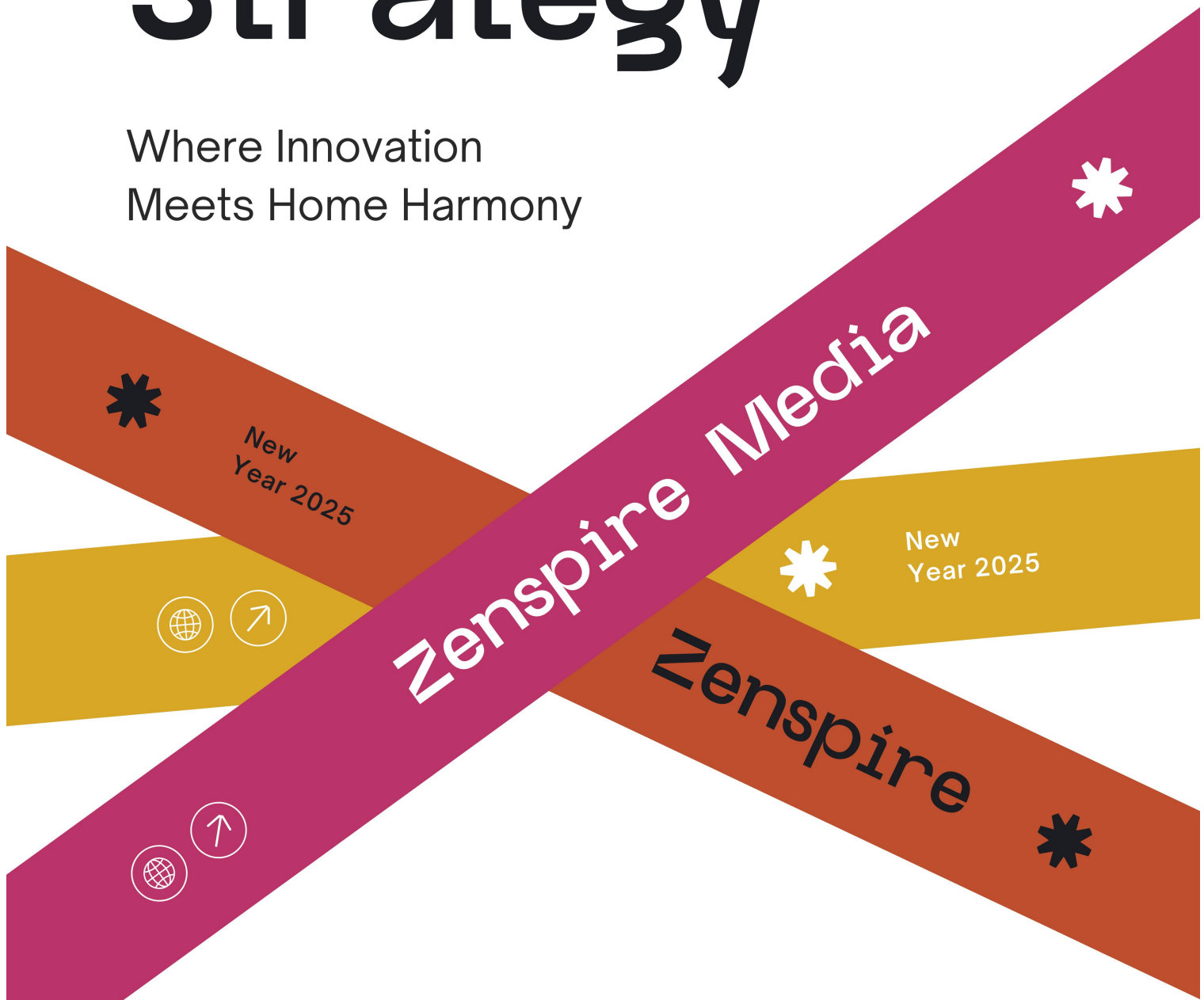


# 2025 Marketing Strategy

Where Innovation  
Meets Home Harmony





The smart home market is projected to grow by 15% annually, reaching \$200 billion by 2025.

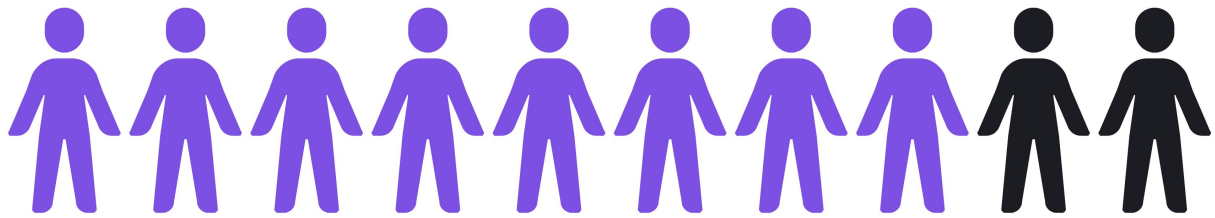
## Industry Trends

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## Opportunities

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80% of smart home users are between 24-30 years old



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Urban Professionals

Tech-savvy

Research-oriented

Energy Saving

Early Adopters

Young Couple

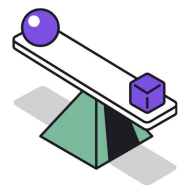


# Fauget Company dominate the smart home market



## Strengths and Weaknesses

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## What Sets Borcelle Corp Apart

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Provide clear targets for Borcelle Corp's marketing efforts, ensuring a focus on both web traffic and revenue growth within specific timeframes.



# 30%



Increase website traffic within the next 6 months

# 20%



Increase in sales revenue within the next year

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## Product

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## Price



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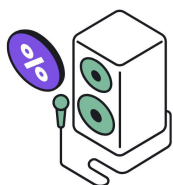
## Place

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## Promotion



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## Search Engine Optimization



## Search Engine Optimization



## Email & Content Marketing

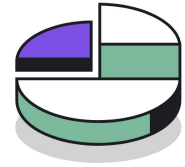


## Pay-Per-Click Advertising

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# \$265,000 Total Budget Allocation



**25%** Search Engine Optimization

**45%** Social Media Marketing

**18%** Email & Content Marketing

**12%** Pay-Per-Click Advertising

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# Connect With Us



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