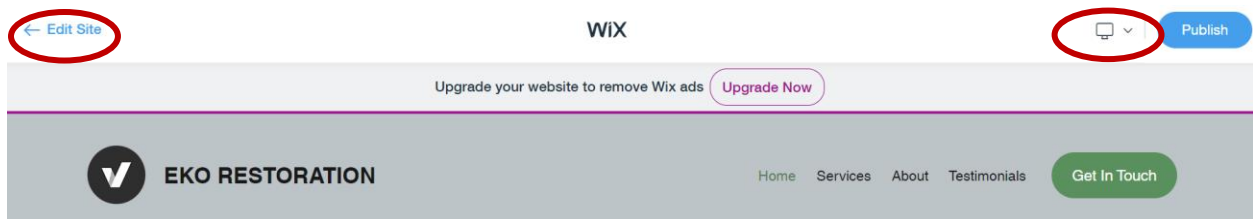


How to preview changes to the website:

If you want to see what the website looks like after applying changes, click on the “Preview” button in the top right of the website.



Previewing the website will show you exactly what customers will see. You can also look at how customers on their phones will see the website if you click the computer screen button at the top right of the website. To return to editing, click on the “Edit Site” button.



Social Media Instructions/Guide

GOOGLE

Gmail Account: Eko.restoration.co@gmail.com

Password: Restoration1

A step-by-step process on how to make a successful pay per click Google Ad:

- Online class for google ads: <https://skillshop.exceedlms.com/student/path/17374-learn-the-fundamentals-of-google-ads-search>
- **Terms and Definitions**
 - Bidding: Google Ads runs an auction every single time it has ad space available. You, as the advertiser, select a maximum bid amount you're willing to pay on your ad and the auction will decide which ad will show at that moment in that space. There are three options for bid amounts:
 - CPC - Cost per Click
 - CPM - Cost per Mille (the amount you pay for one thousand ad impressions)
 - CPE - Cost per Engagement (the amount you pay when someone takes a predetermined action with your ad)
 - Conversion - a conversion takes place when someone who has clicked your ad goes on to take another action you've designated as important (making a purchase, signing up for a newsletter, calling you)
 - Click through rate - the number of clicks you get on your ad as a proportion of the number of views your ad gets
 - Display Network - ads can be displayed on either search results pages or a web page within Google's Display Network
 - Extensions- allow you to supplement your ad with additional information at no additional cost.
 - Keywords- words or phrases that align with what a searcher wants and will satisfy their query
 - Quality score- measures the quality of your ad by your click-through rate
 - AdRank- determines your ad placement. The higher the value, the better you'll rank. is determined by your maximum bid multiplied by your Quality Score.

- How ad groups work
 - Ad group contains one or more ads that share similar targets
 - Example ad group: desserts have keywords cupcakes, apple pie, cookies, ice cream, chocolate cake
 - You set a bid or price to be used when an ad group's keywords trigger an ad to appear (CPC)
 - Keyword match types:
 - Broad Match: option shows your ad in the broadest variety of searches
 - Broad Match Modifier: allows you to specify certain words to show up in a user's search to trigger your ad (ex: "high fiber wool yarn" always have "wool and "yarn" present in search = high fiber +wool +yarn)
 - Phrase Match: searches contain exact keyword or exact keyword plus words before or after it. Add "" around keywords ("wool yarn")
 - Exact Match: ad will only show if someone searches for the exact word or phrase. Use [] ([wool yarn])
 - Negative Match: allows you to exclude undesirable words or phrases from triggering your ad which weeds out irrelevant traffic. Put – in front of words (ex: -cheap, -bargain)
- Choose a campaign type
 - Search Campaigns
 - Search campaigns are text ads on search results while people are searching on Google for products and services you offer
 - Boosts online sales and signups
 - Easy setup
 - Write text ads and pick keywords
 - Highly specific targeting
 - How to Create:
 - Create in google ad account

