

# Kepler Group Meeting Summary & Recommended Next Steps

Hi everyone,

Thank you again for taking the time to meet. I wanted to summarize the key points from our discussion and outline the recommended next steps so we have a clear path forward.

The main takeaway from the meeting is that Kepler Group is not simply building a website or completing isolated marketing tasks. Kepler is building a broader company structure that includes multiple divisions, different target audiences, and several growth opportunities.

To move forward properly, the brand, marketing, digital presence, sales materials, and business development assets need to be organized under one clear strategy.

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## 1. Kepler Group Brand Structure

Kepler Group Inc. should be positioned as the main parent company and construction authority.

The company can then organize different services and divisions underneath the Kepler brand, such as:

- Basement Specialists
- Infrastructure and rehabilitation services
- Condo construction and development-related work
- Future renovation or specialty divisions
- Related project partnerships

This allows Kepler Group to appear larger, more credible, and better organized, while still allowing each division to speak clearly to its own audience.

For example:

### **Basement Specialists, a division of Kepler Group Inc.**

This type of structure gives Basement Specialists more credibility while keeping Kepler as the larger parent brand.

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## 2. Kepler Group vs. Basement Specialists

A major point from the meeting was that Kepler Group and Basement Specialists need different marketing approaches.

### Kepler Group

Kepler is primarily a B2B brand.

The focus should be on:

- LinkedIn
- Pitch decks
- Business development assets
- Case studies
- Direct outreach
- Developer and investor presentations
- Relationship building
- Targeting property owners, developers, REITs, family offices, institutions, and corporate decision-makers

Kepler's growth will not come from traditional social media alone. It will require credibility, positioning, sales tools, and direct business development.

### Basement Specialists

Basement Specialists is primarily a consumer-facing division.

The focus should be on:

- Google Business Profile
- Local SEO
- Website and content improvements
- Local lead generation
- Geofencing
- Door hangers or flyers in targeted neighbourhoods
- Facebook and Instagram retargeting
- Radon testing or inspection offers
- Homeowner-focused campaigns

Basement Specialists should be treated as a separate marketing lane, while still being connected back to Kepler Group.

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## 3. Google Business Profile Priorities

Google Business Profile is one of the most urgent items.

### Kepler Group

The Kepler Google Business Profile is currently in the verification process. While verification is pending, it is important to continue strengthening the profile wherever possible.

Recommended next steps:

- Upload the Kepler logo
- Upload photos of trucks, signage, property, and job sites where available
- Add accurate business details
- Add service categories
- Add the website link
- Add business updates where appropriate
- Monitor Google's verification requests
- Respond quickly if Google asks for additional proof

Until Kepler is verified, the company may not properly appear in local search results.

### Basement Specialists

The Basement Specialists Google Business Profile also needs to be reviewed and controlled.

This is important because Google visibility is critical for consumer leads.

Recommended next steps:

- Confirm who currently controls the Basement Specialists Google Business Profile
  - Request admin access or ownership
  - Confirm the current phone number
  - Confirm the business address
  - Update outdated information
  - Connect the brand properly to Kepler Group where appropriate
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## 4. Basement Specialists Website

The current Basement Specialists website has value because it already exists, has content, testimonials, and search visibility.

However, it also has issues:

- It appears outdated
- It is still heavily connected to Tom
- The contact information needs to be reviewed
- It does not properly connect to Kepler Group
- The platform/domain control needs to be clarified
- The design does not match the future direction of the company

The recommendation is not to immediately take the current site offline, because that could hurt existing visibility.

The better approach is:

1. Keep the current site live for now.
2. Build or plan a revised version separately.
3. Use the existing content and testimonials where appropriate.
4. Update the brand connection to Kepler Group.
5. Switch the domain only when the new version is ready.
6. Avoid disrupting current Google visibility.

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## 5. Website, Content, Web & Digital Priorities

Future web and digital work should focus on making Kepler and its divisions clearer, more professional, and better connected.

Recommended areas of focus include:

- Clearer division structure
- Better service positioning
- Stronger calls-to-action
- Updated division content
- Correcting FAQ/content errors
- Adding real project photos and videos
- Using real work examples where possible
- Improving SEO content
- Creating stronger lead capture opportunities

- Connecting Basement Specialists properly to Kepler Group
- Building future landing pages or division pages as needed

The goal is to make the overall digital presence support both consumer leads and larger B2B opportunities.

