Absolutely. With only **$4,000**, I would not try to “advertise everywhere.” The goal should be to **find and capture homeowners who are already looking for DIY repair solutions**, then use lower-cost social/remarketing to bring back people who showed interest.

One important caveat: a **5% sales increase cannot honestly be guaranteed from a marketing plan alone**. What we can do is build a tightly measured campaign designed to give ACME the best chance of reaching the 5% target while protecting the $4,000 ceiling.

ACME Home Supplies — 5% Sales Growth Marketing Plan

1. Business objective

Primary goal: Increase quarterly sales by **5%** over the current quarter.

Minimum required by management: +3%.

Marketing budget: $4,000 maximum — hard ceiling.

Core customer: Middle- to higher-income homeowners who prefer to repair/improve their homes themselves rather than hire a handyman.

Geographic strategy:

- **National:** Online advertising and shipping throughout the United States.
- **Local:** Montgomery-area customers receive an additional free-pickup option.
- **Conversion channels:** Website and phone orders.

Montgomery is a reasonable local test market: the Census reports that about **54.4% of housing units in Montgomery are owner-occupied**, while Montgomery County's owner-occupied rate is about **57.8%**.

However, because the business ships nationwide, I would **not restrict the campaign to Montgomery**. The national campaign should be the primary sales engine.

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2. The central strategy

The campaign should be built around one simple proposition:

> **“DIY it yourself. Get the right parts. Get it done.”**

Instead of advertising ACME as a generic home-supply business, the advertising should address the customer's actual motivation:

“I have a home repair problem. I want to fix it myself. I need the right widget quickly.”

That is a much stronger advertising position than simply saying:

“Buy widgets from ACME Home Supplies.”

The campaign should emphasize:

- DIY homeowners
- Solving a specific repair problem
- Avoiding the cost/convenience of hiring a handyman
- Getting the correct product
- Free shipping on orders over $25
- Free local pickup
- Online ordering
- Phone ordering

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3. Budget allocation

Activity	Budget	Purpose
Google Search Ads	**$2,200**	Capture homeowners actively searching for repair solutions
Meta/Facebook/Instagram Ads	**$700**	Reach DIY homeowners and retarget interested visitors
Remarketing	**$400**	Bring previous website visitors back to purchase
Creative/product photography	**$250**	DIY-focused ad images/videos
Email/customer reactivation	**$150**	Encourage previous customers to buy again
Tracking/landing-page improvements	**$200**	Improve conversion and attribution
Testing reserve	**$100**	Move money toward the best-performing campaign
TOTAL	**$4,000**	**No more than budget**

The key is that **roughly 55% of the budget goes to Google Search**, where we can reach people with demonstrated purchase intent.

Google allows advertisers to use either average daily budgets or campaign total budgets, with total-budget campaigns particularly useful when you know the exact amount you want to spend over a defined period.

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4. Campaign #1 — Google Search: $2,200

This should be the centerpiece of the campaign.

Someone searching:

- “how to replace [part]”
- “[specific repair] replacement part”

- “DIY [repair] supplies”
- “[widget type] replacement”
- “where to buy [widget]”
- “[widget] for home repair”

is substantially closer to making a purchase than someone simply scrolling through social media.

Keyword strategy

Build tightly themed ad groups around the **actual products ACME sells**.

For example, if ACME sells plumbing-related widgets, an ad group might contain searches such as:

- replacement plumbing widget
- DIY plumbing repair parts
- plumbing repair supplies
- buy plumbing replacement parts
- plumbing widget replacement

Do **not** simply target broad terms such as “home improvement.”

The budget is too small to pay for large volumes of irrelevant traffic.

Negative keywords

Build an aggressive negative-keyword list, including terms such as:

- jobs
- employment
- career
- salary
- free
- instructions
- manual
- PDF
- used
- wholesale — unless wholesale is a profitable business
- Amazon
- Home Depot
- Lowe's

The exact list should be based on the actual search-query report after launch.

Geographic targeting

Use **United States** targeting for national products.

Create a separate Montgomery/local campaign only if the business has enough local demand to justify it.

5. Campaign #2 — Facebook/Instagram: $700

Meta should be used primarily for **discovery and retargeting**, rather than relying on it as the primary source of immediate purchases.

Meta says advertisers can use daily or lifetime budgets and recommends giving campaigns enough time to learn rather than constantly changing them.

Creative concept

Use simple, highly visual DIY messaging.

Ad concept A — The problem

> **"That repair doesn't need a handyman."**
> Get the parts you need to tackle the job yourself.
> Shop ACME Home Supplies.

Ad concept B — The savings angle

> **"Before you call a repairman…"**
> See if you can fix it yourself. Get the right repair parts from ACME.