- Select Campaigns > + icon > create New Campaign
- Choose goal of sales, leads or website traffic (or without goal guidance)
- Select campaign type Search
- Continue > enter name of campaign
- Select your target
 - Check box “Include Google Search partners” to include other search pages apart from Google
 - Check box “Display Network” to utilize opportunities to show ads on other sites
 - Choose “Location options” to refine targeting by people searching for your targeted locations (ie Colorado Springs)
 - Avoid selecting too large or small of an area for location targeting
 - Enter language, demographics, interests, online activity, and remarketing for audience targeting
- Set up your budget and bidding
 - Enter daily budget: the average you want to spend each day
 - On days when you’re more likely to get clicks, you may want to spend more
 - Choose bidding (conversions or clicks)
 - More settings: ad schedule (set specific time and day for your ads to run), ad rotation (choose whether to show ads that perform better to show more often or show all ads evenly)
- Enhance ads with extensions (other ways to interact with the ads like calling the business, leading to download application, etc)
- Set up ad groups

- Standard: set of keywords related to searches
 - Dynamic: google uses content on your website to automatically target searches and create ads (use up to 2 lines of description text to describe product or service)
- Display campaigns
 - Image ads on websites, apps, google-owned properties (such as YouTube)
 - Visually engaging, target beyond search results
 - (same as search) Reach users based on:
 - Affinity (what they're passionate about, their habits and interests)
 - Detailed demographics
 - In-market (based on their recent purchase intent)
 - Users who have recently purchased intent or visited your website or apps
 - Standard display: pick your campaign settings and targeting, automate some aspects
 - Smart display: simplify your campaign setup to save time and optimize for conversions
 - Should use image editing to create square and landscape versions of display ads in the right dimensions and file size
(<https://support.google.com/google-ads/answer/7005917>)
 - Video campaigns: ads on YouTube
 - <https://support.google.com/google-ads/answer/6340491>
 - Drive Conversions: drive sales with action-focused ads and targeting
 - Video reach campaigns: bumper ads, skippable and non-skippable in-stream ads
 - Outstream: mobile-only video ads on websites and apps outside of YouTube

- Shopping Campaigns: Product listing on Google (not really selling products so not ideal for clients)
- Local Campaigns (being upgraded to Performance Max in 2022)
 - Brings the best offline formats <https://blog.google/products/ads-commerce/upgrade-to-performance-max/>
 - Promote in-person store sales
 - Detailed location information (business address, store hours)
 - Multi-channel marketing: show ads on search, display, maps, YouTube under one campaign
 - Needs to have location extension in your account or have a business profile connected to Google Ads
- Smart campaigns
 - Automate campaigns
 - Enter business information, create a few ads, and Google finds the best targeting to get you the most out of your time and money
- Budgets
 - Average daily budgets
 - Google will optimize your campaign spend for days of the month when you're most likely to get clicks
 - You will never pay more than your daily spending limit on any particular day
 - Set monthly spending limit for any particular month
 - "Served Costs" = cost of all the clicks or impressions the campaign received
 - "Billed Costs" = the actual amount of money you're responsible for paying
- Conversion Tracking for your website
 - <https://support.google.com/google-ads/answer/6095821>
 - Helps you see how effective your ad clicks lead to valuable customer activity
 - Must have website working before setting up

- Create a conversion action > set up conversion tag
- Always inform site visitors about data collection
- Tips on advertising: https://support.google.com/google-ads/answer/10560629?hl=en&ref_topic=10287125,3181080,3126923,&visit_id=637814943291214187-998843750&rd=1

Google AdWords tutorial <https://youtu.be/WmepvHQOHXg>

What is a Google AdWords auction?

- The process that happens with each Google search to decide which ads will appear for that specific search and in which order those ads will show on the page
- The auction determines your Google ad placement and the cost you are willing to pay for your selected keywords.
- The ad rank of your advertisement is based on your ad quality and maximum current bid for that keyword.
- The Google Ads Cost Calculator can generate how much your return on ad spend would be. This calculation can help you determine if the cost of a particular Google ad is too expensive.

