

Wellington Decorators Marketing Plan 2026

Prepared by: OpenClaw Marketing Intelligence

Date: February 2026

Client: Wellington Decorators Limited

Website: wellingtondecorators.co.nz

Executive Summary

Wellington Decorators is a well-established painting company founded by Khai Do in 2008. With Registered Master Painters certification, 5-Year Workmanship Guarantee, and Resene Eco Decorator accreditation, the company has strong differentiators in the Wellington market. This plan outlines a 12-month integrated marketing strategy to increase leads, brand awareness, and market share.

1. Situation Analysis

1.1 Company Profile

Attribute	Details
Founded	2008
Founder	Khai Do
Location	1 Comber Place, Johnsonville, Wellington 6037
Service Areas	Wellington City, Lower Hutt, Upper Hutt, Porirua, Kāpiti Coast
Phone	027 458 6465
Email	info@wellingtondecorators.co.nz

1.2 Services Offered

Residential: - Interior House Painting - Exterior House Painting - Roof Painting - Paint Stripping - Plastering & GIB Stopping - Wood Staining

Commercial: - New Builds Painting - Office Painting - Retail Painting

1.3 Unique Selling Propositions (USPs)

1. **Registered Master Painters** - NZ Certified, proven expertise
2. **5-Year Workmanship Guarantee** - Industry-leading warranty
3. **Resene Eco Decorator** - Eco-friendly certified practices
4. **Free Color Consultation** (\$250 value)
5. **Premium Paints** - Resene & Dulux only
6. **Strong Reviews** - Multiple 5-star Google reviews

1.4 SWOT Analysis

Strengths	Weaknesses
✓ Master Painters certification	⚠ Limited brand awareness outside Wellington City
✓ 5-year guarantee (competitors offer 3-year)	⚠ No video content/YouTube presence
✓ Eco-friendly certification	⚠ Social media engagement could be higher
✓ 17+ years experience	⚠ Dependent on referrals and Google
✓ Strong Google reviews	
✓ Active blog with SEO content	

Opportunities	Threats
🎯 Local SEO dominance in suburbs	⚡ Strong competition (ZR, Complete Homes, VH Painting)
🎯 Video marketing (before/after)	⚡ Price competition from smaller operators
🎯 Commercial sector expansion	⚡ Economic downturn affecting renovation budgets

Opportunities	Threats
🎯 Kāpiti Coast market growth	⚡ Material cost inflation
🎯 Seasonal campaign optimization	

1.5 Competitor Analysis

Competitor	Rating	Warranty	Key Differentiator
ZR Decorating Services	5.0 (40+)	5-year	Master Painters, SiteWise Gold
Complete Homes Painting	5.0 (30+)	Unknown	Resene Eco-Decorator, spray painting
VH Painting Services	4.9 (60+)	3-year	15+ years, heritage specialist
Paradise Painting Services	4.9 (30+)	Unknown	Dulux Accredited, 19+ years
Red Owl Painters	4.8-5.0	Unknown	Fixed-price quotes
Wellington Decorators	5.0 ★	5-year	Eco + Master + Guarantee combo

Competitive Advantage: Wellington Decorators is one of the FEW companies with ALL THREE certifications (Master Painters + Eco Decorator + 5-Year Guarantee). This triple-credential should be the primary messaging focus.

2. Marketing Objectives (SMART)

Primary Goals (12 months)

Objective	Metric	Target	Baseline
Increase leads	Monthly quote requests	+50%	Establish baseline Q1

Objective	Metric	Target	Baseline
Improve local SEO	Google Map Pack ranking	Top 3 for "painters wellington"	Current: TBD
Grow reviews	Google reviews	100+ total	Current: ~40-50
Increase traffic	Monthly website visitors	+40%	Establish baseline Q1
Social followers	Instagram followers	1,000+	Current: TBD
Commercial leads	Commercial project inquiries	2+ per month	Establish baseline

Secondary Goals

- Establish YouTube presence with project videos
- Build email list of 500+ subscribers
- Achieve 10+ referral partnerships (real estate agents, builders)

3. Target Audience

3.1 Primary Persona: "The Quality Homeowner"

Attribute	Details
Demographics	35-65 years, homeowners, household income \$100k+
Location	Wellington City, Lower Hutt, Johnsonville, Karori, Miramar
Psychographics	Values quality over price, researches thoroughly, reads reviews
Pain Points	Previous bad experiences with painters, worried about mess, time
Triggers	Planning to sell, just bought, weatherboard deterioration,