Ad concept C — Convenience

> **"Fix it this weekend."**
> Order your repair supplies online. Free shipping on orders over $25.

The ads should show an actual homeowner working on a repair—not polished corporate stock photography.

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6. Retargeting — $400

This is particularly important because the business has a relatively small budget.

Someone who:

1. Clicks an ACME ad,
2. visits the website,
3. looks at products,
4. leaves without buying,

is much more valuable than an anonymous person who has never heard of ACME.

Retarget these visitors with messages such as:

> **Still working on that repair?**
> Get the parts you need from ACME Home Supplies.
> Orders over $25 ship free.

Also create a separate audience for:

- product-page visitors
- cart abandoners
- previous customers

If the platform/account setup permits it, prioritize **cart abandoners and product viewers** over general website visitors.

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7. The $25 free-shipping threshold should become a marketing tool

This is one of ACME's strongest existing offers.

Don't hide:

> **Free shipping on orders over $25**

in the checkout process.

Put it directly into the advertisements and landing pages.

Even better, encourage customers to reach the threshold:

> **“Need one more part? Orders over $25 ship free.”**

This can increase average order value while simultaneously giving the customer a reason to purchase from ACME instead of delaying the repair.

For Montgomery-area customers:

> **“Local? Order online and pick up free.”**

That gives ACME a distinct local advantage.

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8. Email/reactivation — $150

Email is inexpensive compared with paid advertising, so existing customers should be exploited before spending more money acquiring new ones.

Segment the customer list into:

Previous buyers

Message:

> **Ready for your next DIY project?**

Customers who purchased one category

Recommend related products.

Dormant customers

Customers who haven't purchased recently receive a “DIY project” reminder.

The objective isn't to blast the entire database repeatedly.

Send **2–3 well-targeted messages during the campaign**.

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9. Improve the website before spending heavily

This is critical.

I attempted to verify the supplied **acmehomesupplies.com** website externally, but I could not establish enough current site information to evaluate its product pages or checkout experience. Therefore, I would make a website/conversion audit the first step before putting the entire advertising budget behind it.

The ads shouldn't send people to a generic homepage if they can be sent directly to the relevant product/category.

Landing-page requirements

Every major ad group should send visitors to a relevant page containing:

Headline

> DIY Repair Parts You Can Count On

Immediate benefits

- Easy online ordering
- Ships anywhere in the U.S.
- Free shipping over $25
- Free local pickup
- Phone orders available

CTA

> **Shop Repair Parts**

and prominently display:

888-555-1234

for customers who prefer ordering by phone.

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10. Tracking is mandatory

The biggest problem in the current situation is that management believes advertising may be reaching the wrong people—but doesn't appear to know for certain.

That needs to change.

Before spending meaningful money, establish:

- Website purchase tracking
- Phone-order tracking where practical
- Google Ads conversion tracking
- Google Analytics 4
- Campaign-specific URLs/UTMs
- Revenue by campaign
- Revenue by product/category
- New vs. returning customer

Google Analytics specifically supports UTM parameters such as `utm_source`, `utm_medium`, `utm_campaign`, `utm_term`, and `utm_content` to identify where traffic and conversions originated.

For example:

```
utm_source=google
utm_medium=cpc
utm_campaign=diy-repair
utm_content=ad1
```

This allows management to answer:

“Did this advertising campaign actually produce sales?”

rather than:

“How many people clicked?”

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11. The metrics I would use

Do **not** judge the campaign primarily by impressions or clicks.

Track:

Primary metrics

1. **Sales revenue**
2. **Number of orders**
3. **Return on ad spend (ROAS)**
4. **Cost per acquisition**
5. **Average order value**

Secondary metrics

- Click-through rate
- Conversion rate
- Cost per click
- Cart abandonment
- Returning-customer rate
- Phone orders generated

The most important metric is:

> **Incremental sales generated per marketing dollar.**

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12. A simple financial target

Because the company hasn't supplied its average order value or gross margin, we shouldn't invent a required number of orders.

Instead, establish this calculation immediately:

Required incremental revenue = Current-quarter sales × 5%

For example, if the current quarter produced $100,000:

- 3% target = $3,000
- 5% target = **$5,000**

If quarterly sales were $200,000:

- 3% target = $6,000
- 5% target = **$10,000**

The actual target should be calculated from ACME's sales ledger.

And because marketing cost isn't the same as profit, management should also establish the **maximum acceptable customer acquisition cost** based on gross margin.

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13. 90-day execution schedule

Weeks 1–2 — Fix and measure

Spend: ~$300

- Verify website and checkout
- Install/verify analytics and conversion tracking
- Identify top-selling/high-margin products
- Identify products most suitable for DIY customers
- Build Google Search campaigns
- Build initial Meta creative
- Create landing pages
- Establish UTM naming convention
- Set baseline sales and conversion metrics

Do not spend the full $4,000 before measurement works.

