

U.S. DIGITAL MARKET STUDY

Fusion-Glass Works Inc.

Prepared by Matija Kronic PMP, Toronto Web Marketing



January 7, 2021

Introduction:

iRISEmedia Inc. has conducted a comprehensive market research study for Fusion Glass Works Inc.

The market study will focus specifically on the digital landscape and opportunities for brand growth and sale in the territory of the USA.

Given that the primary target for FusionGlass sales in the US are Lumber Yards as well as Home Hardware retail chains stores, we have started our research focusing on the lumber industry in the US.

Attached is a list of the top 10 States that produce lumber in the US.

Note that Oregon produces 16% of US softwood lumber. [*80% of all timber comes from softwood](#)



Source:

- <https://www.yorksaw.com/guide-to-sawmills/sawmills-in-the-usa/>
- <https://oregonforests.org/blog/oregon-number-one>

After several phone conversations with the Global affairs Trade commissioners' office, we were able to produce a report on Lumber sales from Canada to the US (attached hereto as **Schedule A**).

Below is a link with more detailed information from the Global Affairs Trade Commissioner (Ontario regional office).

<https://www.ic.gc.ca/eic/site/tdo-dcd.nsf/eng/home>

This site has further valuable information regarding Canadian exports in the US and buying behaviours for CAD products in US. The email for the global affairs Ontario branch is:

Ontario.TCS-SDC@international.gc.ca

Contents

Target audience:	4
Competitor Analysis:	5
Keyword Research for Geo Targeting Marketing (SEO):	8
Recommendations on Digital Channels	11
Digital Channel Trends / Research on traffic.....	13
Print Marketing – circulation information	18

Target audience:

Upon reviewing the state of the market across the US, we have identified 5 main sources of B2B audiences to target in the US:

- Home hardware stores in US
- Lumber yards
- Construction Companies
- Windows and door retailers
- Architects and Interior designers

Client's competitors are also targeting more specific subsectors especially for commercial/institutional/governmental. Namely, Masonite explicitly has sections on their architecture home page for hospitality, healthcare (hospitals, retirement Homes), education, offices.

Also, it may be worthwhile to consider a separate approach for US government tenders (assuming CAD companies are not at a disadvantage to us firms).

In the paragraph below, the online competitor analysis demonstrates that there are opportunities in terms of messaging, branding, and calls to action that can be employed to outrival competitors online, based on the best examples available on Google.

Competitor Analysis:

The Competitor Homepage PDF (attached hereto as **Schedule B**) contains overviews of homepages for top competitors that appear in search results across the US. It also includes an analysis of the current Fusion-Glass home page, and contains no 5,6,7 which are European competitors appearing for terms such as 'European doors'.

Summary of findings:

Masonite:

Architecture page (no.2) is the strongest and most competitive home page. The messaging is clear, demonstrates value, and has a good call to action in banner section. Homepage sections 'acoustic door solution' is full of value and sales points to help the aesthetics sell this to their clients; another great section is 'explore the solution' because it employs: compact layout, is full of value, has some extra details and points but is also skimmable.

No5. Nordik:

The banner is packed with the most sales points and even a lead form – while it is somewhat superficial, they are the most aggressive with adding value and sales language. This was an Adwords search that appeared because 'European architecture doors' was searched and they came up near top.