Google Ad Ideas:

Search ad:

- Title: Wood Restoration in Colorado Springs
- Message: Eko Restoration is a local company, serving the Colorado Springs area that specializes in wood restoration and power washing services.
- Keywords: wood restoration, power washing, restoration services
- Title: EKO Restoration | Colorado Springs' Best Wood Restoration
- Message: Affordable, local power washing and wood restoration services. Our professional experts will help you get the best out of your outdoor decks, patios, and fences. Get a quote today!
- Keywords: wood restoration, power washing, restoration services, local, Colorado Springs, pressure washing, hardscape cleaning, hardscape sealing, stucco cleaning, exterior media blasting, composite deck cleaning, composite deck sealing, gutter cleaning, soft wash service, soft washing

- Title: EKO Restoration | Colorado Springs' Best Wood Restoration
- Message: Come to Colorado Springs' Best Power Washing and Wood Restoration service to get a quote. Outdoor repair, CO2 blasting, and more.
- Keywords: wood restoration, power washing, restoration services, local, Colorado Springs, pressure washing, hardscape cleaning, hardscape sealing, stucco cleaning, exterior media blasting, composite deck cleaning, composite deck sealing, gutter cleaning, soft wash service, soft washing

- Title: EKO Restoration | Colorado Springs' Best Wood Restoration
- Message: Restore with confidence. Restore with EKO Restoration, locally-owned and operated, Colorado Springs' Best Wood Restoration and Power Washing services.
- Keywords: wood restoration, power washing, restoration services, local, Colorado Springs, pressure washing, hardscape cleaning, hardscape sealing, stucco cleaning, exterior media blasting, composite deck cleaning, composite deck sealing, gutter cleaning, soft wash service, soft washing

- Title: EKO Restoration | Colorado Springs' Best Wood Restoration
- Message: Locally-owned and Operated, Affordable, Colorado Springs' Best Wood Restoration and Power Washing services. Restore with EKO, Restore with Confidence. Get a Quote today.
- Keywords: wood restoration, power washing, restoration services, local, Colorado Springs, pressure washing, hardscape cleaning, hardscape sealing, stucco cleaning, exterior media blasting, composite deck cleaning, composite deck sealing, gutter cleaning, soft wash service, soft washing

- Title: EKO Restoration | Colorado Spring's Best Wood Restoration
- Message: Looking to revitalize your outdoor space? EKO Restoration is reliable, locally-owned, Colorado Springs professionals. Speak with our experts on how we can restore your outdoor deck and patio today.

- Keywords: wood restoration, power washing, restoration services, local, Colorado Springs, pressure washing, hardscape cleaning, hardscape sealing, stucco cleaning, exterior media blasting, composite deck cleaning, composite deck sealing, gutter cleaning, soft wash service, soft washing

- Title: EKO Restoration | Colorado Spring's Best Wood Restoration
- Message: Get ready for Summer! Pressure washing, soft washing, media blasting services for your composite deck, fence, gutters, hardscape and home exteriors. Affordable and local: EKO Restoration.

- Keywords: wood restoration, power washing, restoration services, local, Colorado Springs, pressure washing, hardscape cleaning, hardscape sealing, stucco cleaning, exterior media blasting, composite deck cleaning, composite deck sealing, gutter cleaning, soft wash service, soft washing

- Title: EKO Restoration | Colorado Spring's Best Wood Restoration
- Message: Revitalize your business with commercial space and warehouse pressure cleaning and soft washing services. Trust local, trust EKO Restoration.
- Keywords: wood restoration, power washing, restoration services, local, Colorado Springs, pressure washing, hardscape cleaning, hardscape sealing, stucco cleaning, exterior media blasting, composite deck cleaning, composite deck sealing, gutter cleaning, soft wash service, soft washing

- Title: EKO Restoration | Colorado Spring's Best Wood Restoration
- Message: Renew your home's exterior with pressure washing, media blasting, soft washing, and sealing services with local and affordable EKO Restoration. Get a quote today!
- Keywords: wood restoration, power washing, restoration services, local, Colorado Springs, pressure washing, hardscape cleaning, hardscape sealing, stucco cleaning, exterior media blasting, composite deck cleaning, composite deck sealing, gutter cleaning, soft wash service, soft washing

