



Marketing Plan

Current Stats

- 5,300 Facebook Followers
 - *4% of service area population*
 - *10% of households (if 1 follower to household)*
- Waste Connections (Local) 1.1K, (National) 18K
- Boss 2.3K
- Rumpke (Lex) 753, (National) 39K

Search Rankings

1. Rumpke
2. Republic (Not Available)
3. Waste Connections
4. Boss



Web Traffic

Waste Connections

- *3,500-7,500 visits per month*

Rumpke

- *800-1,200 visits per month*

Boss

- *1,200-2,500 visits per month*

SWOT Analysis: MillsBrothers Garbage Inc.

● Strengths (Internal)

Local Reputation: As a family-owned/local business, Mills possesses a level of community trust that corporate entities lack. In rural Kentucky, "knowing your garbage man" is a significant retention factor.

Operational Flexibility: Unlike Rumpke, which has rigid corporate policies, Mills can offer more personalized service, such as flexible pickup times or specialized handling for local businesses.

Lower Overhead: Being a smaller operation allows for more competitive pricing on high-margin services like roll-off dumpster rentals for residential renovations.

● Weaknesses (Internal)

Digital Visibility Gap: Mills' web presence is minimal compared to competitors. Without a robust SEO strategy, they likely miss out on "near me" searches from new residents moving into the tri-county area.

Limited-Service Diversification: Larger firms offer "single-stream" recycling and specialized hazardous waste disposal. Mills' focus is primarily on traditional hauling, which may limit their appeal to eco-conscious or industrial clients.

Scaling Resource Constraints: Marketing efforts are likely hampered by a lack of dedicated staff; the same people managing the routes are often managing the phone lines and Facebook page.

Opportunities (External)

Content Marketing: There is a massive opportunity to use Facebook and Instagram to show the locality of the business with photos of trucks at local landmarks, driver spotlights, and participating in community events.

Targeted Google Ads: By using keywords like "*cheap dumpster rental Knox County*," Mills can outmaneuver competitors for specific, high-intent local leads at a lower cost per click.

Referral Programs: Implementing a "Refer-a-Neighbor" discount can utilize their existing loyal customer base to grow their residential routes organically.

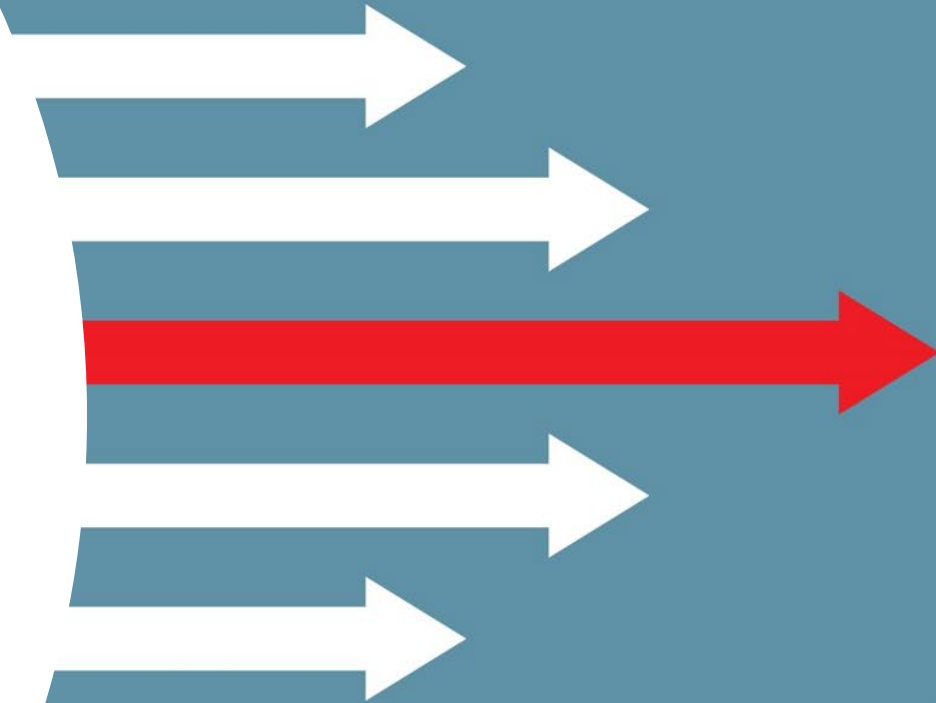
Threats (External)

Corporate Aggression: Companies like Rumpke and Waste Connections have massive "M&A" (Mergers and Acquisitions) budgets. They can afford to temporarily lower prices or flood the local market with ads to squeeze out independent haulers.

Regulatory Pressure: Increasing Kentucky state environmental regulations regarding landfills and emissions can be more burdensome (cost-wise) for small businesses than for national ones with automated upgrades.

Economic Volatility: Rising fuel costs in hit smaller companies harder.

*Marketing
Strategy*



Community Involvement

- More active involvement in local events, civic organizations, and local schools.
- If a \$500 banner is seen by 20,000 people over a school year (including football, basketball, and graduation), your CPM is roughly **\$25**.

The Math:

- **Investment:** \$1,000 (Banner + Program Ad)
- **Target:** 5 new residential contracts or 2 dumpster rentals.
- **Customer Lifetime Value (CLV):** A residential customer paying \$25/m for 3 years is worth **\$900**.
- **Break-even:** You only need **2 long-term residential sign-ups** from the entire sports season to recover your initial \$1,000 investment.