--

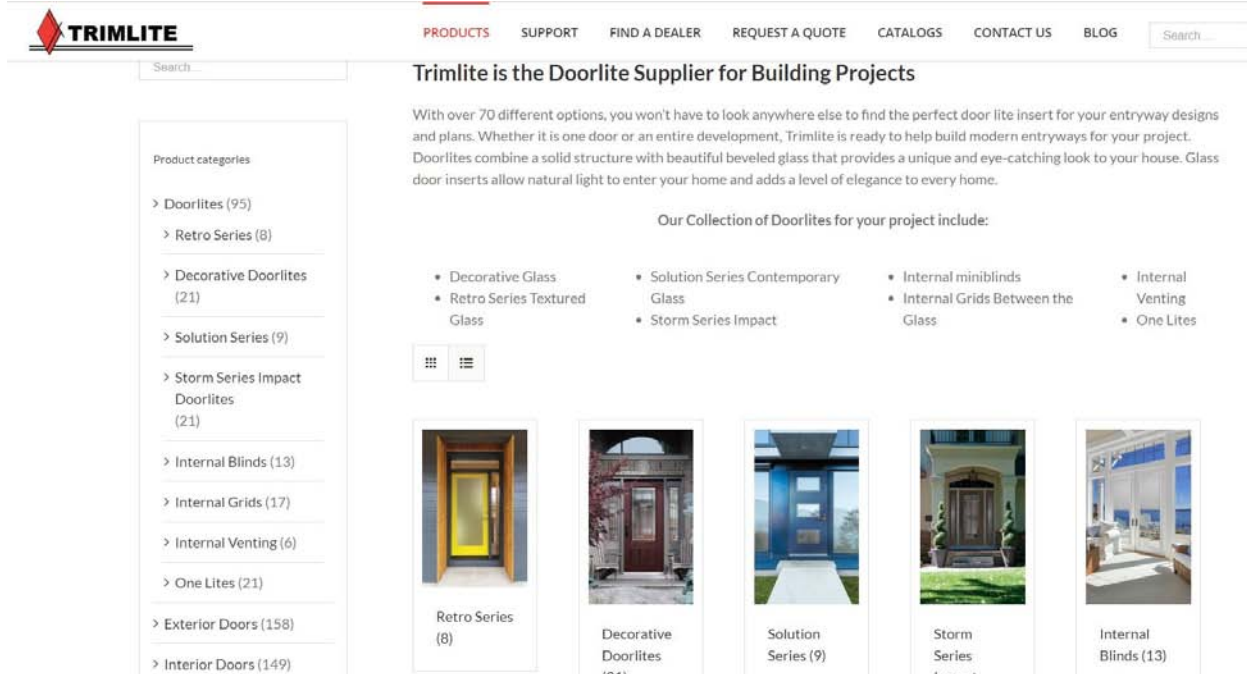
Nota Bene: For consideration for Adwords display campaign: have the home page dynamically change some text based on user IP. Ex. an Oregon IP coming on the Client site might see 'biggest Oregon b2b supplier etc..' and might see a graphic backdrop of Oregon state, and an Oregon phone number, or Washington, or Alabama etc.

--

Nota Bene: Trimlite has been omitted from analysis because their home page is subpar and the product pages offer little new information not found in the other examples.

Their US catalogue is neatly organized. <https://www.trimlite.com/us-catalogs/>

Their sub-product page (eg products ->doorlites) has a moderately effective UI. Could use less text and more value statement married with the graphics. <https://www.trimlite.com/product-category/doorlites/>



Further websites have been mentioned below in brief:

1. <https://www.frameworkindustries.com/door-lite-frames/>

A minimalist site – the doors product page has some good tagline ‘engineered, not designer’ and the features section is well designed and effective

2. <https://peasedoors.com/>

A thorough website- clearly positioning itself as a one stop shop for doors, windows and all accessories. The value of the homepage is in the variety of accessories and products associated with the door/window.

The subpages have too much text and have not been optimized for sales:

eg. <https://peasedoors.com/collections/door-glass>

3. <https://peasedoors.com/>

Busy, no concept of hierarchy of information, bizarre UI

4. <https://www.zabihat.com/>

Strong value add and branding and design. More geared to residential but strong marriage of design and messaging, inspiration, installation and product choices, super easy to read and see. See screen cap below:

U.S. Digital Market Research Fusion Glass Works Inc.

zabatat 855-813-3111 | Order Status | Sign In / Register | Help

All Products | Installation Services | Resources | Inspiration | Deals | Browse

Let us INSTALL it for YOU

ENLIGHTENED LIVING

'Welcome Home'
never felt so good.