Weeks 3–4 — Test

Spend: ~$600

Launch:

- Google Search
- Meta prospecting
- Retargeting

Run several different messages:

DIY/self-reliance

> Fix it yourself.

Cost/convenience

> Skip the handyman for simple repairs.

Free shipping

> Orders over $25 ship free.

Measure which message produces actual purchases.

Weeks 5–8 — Concentrate

Spend: ~$1,500

Kill poorly performing:

- keywords
- advertisements
- audiences
- products
- landing pages

Move money toward the campaigns producing the best **revenue and profit**, not merely the cheapest clicks.

Google itself recommends regularly checking campaign performance after changing budgets and using its budget/performance planning tools to assess potential changes.

Weeks 9–12 — Scale winners

Spend: ~$1,600

At this point there should be evidence about:

- Best keywords
- Best products
- Best customer segments
- Best advertisements
- Best landing pages
- Best geographic markets

Put the remaining money behind those winners.

If Google Search is clearly producing profitable customers, increase its share.

If Meta retargeting produces exceptionally inexpensive sales, shift more of the reserve there.

Do not spend money simply because the budget is available.

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14. Audience strategy

I would test three primary audiences.

Audience A — High-intent DIY shoppers

Highest priority

People actively searching for specific repair parts/products.

This is where Google Search gets the largest allocation.

Audience B — Home-improvement enthusiasts

People interested in:

- DIY
- home improvement
- home renovation
- woodworking
- plumbing
- electrical repair
- maintenance
- tools

The precise interests depend on the actual ACME product catalog.

Audience C — Existing customers/website visitors

Highest expected efficiency

These people already know ACME.

Retarget:

- Website visitors
- Product viewers
- Cart abandoners
- Existing customers

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15. What I would NOT spend the $4,000 on

With this budget, I would avoid:

❌ Radio advertising
❌ Television
❌ Billboards
❌ Newspaper ads
❌ Broad untargeted display advertising
❌ Expensive direct-mail campaigns
❌ Influencer campaigns
❌ Sponsorships
❌ Large-scale branding campaigns

Those channels may have value for a larger budget, but they make it much harder to determine whether the $4,000 actually generated sales.

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16. The most important experiment

The underlying hypothesis is:

> **Sales declined partly because ACME isn't reaching its ideal customer.**

Don't assume that's true.

Test it.

Create a baseline report showing:

Current customers

- Where did they come from?
- What did they buy?
- Average order value?
- New vs. repeat?
- Geographic distribution?

Then compare those customers against people responding to the new campaign.

If the new campaign produces substantially more **homeowners interested in DIY repair**, we have evidence that the targeting problem was real.

If traffic improves but sales don't, the problem may instead be:

- Product selection
- Pricing
- Website usability
- Checkout
- Shipping
- Trust
- Product descriptions
- Inventory
- Conversion rate

That distinction could save the company from wasting another quarter on advertising.

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17. Recommended ad positioning

I'd make the campaign's central identity:

ACME Home Supplies

Fix It Yourself. Get It Done.

Supporting message:

> **The parts you need for your next DIY home repair.**
> Order online or call 888-555-1234.
> **Free shipping on orders over $25.**
> Local? **Free pickup in Montgomery.**

This directly connects the product with the customer's motivation rather than trying to compete as a generic home-supply retailer.

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18. Success dashboard for the boss

Every Monday, management should receive a one-page report:

Metric	Target
Quarterly sales growth	**+5%**
Minimum acceptable growth	**+3%**
Marketing spend	**≤ $4,000**
Revenue from paid campaigns	Track weekly
ROAS	Establish from margin
Cost per acquisition	Establish from margin
Average order value	Increase/maintain
Conversion rate	Improve
Free-shipping threshold orders	Increase
Repeat-customer sales	Increase

Decision rule

Don't ask "Did our ads get clicks?"

Ask:

> **"Which campaign generated profitable incremental sales?"**

That becomes the basis for every budget decision.

Bottom line

I would put the **$4,000 behind measurable, high-intent customer acquisition**, rather than traditional advertising:

$2,200 Google Search → $700 Meta → $400 retargeting → $250 creative → $150 email → $200 conversion/tracking → $100 optimization reserve.

The campaign's competitive message should be **DIY + convenience + free shipping over $25**, with the phone number and local pickup prominently included.

The biggest strategic change is that ACME should stop treating advertising as primarily an awareness exercise. With a $4,000 ceiling and a 5% sales target, **every dollar needs to be connected to a measurable purchase or a very strong purchase-intent signal**.

For the local market, Montgomery's current Census data supports a meaningful homeowner audience, but the national opportunity should remain the priority because ACME can ship throughout the U.S.