Attribute	Details
	renovation
Channels	Google search, Facebook, word of mouth, Neighbourly

3.2 Secondary Persona: “The Property Investor”

Attribute	Details
Demographics	40-60 years, owns 2+ properties, business-minded
Needs	Fast turnaround, reliable scheduling, bulk pricing
Channels	Google, property investor groups, referrals

3.3 Commercial Persona: “The Facilities Manager”

Attribute	Details
Demographics	Works for SME or property management company
Needs	Health & safety compliance, minimal disruption, documentation
Channels	Google, LinkedIn, industry associations

4. Channel Strategy

4.1 Channel Mix & Budget Allocation

Channel	Priority	Budget %	Purpose
Google Ads (Search)	High	35%	Capture high-intent leads
Local SEO	High	15%	Long-term organic visibility
Content/Blog	Medium	15%	SEO + trust building

Channel	Priority	Budget %	Purpose
Facebook/Instagram	Medium	15%	Brand awareness, remarketing
Email Marketing	Low	5%	Nurture, seasonal campaigns
Referral Program	Medium	10%	Partner incentives
Video/YouTube	Low	5%	Trust building

4.2 Suggested Monthly Budget

Scenario	Monthly Budget	Annual Budget
Conservative	\$2,000-3,000	\$24,000-36,000
Moderate	\$4,000-6,000	\$48,000-72,000
Aggressive	\$8,000-10,000	\$96,000-120,000

5. SEO Strategy

5.1 Target Keywords

Primary Keywords (High Priority): | Keyword | Intent | Strategy | |———|———|———| | painters wellington | High | Homepage + GMB | | house painters wellington | High | Homepage | | interior painters wellington | High | Service page | | exterior house painting wellington | High | Service page | | painting company wellington | High | Homepage |

Long-tail Keywords (Blog Content): | Keyword | Content Type | |———|———|———| | how much does it cost to paint a house in wellington | Blog + Calculator tool | | best exterior paint for wellington weather | Blog | | how to choose a painter in nz | Blog | | registered master painters wellington | Service page | | eco friendly painting wellington | Service page |

Local Keywords (Suburb Focus): - painters lower hutt - house painting upper hutt - painters porirua - painters kapiti coast - painters johnsonville - painters karori - painters miramar

5.2 Local SEO Action Plan

Google Business Profile Optimization: - Add all services as products - Upload 50+ project photos (before/after) - Post weekly updates - Respond to all reviews within 24 hours - Add service area coverage

Citation Building: - Yellow Pages NZ - NoCowboys - Builderscrack - Neighbourly - Localist - Master Painters NZ directory

Review Generation: - Implement post-job review request (email + SMS) - Create QR code cards for on-site review requests - Goal: 5+ new reviews per month

5.3 Technical SEO

- Ensure mobile-first responsive design
- Optimize Core Web Vitals (LCP < 2.5s, CLS < 0.1)
- Implement JSON-LD schema (LocalBusiness, Service, Review)
- Create XML sitemap
- Ensure HTTPS across all pages
- Fix any 404 errors (services page showed 404)

5.4 Content Strategy

Monthly Blog Target: 4 articles

Content Pillars: 1. **How-To Guides** - DIY tips, prep guides 2. **Cost Guides** - Pricing transparency builds trust 3. **Inspiration** - Color trends, before/after galleries 4. **Local Focus** - Suburb-specific content for SEO 5. **Expert Advice** - Why hire professionals, paint selection

Content Calendar Q1 2026:

Week	Topic	Target Keyword
Feb W1	How Much Does House Painting Cost in Wellington 2026?	house painting cost wellington
Feb W2	Best Exterior Paint Colors for Wellington Weather	exterior paint wellington
Feb W3	Interior Painting: What to Expect	interior painters wellington

Week	Topic	Target Keyword
	from Professional Painters	
Feb W4	Why Hire Registered Master Painters?	registered master painters nz
Mar W1	Complete Guide to Roof Painting in Wellington	roof painting wellington
Mar W2	Lower Hutt Painting Guide: Local Tips & Costs	painters lower hutt
Mar W3	Spring Painting Preparation Checklist	spring painting nz
Mar W4	Eco-Friendly Painting: What Resene Eco Decorator Means	eco painting wellington

