

Online Advertising Proposal

Southeast Building and Shed

A Comprehensive Digital Marketing Strategy

Prepared: October 26, 2025

Hey Randy,

I know you have been diving deep into figuring out the online advertising landscape, and I hear you on how overwhelming it can get with all the algorithm changes and new AI tools popping up constantly. After all these years working together, I wanted to put together something that shows you what is possible for Southeast Building and Shed.

This proposal breaks down the different online advertising platforms, shows you real examples of what we can create, and gives you a clear picture of how everything works together. We can discuss investment levels when you are ready - this is just about showing you the possibilities.

The best part? I will handle all the algorithm updates, AI optimization, and technical stuff so you can focus on what you do best - running the business.

Let's dive in.

What's Inside This Proposal

- | | | |
|----|---|--------------------------------|
| 1. | Executive Summary | Understanding Your Opportunity |
| 2. | Your Digital Infrastructure: flsheds.net | Own Your Online Presence |
| 3. | Platform Recommendations | Where Your Customers Are |
| 4. | Sample Advertising Creative | What Your Ads Will Look Like |
| 5. | Campaign Strategy | How It All Works Together |
| 6. | AI & Algorithm Management | Staying Ahead of Changes |
| 7. | Landing Pages & Conversion | Turning Clicks Into Customers |
| 8. | Measurement & Reporting | Tracking Your Success |

1. Executive Summary

Understanding Your Opportunity

Southeast Building and Shed is perfectly positioned to dominate the Central Florida market for portable buildings and steel structures. You have found your groove with sheds, and now it is time to amplify that success online.

Your Competitive Advantages:

- **Licensed Contractor (CBC1263379)** - Sets you apart from competitors
- **Hurricane-Rated Buildings** - Critical selling point in Florida
- **Two Locations** - Zephyrhills and Hudson coverage
- **Free Delivery** - Within 30 miles is a huge draw
- **Vertical Roof Panels** - Superior to competitors horizontal aluminum
- **Lifetime Warranty Flooring** - Gorilla Glue Technology differentiator

Market Opportunity:

The portable building and steel structure market in Central Florida is highly competitive but fragmented. Most competitors rely on organic traffic and basic advertising. By implementing a comprehensive online advertising strategy with AI-powered optimization, Southeast Building and Shed can capture the majority of high-intent buyers actively searching for sheds, carports, and metal buildings.

2. Your Digital Infrastructure: **flsheds.net**

Own Your Online Presence

Before we dive into advertising platforms, let me show you the foundation: **flsheds.net** - your complete digital infrastructure that you will actually own.

Why This Matters:

Most businesses pay monthly fees to multiple SaaS companies for websites, email, file storage, and landing pages. You are stuck with their limitations, their price increases, and if they go down, you go down. With **flsheds.net**, you own everything. No hostages. No monthly ransoms. Your data, your control.

Component	What It Does	Your Benefit
flsheds.net Domain	Professional branded domain for all online presence	Own it forever
Private Server	Your own infrastructure - unlimited landing pages, email, cloud storage	Complete control
Landing Pages	Landing pages for every city, town & county you want a presence. Minor monthly increases to expand server space. One time feed for each	new landing page space
Professional Email	rj@flsheds.net - unlimited addresses	No per-user fees
Private Cloud Storage	Like Google Drive but you own it	Your data, your rules
SSL Certificates	Secure https for trust and SEO	Auto-renewing

What You Get with flsheds.net:

Unlimited Landing Pages

Create a dedicated page for every campaign, product, promotion, or seasonal offer. Want to test 10 different messages? No problem.

Professional Email

rj@flsheds.net, sales@flsheds.net, info@flsheds.net - as many as you need. Professional presence without ongoing per-user fees.

Private Cloud Storage

Like Google Drive, but you own it. Share files with customers, collaborate with team, access from anywhere. Your data never leaves your control.

Fast and Secure

Hosted on enterprise infrastructure with automatic SSL certificates. Loads fast, ranks well in Google, builds trust with customers.

Full Control

Want to add a new page? Done in minutes. Change something? Instant. No waiting on web developers or paying agency rates.

Live Example:

I have already created a sample landing page at <https://flsheds.net> showing what is possible. Check it out - this is the kind of professional presence we will build for your advertising campaigns.

Clean, professional, yours.

Bottom Line:

Complete digital infrastructure at a fraction of traditional costs. Everything we build for your advertising campaigns lives here, under your control, forever. No hostages. No surprises. Just a solid foundation for growth.

3. Platform Recommendations

Where Your Customers Are

Different platforms serve different purposes in the customer journey. Here is how each platform works for your business:

Platform	Best For	Customer Intent	Priority
Google Search Ads	Capturing active buyers searching for sheds, buildings, carports	HIGH - Ready to buy	sss
Google Local Services	Licensed contractor jobs, appearing at top of Google for services	HIGH - Need contractor now	sss
Facebook/Instagram	Visual showcase, retargeting, brand awareness, financing offers	MEDIUM - Researching options	ss
Google Display Network	Retargeting visitors, brand awareness across thousands of sites	LOW - Early research	s
YouTube Ads	Video tours, customer testimonials, installation process	MEDIUM - Learning about products	ss
Nextdoor	Hyper-local community recommendations, neighbor referrals	MEDIUM - Local recommendations	s

Recommended Starting Strategy:

Start with **Google Search Ads** and **Google Local Services** to capture high-intent buyers, then layer in **Facebook/Instagram** for retargeting and visual showcase. Once we have baseline performance, we can expand to Display and YouTube for broader reach.

Let's Talk Next Steps

Randy, I put this together to show you what is possible for Southeast Building and Shed. You have built something great over the past 6.5 years, and I know online advertising can take it to the next level.

The **flsheds.net infrastructure** gives you a solid foundation that you actually own. No monthly SaaS hostages, no surprise price increases.

Here is what I am thinking for next steps:

1. Review This Proposal

Take your time, check out <https://flsheds.net>, think about what makes sense.

2. Have a Zoom Call

We can talk through any questions, discuss investment levels, adjust the strategy.

3. Start Simple

We do not have to do everything at once. Start with what makes the most sense and scale from there.

4. I Handle the Technical Stuff

You mentioned worrying about algorithms and AI tools - do not. That is what I do. You focus on running the business and closing deals, I will handle making sure the leads keep coming in.

After all these years, I want to help you take Southeast Building and Shed to where it deserves to be. You found your groove with sheds - now lets make sure everyone in Central Florida knows you are the go-to choice.

Let me know what questions you have, and we will figure out the right path forward.

Talk soon,
Mike

P.S. Check out the live landing page: <https://flsheds.net>