- Title: EKO Restoration | Colorado Spring's Best Wood Restoration
 - Message: Ensure your outdoor deck lasts a lifetime with professional sealing, staining, and cleaning by EKO Restoration, Colorado Spring's Best. Professional soft washing, pressure washing, media blasting services.
 - Keywords: wood restoration, power washing, restoration services, local, Colorado Springs, pressure washing, hardscape cleaning, hardscape sealing, stucco cleaning, exterior media blasting, composite deck cleaning, composite deck sealing, gutter cleaning, soft wash service, soft washing
-
- Title- Eko restoration | Colorado Spring' best wood restoration
 - Message- Wanting to get your deck in shape for the summer? Eko restoration, located in Colorado Springs, can get your deck stained and looking like new. Contact us today and get a free estimate
-
- Title- Get rid of those driveway oil spills- EKO Restoration
 - Message- Tired of those ugly oil stains in your driveway? Eko Restoration is a locally owned business that provides pressure washing to get rid of those ugly stains. Contact our specialist today to take care of all your restoration needs
-
- Title- Professional wood restoration- EKO Restoration
 - Message- For all your wood restoration needs look no further than EKO Restoration. EKO restoration is a locally owned business focused on all your restoration needs from power washing to deck staining. Contact our experts for all your needs.

FACEBOOK

Facebook/Meta Business Accounts

- Need a Facebook profile to create a Business Manager account and you can only create 2 Business Manager accounts
- Separates your personal Facebook from the business pages
- Able to manage other people's access to business assets

- Only admins can add people to your business manager
- Choose Employee access (can only work on assigned accounts and tools) or Admin Access (can edit settings, people accounts and tools, delete account), in advanced options choose finance analyst (see details like transactions, invoices, account spend and payment methods) or finance editor (can edit business credit card information and financial details)
- Facebook Business Manager home screen provides comprehensive overview of business
 - Alerts
 - Notifies you of any issues that may be blocking your ability to manage your business on Facebook
 - Click directly on an Alert to take action and avoid ad interruptions
 - Ad Account Performance
 - Insights about your ad accounts and campaigns
 - Graphs visualize three metrics: spend, reach (total number of people who see your content), and impressions (number of times your content is displayed, no matter if it was clicked or not) over 7 days
 - Requests
 - See and act on pending requests
 - Pages
 - View pages connected to your business
 - Product Updates
 - Find new features, products or sales programs

Meta Business Suite Information:

- Meta Business Suite is a free tool that helps manage Facebook, Instagram and messaging tools
- Post on both Facebook and Instagram without switching accounts
- Read and respond to messages and comments from Facebook, Instagram and Messenger all in one place
- Track insights and trends from both social media audiences

About Facebook Advertising

- Must set and know target audience
- Different types of ads:
 - Promote your Facebook Business page
 - Promote your Business Locally
 - Promote your website and get more website visitors
 - Boost a post or video post
 - Get more leads: find people interested in your business or product and ask them to share your contact info
- You set a budget for each ad you run and Facebook budgets evenly throughout the time your ad runs
 - Budget = amount you want to or are willing to spend on running your ad
 - Amount Spent = amount that's been spent toward your total or lifetime budget
 - Example: You set a maximum budget of \$100 over a month but only \$70 is spent during that month based on ad performance so your bill is \$70
- Facebook advertising uses Ad Auctions
 - Each time there's an opportunity to show an ad to someone, an auction takes place to determine which ad to show to that person (in your target audience)
 - Winner of auction is the ad with the highest total value. Total value determined by:
 - Bid
 - How much you're willing to pay
 - 3 types of bid strategies:
 - Spend-based Bidding
 - Lowest cost: Aim to get the most results possible from your budget
 - Highest Value: Aim to spend your budget and bid for the highest possible purchase value (need to optimize ad set for conversion value), looking to fill a specific goal for success

- Goal-Based Spending
 - Cost Cap: Aim to keep costs around the cost amount regardless of market conditions
 - Minimum ROAS (Return on Ad Spend): Target minimum return on ad spend for each bid, Example: you want your budget of \$100 to produce at least \$110 in purchases, set ROAS control at 1.100
- Manual Bidding
 - Bid cap: set maximum bid across auctions and set your cost or value goals without Facebook doing it for you
- Estimated action rates
 - The probability that showing an ad to the person leads to a desirable outcome for you
- Ad Quality
 - Measure of quality is determined from many sources including feedback from people viewing or hiding the ad

Facebook Pixel

- Highly recommended for businesses using conversion advertising to gain leads.
 - Conversion advertising refers to a goal action a visitor takes in an ad campaign.
- The tracking tool you can embed in your website to see how many people went to your website from your ad or performed a certain action on your website.
- This tool is not essential, but it is very helpful when trying to decide where to allocate your advertising budget.
- First you need to connect your website to your Facebook account (please make sure your website is under a registered domain name or it won't work).
 - You can find this by going to Events Manager, Meta Pixel, and then Connect.