6. Paid Advertising Strategy

6.1 Google Ads Campaigns

Campaign Structure:

Account: Wellington Decorators

- └─ Campaign 1: Search - Residential (High Priority)
 - | └─ Ad Group: Painters Wellington
 - | └─ Ad Group: House Painting Wellington
 - | └─ Ad Group: Interior Painting
 - | └─ Ad Group: Exterior Painting
- └─ Campaign 2: Search - Commercial
 - | └─ Ad Group: Commercial Painters
 - | └─ Ad Group: Office Painting
- └─ Campaign 3: Search - Suburbs
 - | └─ Ad Group: Painters Lower Hutt
 - | └─ Ad Group: Painters Upper Hutt
 - | └─ Ad Group: Painters Porirua
- └─ Campaign 4: Local Services Ads (LSA)
 - | └─ Pay-per-lead model
- └─ Campaign 5: Display Remarketing
 - | └─ Website visitors (30 days)

Ad Copy Framework:

Headline 1: Painters Wellington | Master Painters

Headline 2: 5-Year Workmanship Guarantee

Headline 3: Free Colour Consultation (\$250 Value)

Description: Registered Master Painters with 17+ years experience. Eco-friendly practices. Premium Resene & Dulux paints. Get your free quote today!

Extensions: - Sitelinks: Residential, Commercial, Projects, About Us - Callout: 5-Year Guarantee, Free Quotes, Master Painters - Call: 027 458 6465 - Location: Johnsonville, Wellington

Budget Recommendation: - Start: \$100-150/day - Target CPA: \$50-80 per qualified lead - Adjust based on conversion data

6.2 Facebook/Instagram Ads

Campaign Types:

1. Awareness Campaigns

- Before/after project videos
- Target: Wellington region, homeowners 35-65
- Objective: Video views, reach

2. Lead Generation

- Carousel ads showing projects
- Lead form: Name, email, phone, suburb, project type
- Offer: Free color consultation

3. Remarketing

- Target website visitors (7, 14, 30 days)
- Show testimonials, completed projects

Creative Ideas: - Time-lapse videos of painting projects - Before/after slider images - Customer testimonial videos - "Day in the life" of painting crew

7. Social Media Strategy

7.1 Platform Priorities

Platform	Priority	Purpose	Posting Frequency
Facebook	High	Lead gen, community	3-4x/week
Instagram	High	Portfolio, inspiration	4-5x/week
Google Business	High	Local SEO	2x/week
LinkedIn	Medium	Commercial clients	1x/week
YouTube	Low (Growing)	Trust, SEO	2x/month

7.2 Content Pillars for Social

1. **Project Showcases** (40%) - Before/after, progress shots
2. **Tips & Education** (25%) - Painting tips, color advice
3. **Behind the Scenes** (20%) - Team, process, culture
4. **Testimonials** (10%) - Customer reviews, stories
5. **Promotional** (5%) - Seasonal offers, CTAs

7.3 Instagram Content Ideas

- Reels: Time-lapse transformations (30-60 sec)
- Carousels: Before/After galleries
- Stories: Daily project progress
- Highlights: Residential, Commercial, Reviews, Process

8. Email Marketing Strategy

8.1 Email List Building

- Website popup: "Get Our Free Color Trend Guide 2026"
- Quote follow-up sequence
- Past customer database import

8.2 Email Sequences

Sequence 1: New Lead Nurture (7 emails) 1. Day 0: Thank you + What to expect 2. Day 2: Why choose Master Painters? 3. Day 4: Our 5-Year Guarantee explained 4. Day 7: Customer success story 5. Day 10: Common painting questions answered 6. Day 14: Seasonal reminder 7. Day 21: Special offer

Sequence 2: Seasonal Campaigns - August: "Spring Painting Specials" - November: "Summer Exterior Season" - February: "Autumn Touch-ups" - May: "Winter Interior Projects"

9. Seasonal Campaign Calendar

NZ Painting Seasons

Season	Months	Focus	Campaign
Summer	Dec-Feb	Exterior painting peak	"Summer Exterior Special"
Autumn	Mar-May	Pre-winter prep	"Autumn Touch-up Package"
Winter	Jun-Aug	Interior focus	"Winter Interior Makeover"
Spring	Sep-Nov	Exterior prep season	"Spring Refresh Campaign"

