

## PPC Plan Export

### Full £5,000 Budget Plan (Optimal Mix Under £60 CPA)

Channel Breakdown:

#### **A. Search (Always On) – £1,940**

- Parcel Lockers (A/C/X)
- Delivery Lockers
- Workplace Smart Lockers
- Luggage Lockers
- Padel Lockers

Bid Strategy: Target CPA (£50–£60)

Expected MQLs: ~90

#### **B. Retargeting – £1,560**

- 40% Display (GDN)
- 30% YouTube short-form
- 30% Meta retargeting

Offers:

- Smart Locker ROI Calculator
- Padel Automation Checklist
- Workplace Storage Planner

Expected CPA: ~£30

Expected MQLs: ~52



### **C. Paid Social Prospecting – £1,500**

Channels:

- LinkedIn (FMs, Ops, Padel Owners, Hostel Owners)
- Meta interest + lookalikes

Creative angles:

- Problem → Automation → Outcome
- Case studies
- Segment visuals

Expected CPA: £50–£60

Expected MQLs: 25–30



## Negative Keyword + Bid Strategy

### A. Mandatory Negative Keywords

#### **General:**

free, DIY, cheap, second hand, ebay, amazon, wiki, meaning, definition, youtube

#### **Industry-specific:**

school lockers, gym lockers, metal cabinet, ikea storage, college lockers, changing rooms, furniture, shelving

#### **Padel:**

padel lessons, padel coaching, rackets (unless rental), padel clubs near me, padel tournaments

#### **Parcel/Delivery:**

royal mail jobs, courier jobs, post office near me, amazon locker (optional)

#### **Workplace:**

office desk, office chairs, workspace design agency

### **B. Bid Strategy**

High intent:

- Maximise Conversions (tCPA £55–£60)

Awareness terms:

- Maximise Clicks with CPC caps

Low-volume campaigns:

- Manual CPC (20–40p)



## Creative & Messaging Map

### A. Parcel Lockers

Pain: Failed deliveries, staff time

Value: Automation, uptime

Hooks: Cut parcel chaos by 70%. Automate deliveries. No more missed parcels.

Offer: Parcel Locker ROI Calculator

### B. Delivery Lockers

Pain: Last-mile inefficiency

Value: 24/7 pickup, audit chain

Hooks: Slash failed deliveries. Courier-ready access.

Offer: Last-Mile Automation Playbook

### C. Workplace Smart Locker

Pain: Hybrid chaos

Value: Automation, space saving

Hooks: Free 10–30% office space. Solve hybrid chaos.

Offer: Workplace Storage Planner

### D. Luggage / Hostel Lockers

Pain: Staff cost, lost items

Value: Self-service, revenue

Hooks: Zero-staff guest lockers. Revenue-generating storage.

Offer: Hostel Automation Checklist

### E. Padel Lockers

Pain: Queueing, rental friction

Value: Automated racket rental

Hooks: Automate hire in 30 seconds. Capex-free padel automation.

Offer: Padel Revenue Booster Guide