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## 6. Brand and Visual Direction

The orange accent colour discussed in the meeting makes sense as part of the Kepler brand direction.

Orange works well because:

- It connects visually to construction
- It pairs well with the navy/blue brand foundation
- It can help Kepler stand out
- It connects to the truck wrap direction
- It gives the brand more energy and visibility

The recommendation is to use orange as an accent, not as the entire brand.

Possible uses:

- Buttons
  - Highlights
  - Icon accents
  - Division markers
  - Vehicle graphics
  - Sales materials
  - Digital assets
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## 7. LinkedIn and Business Development

LinkedIn will be very important for Kepler Group because the company's larger opportunities are B2B.

Ryan's LinkedIn profile should be created or built out properly so that when developers, investors, property owners, or corporate decision-makers look him up, there is a professional presence.

Recommended LinkedIn priorities:

- Professional profile photo
- Clear role at Kepler Group Inc.
- Strong About section
- Construction experience
- Project experience
- Condo development experience
- Infrastructure/rehabilitation experience
- Positioning Ryan as a builder/operator with real-world experience

This is important because for larger opportunities, people are not just reviewing the company. They are also reviewing the people behind the company.

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## 8. Pitch Deck and Sales Assets

The website alone will not be enough for Kepler's larger B2B opportunities.

Kepler needs proper sales and business development assets, including:

- A company pitch deck
- Division overviews
- Case studies
- Project summaries
- Capability statements
- Outreach messaging
- Sales sheets
- Presentation materials

These assets can be used when approaching:

- Developers
- Property owners
- REITs
- Retirement home operators
- Family offices
- Institutional buyers
- Construction partners
- Investors

The goal is to give Kepler the tools needed to start more serious business development conversations.

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## 9. Case Study / Short Video Opportunity

A strong opportunity is to create short case-study-style content for completed projects.

A simple structure could be:

### **The Challenge**

What problem needed to be solved?

### **The Objective**

What was the goal?

### **The Solution**

How did Kepler solve it?

### **The Result**

What was completed or improved?

This type of content can be used for:

- LinkedIn
- Pitch decks
- Website content
- Sales emails
- Developer presentations
- Business development outreach

It gives Kepler a stronger proof point than simply listing services.

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## 10. Basement Specialists Lead Generation

Basement Specialists has a different opportunity from Kepler because it is consumer-facing.

Potential lead-generation ideas include:

- Geofencing older neighbourhoods
- Targeting grocery stores or local high-traffic areas
- Targeting neighbourhoods with older homes
- Door hangers or flyers in selected areas

- Radon testing offer
- Basement inspection offer
- Google Ads once profiles and tracking are properly set up
- Facebook and Instagram retargeting
- Local SEO
- BNI or Chamber participation

The key is to avoid random marketing and instead build campaigns around specific neighbourhoods, specific homeowner problems, and specific offers.

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## 11. Why an Ongoing Retainer Makes Sense

Based on the number of moving pieces, a one-off project structure is not the best way to move forward.

Kepler Group needs ongoing support across:

- Marketing direction
- Creative services
- Brand organization
- Web and digital content
- Google Business Profile support
- Basement Specialists support
- Sales materials
- Pitch decks
- LinkedIn
- Lead generation
- Case study development
- Future business development assets

A monthly retainer creates a more organized structure.

It allows the highest-priority items to be handled each month without having to quote every small task separately.

It also allows Triumph 62 to better understand the business, organize the moving pieces, and help guide the company in the right order.

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# Recommended Immediate Next Steps

1. Complete the current Kepler project already underway.
2. Continue supporting Kepler Google Business Profile verification.
3. Confirm access/control for Basement Specialists Google Business Profile.
4. Confirm domain/platform access for Basement Specialists.
5. Begin organizing brand and division structure.
6. Develop Ryan's LinkedIn profile.
7. Begin planning sales and business development assets.
8. Build a monthly priority list under a retainer structure.
9. Create a roadmap for Basement Specialists consumer lead generation.
10. Begin planning Kepler B2B pitch deck and case study content.