SHOP NOW >

DECORATIVE GLASS | ADD-ON BUNDS | ENCLOSED BUNDS | STORM DOORS

DOOR TRANSFORMATIONS
See how red homeowners are enhancing their entryways with decorative door glass inserts. [Before & After >](#)

INSTALLATION SERVICES
Keep your hands clean and have a professional complete your entryway enhancement for you. [PFC Installation >](#)

INSPIRATION
Check out how homeowners like you are getting the most out of their homes and enjoying 'Enlightened Living'. [Mood Boards >](#)

Before **After**

BEST SELLERS

- OOD Enclosed Blinds - 24" x 66" Frame Kit
\$309.00 to \$352.82
★★★★★ 63 Reviews
- OOD Nouveau Door Glass - 24" x 36" Frame Kit
\$319.84 to \$336.34
★★★★★ 5 Reviews
- OOD Impressions Door Glass - 24" x 66" Frame Kit
\$637.87 to \$683.26
★★★★★ 4 Reviews

Learn More | General Info | Company

Product Selections | Shipping & Returns | About Us
Measurement Guide | FAQs | Blog
How-to | Payment, Financing, & Sales Tax | News
Care & Maintenance | Terms & Conditions | Reviews
Refer A Friend | Site Map | PFC+ Services
Warranties | Security & Privacy | Careers
Contact Us

NS SECURE

Keyword Research for Geo Targeting Marketing (SEO):

We have analyzed priority keywords across the US, and also focused on the top 4 producing lumber states: Oregon, Washington, Georgia, and Alabama.

*Note search volume could only be found for niche keywords.

KEYWORD US WIDE	US VOLUME (found on Google Ads keyword planner)	1-10 DIFFCULTY (below 9 is do-able, 9.5 maybe, 10 not likely).
Decorative Glass	2900	9
Door lite	720	9.5
Door glass	2,900	9
Entry door glass	3,600	9.5-10
Glass insert	320	8.5
Exterior door glass	8,100	9.5-10
Glass front door		10
Oregon Decorative Glass		8.5
Oregon Door lite		9
Oregon Door glass		9
Oregon Entry door glass		9
Oregon Glass insert		9.5-10

U.S. Digital Market Research
Fusion Glass Works Inc.

Oregon Exterior door glass		9
Glass front door Oregon		9.5
Washington door glass		9
Washington glass insert		9.5
Washington glass		10
Washington decorative doors		9.5
Glass front door Washington		9.5-10
Georgia door glass		9
Georgia glass insert		9.5
Georgia glass		9.5
Georgia decorative doors		8.5
Alabama door glass		9
Alabama glass		9
Alabama glass insert		9
Glass front door Alabama		9

U.S. Digital Market Research
Fusion Glass Works Inc.

*These results are based on US wide average results, excluding localized searches. They are meant to give an indication of average US results and trends. For final keywords for ongoing SEO work client feedback and final confirmation and research is needed.

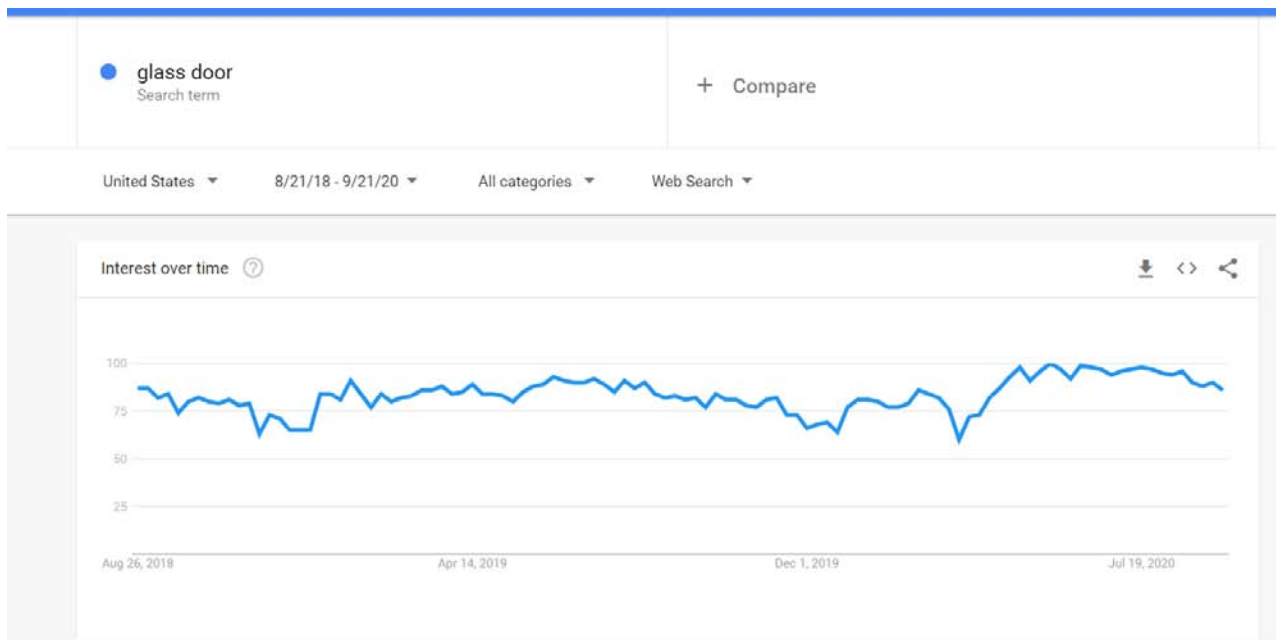
*Google trends: Glass doors, glass front door and mirrored walls were also considered, as per high volume in Keyword planner. But are too competitive.