- Facebook will check to make sure your domain name is verified and legally purchased.
- There will be a section in your Wix Website under “tracking tools” to input your Facebook pixel code.
- After you add the code to your website, you can add the Pixel anywhere on your website to track the actions that matter to you.
 - For example, you can track how many people are visiting the Services page. Or you can track how many people click a certain button.
- Facebook Pixel also allows you to use Conversions API. This will track your conversion ads so you can optimize your ads for your target audience.
 - It gives you exactly how many conversions/leads you got from a specific ad.
- The Facebook Pixel data can be found under the “Aggregated Events Management” section in Facebook Business Manager. You should check this at least once per week if you’d like to optimize the Facebook ads.
- Here is a website that teaches you how to install and set up a Facebook Pixel:
 - [How to Set Up and Install a Facebook Pixel | Facebook Business Help Center](#)

How to make a Facebook ad

- Choose your objective
 - Objectives help to clarify your goals for campaigns or even individual ads. They’re the first thing you select when you go to Ads Manager to create an ad. Many of your ads will be for lead generation.
- Select your audience
 - Your audience will likely be the Colorado Springs (and surrounding) area.
- Decide where to run the ad (Facebook, Instagram, Messenger, Audience Network)
- Set your budget (Enter your daily or lifetime budget and the time during which you want your ads to run)
 - We recommend no less than \$10 per day.
- Pick your format (Choose from six versatile ad format)

- You can choose to show a single image or video in your ad, or use a roomier, multi-image format.
- Place your order (once submitted it goes to the ad auction)
- Measure and manage your ad (Once your ad is running, you can track performance and edit your campaign in Ads Manager)

Benefits

- Micro-target your audience
 - You can target based interests, behaviors, demographics, age ranges, connections, locations, or languages
- Analytics
 - You're provided with metrics about your weekly reach, post engagement, page likes, and which posts have the best performance
- You Can add a Custom Call-to-Action Button
 - This button will take your audience to the desired destination, like your website.
- Social media reaches more people

Facebook Ad Ideas:

Before and after images are stock photos, please use your own if you have them.

Looking to revitalize your outdoor deck for Summer? [\[Like Page Button\]](#)



EKO Restoration: Colorado Spring's Best Wood Restoration

Power washing, sealing, staining and more all in one place. [\[Learn More button\]](#)

Discover a brighter, cleaner home exterior with EKO [Like page Button]



EKO Restoration

Restore with Colorado Springs' best: media blasting, power washing, gutter cleaning and more.

Message our page to get a quote today

Get more from your outdoors, trust local, restore with EKO [Like Page Button]



EKO Restoration: Colorado Spring's Best Exterior Restorations

Pressure washing, hardscape cleaning, hardscape sealing, stucco cleaning, and more.

Message our cleaning experts today to get a quote

Trust the professionals to get it right.



Eko Restoration provides services that get real results. Guaranteed.

Visit our page to see more results from real customers.

Did you know pressure washing the pavement in front of your house can increase the market value of your home by up to 5%?



Call Eko Restoration today and let us help you get more from the sale of your home!

Want to make your house look brand new?



Eko Restoration provides vinyl siding and stucco cleaning services that add value to your home for a low cost!

Visit our website: ekorestoration.com for a no obligation free quote

Ready to get those pesky gutters clean? Give Eko Restoration a call for all your cleaning needs