Campaign Ideas

Spring Campaign (Sep-Nov): - "Spring Refresh - Book Now for Summer Exterior" - 10% early bird discount for November bookings - Push exterior painting before summer rush

Summer Campaign (Dec-Feb): - "Summer Exterior Season - Premium Weather Window" - Showcase completed exterior projects - Limited availability messaging

Autumn Campaign (Mar-May): - "Protect Your Home Before Winter" - Focus on weatherproofing, roof painting - Urgency: Wellington weather messaging

Winter Campaign (Jun-Aug): - "Winter Interior Transformation" - "Perfect Time for Interior Projects" - Discounts for off-peak bookings

10. Referral & Partnership Strategy

10.1 Strategic Partners

Partner Type	Target	Value Proposition
Real Estate Agents	10 agents	Pre-sale painting increases value
Property Managers	5 companies	Reliable, insured, professional
Builders	5 builders	Quality finish for new builds
Interior Designers	3-5 designers	Premium execution
Home Stagers	2-3 stagers	Fast, clean, reliable

10.2 Referral Program

Customer Referral: - \$100 gift voucher for successful referral - Referee gets 5% discount on first job

Partner Referral: - 5% commission on referred jobs - Priority scheduling

11. Key Performance Indicators (KPIs)

Monthly Dashboard Metrics

Metric	Target	Tracking
Website visits	+10% MoM	Google Analytics
Quote requests	+15% MoM	Form submissions
Google ranking (painters wellington)	Top 5	SEMrush/Ahrefs
Google reviews	+5/month	Google Business
Social followers	+50/month	Native analytics
Email open rate	25%+	Email platform
Cost per lead (Google Ads)	<\$80	Google Ads
Conversion rate (website)	3%+	Analytics

Quarterly Review Points

- Q1: Baseline establishment, campaign launch
 - Q2: Optimization based on data
 - Q3: Scale successful campaigns
 - Q4: Annual review, 2027 planning
-

12. Implementation Timeline

Month 1-2: Foundation

- Google Business Profile optimization
- Website technical SEO audit & fixes
- Set up Google Analytics 4 + conversion tracking
- Launch Google Ads campaigns (start small)
- Create content calendar
- Set up email marketing platform

Month 3-4: Growth

- Scale Google Ads based on performance
- Launch Facebook/Instagram ads
- Publish 8 blog posts
- Begin citation building

- Implement review generation system
- Start partner outreach

Month 5-6: Optimization

- A/B test ad creatives
- Optimize landing pages
- Launch remarketing campaigns
- Create first video content
- Review and adjust strategy

Month 7-12: Scale & Iterate

- Double down on winning channels
 - Expand to commercial marketing
 - Build YouTube presence
 - Develop case studies
 - Q4 planning for 2027
-

13. Budget Summary

Recommended Annual Budget (Moderate Scenario)

Category	Monthly	Annual	%
Google Ads	\$2,000	\$24,000	40%
Facebook/Instagram	\$800	\$9,600	16%
SEO/Content	\$500	\$6,000	10%
Tools & Software	\$200	\$2,400	4%
Video Production	\$400	\$4,800	8%
Referral Program	\$500	\$6,000	10%
Photography	\$200	\$2,400	4%
Contingency	\$400	\$4,800	8%
Total	\$5,000	\$60,000	100%

14. Quick Wins (First 30 Days)

1. Optimize Google Business Profile with 20+ photos
 2. Set up Google Ads campaign for “painters wellington”
 3. Create review request email template
 4. Fix 404 error on services page
 5. Add JSON-LD LocalBusiness schema
 6. Post 4x on Facebook/Instagram
 7. Claim business on NoCowboys, Yellow Pages
-

15. Conclusion

Wellington Decorators has strong fundamentals with the rare combination of Master Painters certification, 5-Year Guarantee, and Eco Decorator status. The primary opportunity lies in:

1. **Dominating local SEO** - Own the “painters wellington” search results
2. **Showcasing the triple-credential advantage** - Few competitors have all three
3. **Building visual content** - Before/after transformations drive social proof
4. **Systematic lead generation** - Google Ads + organic + referrals

With consistent execution of this plan, Wellington Decorators can significantly increase market share and establish itself as the premium choice for painting services in the greater Wellington region.

Next Steps: 1. Review and approve this plan 2. Establish baseline metrics 3. Begin Month 1 implementation 4. Schedule monthly review meetings

Plan prepared by OpenClaw Marketing Intelligence | February 2026