Recommendations on Digital Channels

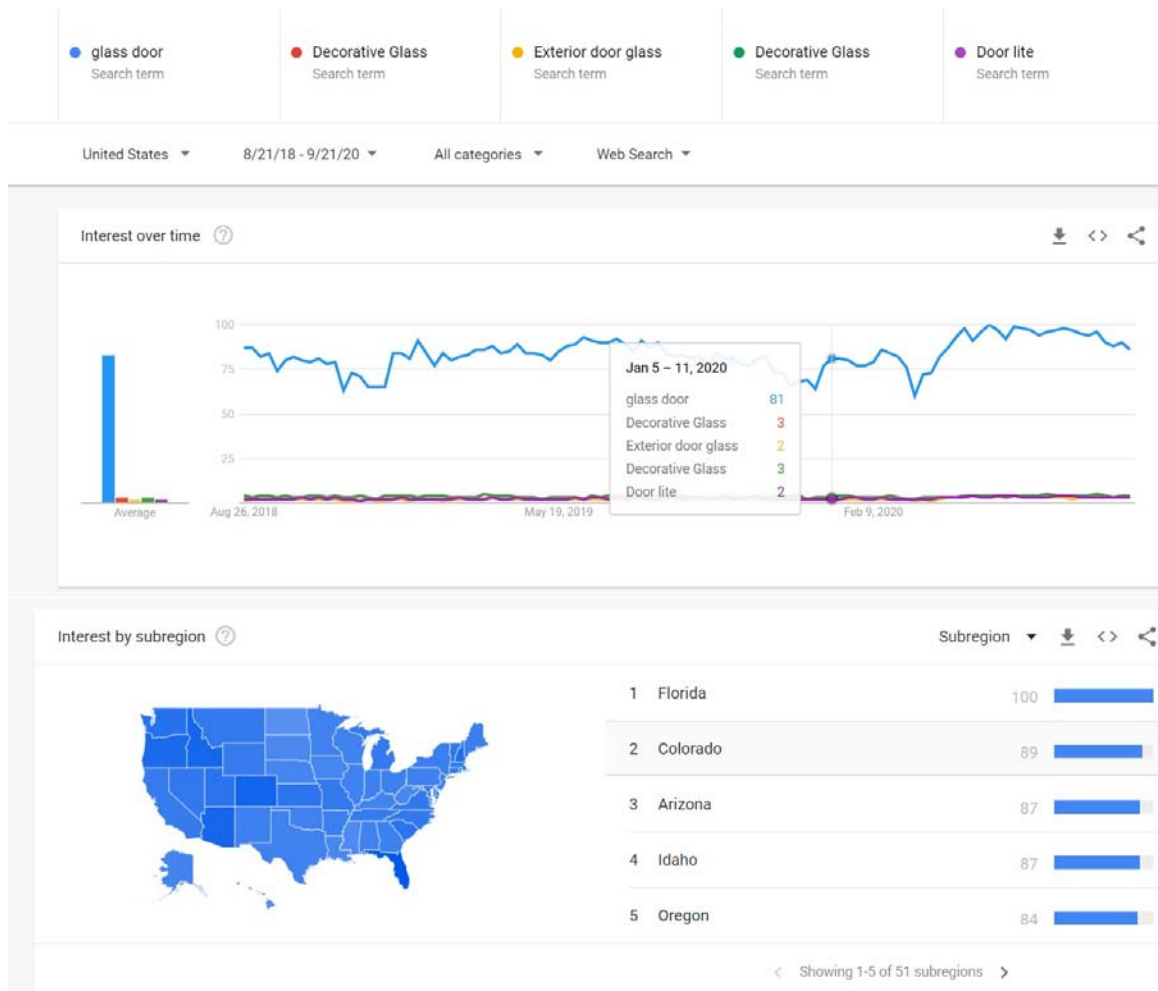
LinkedIn is by far the most appropriate channel to pursue as primary. The platform allows demographic targeting based on job title, company, industry, *seniority*, and more. It also has impressive engagement numbers and market traction (see no. 5).