Based on regional data, you can project a **300% ROI** within the first 12 months when factoring in the lifetime value of new residential routes.



Social Media

SMART Goal for Social Media Growth

Specific: Increase total Facebook followers and monthly engagement (likes/shares).

Measurable: Grow from 5,300 to 6,000 followers and maintain a 3% engagement rate.

Attainable: Achieve this by posting 3 times per week and running \$100/month in boosted local posts.

Relevant: Higher social visibility leads to more organic "word-of-mouth" referrals in local Facebook groups.

Time-Bound: Reach these metrics within the next 6 months.

*Consider using students to manage social channels



Driver Spotlights: Post a photo of a driver with a short bio (e.g., "Meet Tommy, he's been driving routes in Girdler for 100 years and loves UK basketball"). This builds "neighborly" trust that corporate giants like Rumpke cannot replicate.



Community Involvement: Post photos of Mills trucks at local high school football games or sponsoring community clean-up days.



Response Strategy: Ensure every comment, positive or negative, is replied to within 24 hours. This signals to the Facebook algorithm that the page is active and helpful, increasing your organic reach in local newsfeeds.



Lead Forms: Use Facebook Lead Ads so customers can request a quote without leaving the app. This significantly increases conversion rates for mobile users.



Weather & Holiday Alerts: Create branded, easy-to-read graphics for holiday delays or snow days. Encourage followers to "Share" these posts to local community groups (e.g., "Barbourville Word of Mouth").

Staying Ahead

Optimize the Google Business Profile by uploading fresh photos of branded trucks and the Girdler facility monthly. (Claim if not already)

Upgrade to high-contrast, reflective decals. Include a "Call for Quote" phone number in large, legible font.

Email Marketing: Use a tool like Mailchimp to send a quarterly newsletter to existing residential customers. Include holiday schedules, "Pro-Tips" for waste reduction, and a "Refer-a-Friend" coupon.

Strategic Partnerships: Partner with local real estate agents and property managers. Provide them with "New Homeowner" packets that include a Mills Garbage magnet and a "First Month Free" coupon for new residents.

Chamber of Commerce Integration: Actively participate in the Knox County and Laurel County Chambers. This isn't just for networking; it allows the business to be the "preferred vendor" listed on municipal and commercial resource pages.

Automation

Everyone loves email (but not a lot of it)

- **Proactive Notifications:** Use automated SMS or email alerts for holiday delays, weather interruptions, or "truck in your area" updates. This reduces office call volume and builds immense trust.
- **Self-Service Portals:** Implement a section on the website where residents can pay bills, report a missed pickup, or request a bulky item removal without needing to call.
- **Route Optimization:** Use digital routing tools to combat rising fuel costs. Shaving just **5%** off total mileage via optimized pathing can significantly protect profit margins.
- **Phone Automation:** By using an answering service or chatbot, you can advertise "24/7 Local Support" on your website and Facebook page. This creates a massive competitive advantage over other local haulers who only answer the phone during limited office hours, positioning Mills as the most reliable option in the Girdler and Barbourville area.

Keys to Success

1. Web Presence

Goal: Hit 1,000 monthly website visits and reach the **Top 3** of the Google Search Rankings for Knox County by October 2026.

- **Specific:** Target high-intent keywords like *"dumpster rental Barbourville"* and *"trash service Knox ky."*
- **Measurable:** Track CTA hits and "Contact Form" submissions in Google Analytics.
- **Achievable:** Accomplished by adding location-specific landing pages and collecting 5 new Google reviews per month.
- **Relevant:** Being the first name seen on a smartphone is the fastest way to capture new residents.
- **Time-bound:** To be fully operational and ranking by the 6-month mark.

2. Fleet & Physical Branding

Goal: Deploy **new reflective wraps** on 100% of the active fleet and generate **10 unique inquiries** per month via a dedicated truck promo by December 2026.

- **Specific:** Update all trucks with high-contrast branding and a visible call-to-action.
- **Measurable:** Use a unique promo specifically for truck decals to count inbound leads.
- **Achievable:** Fleet updates can be rolled out one truck at a time to manage budget.
- **Relevant:** In rural KY, your trucks are your most consistent source of brand impressions.
- **Time-bound:** Completion of all wraps and tracking setup by year-end.



Keys to Success

3. Community Integration

Goal: Secure **three official sponsorships** at local high school sporting events and achieve a **15% engagement rate** on "Community Spotlight" Facebook posts by the end of the 2026 Fall sports season.

- **Specific:** Sponsor Knox, Whitley, and Laurel athletics with field banners and produce consistent spotlight posts.
- **Measurable:** Count social media "shares" and "likes" on posts featuring local drivers or community events.
- **Achievable:** Costs are low (\$500-\$1,500 per school) and build massive local goodwill.
- **Relevant:** Positions Mills as the "neighborly" alternative to national corporate haulers.
- **Time-bound:** Aligned with the start of the August/September sports calendar.

4. Responsiveness

Goal: Reduce lead response time to **under 2 hours** for all digital inquiries and achieve a **95% customer retention rate** through the implementation of automated holiday alerts by December 2026.

- **Specific:** Use a basic CRM or answering service to ensure no web lead goes unanswered during business hours.
- **Measurable:** Track time-to-response in an Excel log; monitor monthly sign-ups and cancellations.
- **Achievable:** Can be done using simple automation tools or a part-time virtual receptionist.
- **Relevant:** Speed is the #1 factor in winning dumpster rental contracts over slow corporate giants.
- **Time-bound:** System to be fully integrated and tested before January 1, 2027.