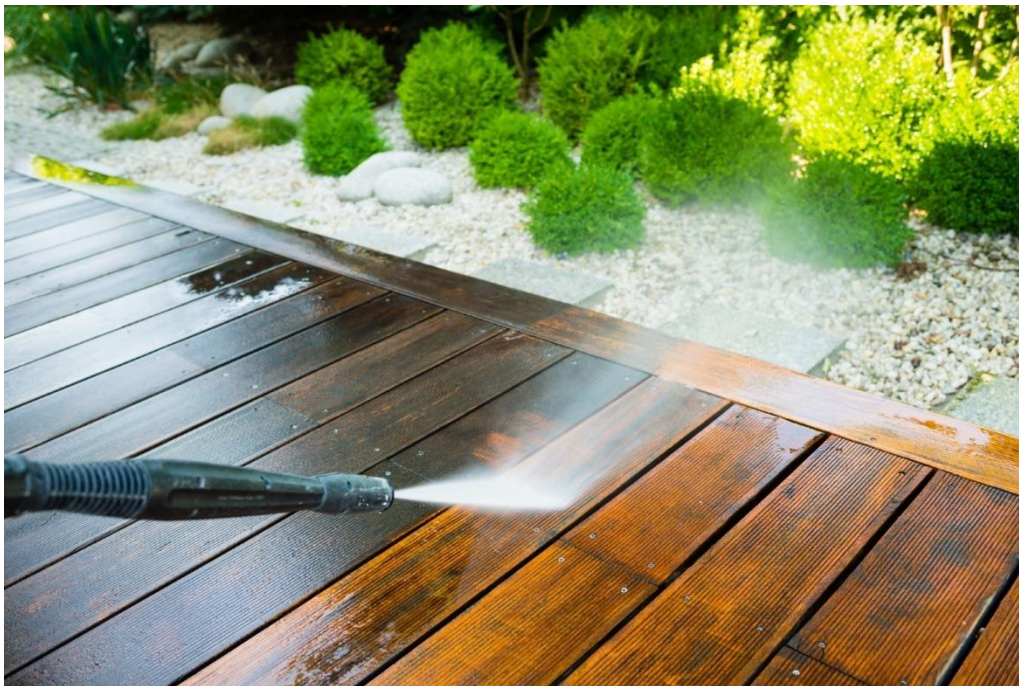
Eko Restoration is a local Colorado Springs business that's ready to help you with all your restoration needs. Get an estimate today at ekorestoration.com

Get rid of those ugly drive way oil spills with Eko Restoration pressure washing.



Eko Restoration is a locally owned business that provides pressure washing to get rid of those ugly stains. Contact our specialist today to take care of all your restoration needs

Want your deck looking like new for summer get together? Eko restoration has all your wood restoration needs.



Visit our website ekorestation.com for more information.

INSTAGRAM

Connecting Instagram with Facebook

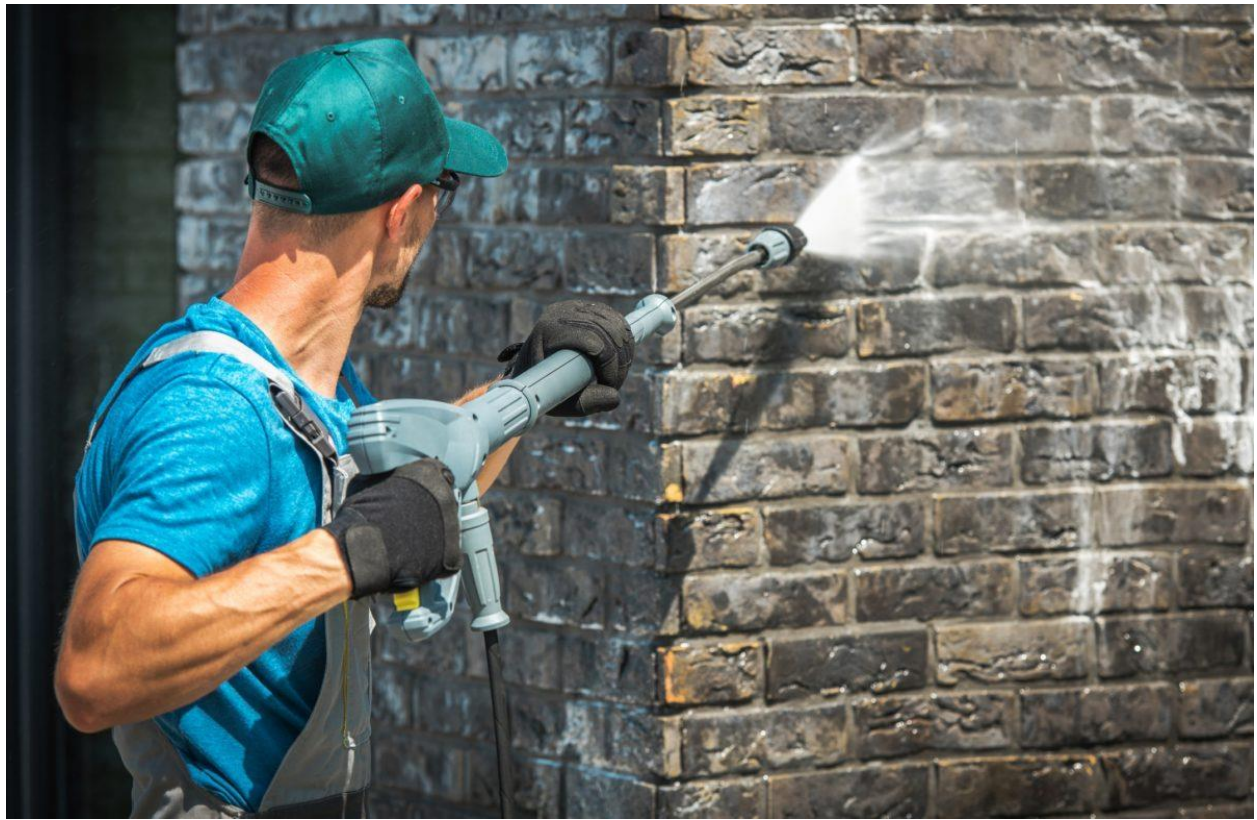
- Instagram Business accounts can be directly connected to Facebook Business accounts.
- If you choose to connect your accounts, you will be able to post on both platforms simultaneously without having to reformat the post.
- When you create an Instagram account, log in with Facebook and the platforms will be connected.
- You can make your posts on Facebook or Instagram. Before you publish your post, make sure you click the option to post on both platforms.
- This will save you a lot of time and allow you to reach a wider audience.