For targeted B2B sales LinkedIn lead forms will allow for the most specific and relevant ads to target senior staff, purchasing agents, lumber yard, construction owners and operators.

Google Ads will also form an important supporting paid network. It has a large user reach across Google Display networks, which allow us to create B2B visual ads. Typically display ads cost less than 25 cents a click and offer a large network of impressions for lead generation.



U.S. Digital Market Research Fusion Glass Works Inc.



Facebook is not a primary channel since it will be difficult to target retail chain purchasers and decision makers. It will be an excellent opportunity for brand growth.

Instagram is the most leisure-based platform. It is useful for building brand strength organically. It functions as a place to post strong content to establish thought leadership and quality in your market, this leads to value add, and legitimacy building to further influence clients who are already midway through the sales cycle. *Only organic traffic and content will be considered at this time for Instagram.*

Digital Channel Trends / Research on traffic:

61 million **LinkedIn** users are senior level influencers and 40 million are in decision-making positions. Also it is the most-used social media platform amongst Fortune 500 companies. 675 million monthly users and over 400 million daily users. [*footnote](#)

US Forecast Estimates from LinkedIn 30 day spend approx. 2-3000:
For single image ads:

Forecasted Results ⓘ ⚙		
Target audience size 170,000,000+		
1-day	7-day	30-day
30-day spend \$1,800.00 - \$3,600.00		
30-day impressions 120,000 - 650,000		
CTR 0.17% - 0.36%		
30-day leads Key Result 47 - 190		
30-day clicks 360 - 2,000		

For conversation ads (delivered to your targets LinkedIn inbox):

Forecasted Results ⓘ ⚙		
Target audience size 170,000,000+		
1-day	7-day	30-day
30-day spend \$2,100.00 - \$3,600.00		
30-day message sends Key Result 10,000 - 34,000		
Forecasted results are directional estimates and do not guarantee performance. Note that some products are not yet incorporated in the results. Learn more		

Further information by Sectors available in LinkedIn Ad Planner:
US LinkedIn. 1 month estimate:

Construction:

Target audience size
5,400,000+

Segment breakdown ⓘ

Function ▼

Operations	30%
Business Development	22%
Sales	8%
Program and Project Management	6%
Engineering	5%

[Hide segments](#)

31 days (9/21/2020 - 10/21/2020)

Total spend
\$1,400.00 - \$3,100.00

Total impressions
95,000 - 510,000

CTR
0.14% - 0.31%

Total leads **Key Result**
26 - 110

Total clicks
240 - 1,300

Construction and senior manager filter:

Target audience size
2,200+

Segment breakdown ⓘ

Seniority ▼

Manager	55%
Senior	42%
Director	4%
Owner	4%
VP	3%

[Hide segments](#)

31 days (9/21/2020 - 10/21/2020)

Total spend
\$690.00 - \$3,100.00

Total impressions
3,800 - 20,000

CTR
0.15% - 0.33%

Total leads **Key Result**
1 - 5

Total clicks
10 - 55

Architects:

Target audience size
680,000+

Segment breakdown ⓘ

Function ▾

Arts and Design	25%
Business Development	16%
Operations	9%
Education	6%
Program and Project Management	6%

[Hide segments](#)

31 days (9/21/2020 - 10/21/2020)

Total spend
\$1,300.00 - \$3,100.00

Total impressions
57,000 - 300,000

CTR
0.15% - 0.31%

Total leads **Key Result**
18 - 74

Total clicks
140 - 800

Glass and concrete:

Target audience size
770,000+

Segment breakdown ⓘ

Function ▾

Arts and Design	23%
Business Development	17%
Operations	11%
Education	6%
Program and Project Management	6%

[Hide segments](#)

31 days (9/21/2020 - 10/21/2020)

Total spend
\$1,300.00 - \$3,100.00

Total impressions
58,000 - 310,000

CTR
0.15% - 0.31%

Total leads **Key Result**
19 - 78

Total clicks
150 - 820

Forest and paper:



Target audience size
840,000+

Segment breakdown ⓘ

Function ▾	
Arts and Design	20%
Business Development	14%
Operations	13%
Program and Project Management	6%
Education	5%

[Hide segments](#)

31 days (9/21/2020 - 10/21/2020)

Total spend
\$1,300.00 - \$3,100.00

Total impressions
59,000 - 310,000

CTR
0.15% - 0.31%

Total leads **Key Result**
19 - 78







Total clicks
150 - 830

Facebook ads:

There are over 223 million users in America. Facebook allows for a product catalogue to be uploaded in full on business pages, they can then be marketed to one of the 223 million users in the US on Facebook. Specific demographics can be targeted such as income, heavy online purchase behaviour. [*footnote](#)

Google Display Ads:

Google Display will allow us to target Google partner websites and have our image ads appear across websites in the United States. See trend information. (Excel attached: "Keyword stats - fusion-glass - M Kronic").

Keywords you provided						
<input type="checkbox"/>	decorative glass	2,000		High	-	CAS0.67 CAS2.58
<input type="checkbox"/>	door lite	720		High	-	CAS1.03 CAS5.11
<input type="checkbox"/>	door glass	2,000		High	-	CAS0.68 CAS5.06
<input type="checkbox"/>	entry door glass	3,600		High	-	CAS0.59 CAS4.26
<input type="checkbox"/>	glass insert	320		High	-	CAS0.92 CAS4.28
<input type="checkbox"/>	exterior door glass	8,100		High	-	CAS0.59 CAS4.70
<input type="checkbox"/>	oregon decorative glass	-	-	-	-	-
<input type="checkbox"/>	oregon door lite	-	-	-	-	-
<input type="checkbox"/>	oregon door glass	-	-	-	-	-
<input type="checkbox"/>	oregon entry door glass	-	-	-	-	-

Print Marketing – circulation information:

The most important US trade magazines for fusion-glass are considered below. We contacted advertising reps and were given varied information directly from the advertising department:

Dwmmag.com:

Digital: the website <https://www.dwmmag.com/> gets about 19,500 page views per month. Our daily eNewsletter has a total circulation of 10,643. They have seen a substantial increase in those subs this year as a result of the stay at home orders.

Print: BPA circulation statement for DWM magazine: Total reach is 30,289. Nearly all print is US, for digital they cannot confirm percentage of US/CAD.

Hirmagazine.com:

Only Print: 59 copies circulated across the US – 13,424 in Canada – see [circulation statement](#)

Windowanddoor.com:

[sample digital magazine](#) example of residential components issue, also has manufacturing issue.

The print version of the magazine is mailed to 12,319 subscribers. Of those, 11,188 are based in the U.S. or 90.8%.

There are 4,254 additional digital-only subscribers, 3,083 in the U.S. or 72.4%.

Information on their subsidiary sites:

For WindowandDoor.com, 81.78% of users are from the U.S.

For GlassBuildAmerica.com, 72.38% of users are from the U.S.

Usglassmag.com:

From 2017 issue: Print: 35,781 Digital: 4,319