Instagram Ad Ideas:

EKO Restoration

Sponsored

Discover a cleaner, brighter home with #EKOrestoration in Colorado Springs, CO!



[Ekorestoration.com](https://ekorestoration.com)

Colorado Springs Best Outdoor Restoration

[\[Learn More\]](#)

EKO Restoration

Sponsored

Find cleaning satisfying?



(Use a short clip of cleaning to grab attention)

Colorado Springs best #mediablasting, #powerwashing, #guttercleaning and more.

Get a consultation today: www.EKOrestoration.com

EKO Restoration *Follow*



EKO Restoration: Summer Deck Cleaning Special

Enjoy 25% OFF

Use code: "25OFF"

Get a Quote today: www.EKOrestoration.com

EKO restoration

Sponsored

Ready for summer?



#EKO Restoration has everything you need to get your deck #summer ready

Learn more at www.EKOrestoration.com

EKO Restoration

Sponsored

Want to support local businesses in Colorado Springs?



EKO RESTO



EKO RESTO



EKO



RESTORATION



< insert EKO logo

here

#EKO Restoration is a locally owned business ready for all your backyard restoration needs.

Get a Quote today.

Conclusion

Thank you

Dear Mr. Young,

It has been our pleasure, as a Bachelor of Innovation Team here at the University of Colorado Colorado Springs, to have the opportunity to work with both you and Mrs. Young. We feel incredibly privileged to have been able to work on the website and social media presence associated with the company, Eko Restoration. We have all enjoyed meeting you and the collaboration we have shared throughout the process. You have been more than helpful with each question we have had along the way and have gladly provided any information we have requested. Thank you for being so open in your desires and we hope we have made a genuine impact while adding our own small ideas to your company. Each member has put extensive effort and attention to detail in each and every way. We all wish you nothing but success with your next ventures and we look forward to seeing you and Eko Restoration begin to bloom here in the Colorado Springs area. Thank you again for trusting us with this work and we hope we have been of great assistance to you.

Thank you,

Marshall Allshouse

Mackenzie Colby

Andrew Stokey

Aurora Weaver

Chanel Paek

Eshan Bhatt

Hannah Bernard

Recommendations moving forward

Moving forward, we recommend applying for another innovation team when you officially launch Eko Restoration. As with any business, things are likely to change as your vision for the company evolves. Once your company has launched, another innovation team will be able to implement the marketing strategies we have reviewed and make any necessary adjustments to the website.