

HORIZON PULIZIA

Complete Growth Strategy & Digital Advertising Plan

Rome Cleaning Services

Objective: increase online visibility, qualified enquiries, bookings and recurring customers through a measurable local growth system.

Scope: strategy • advertising • content • local SEO • CRO • CRM • measurement • 90-day execution

1. Executive Summary

Horizon Pulizia should build growth around one principle: **capture high-intent demand first, then use content, reviews and remarketing to increase trust and conversion**. Google captures customers already searching; Meta and short-form content build familiarity and proof; the website and WhatsApp remove friction; reviews, referrals and recurring packages improve economics over time.

Business objective: create a predictable customer-acquisition system for residential, Airbnb and commercial cleaning in Rome.

Outcome	Primary lever	KPI
More qualified enquiries	Google Search + Local SEO	Qualified leads/month
More bookings	Landing pages + WhatsApp + CRO	Lead-to-booking rate
Lower CAC	Reviews + retargeting + referrals	Booked-customer CAC
More recurring revenue	Weekly/biweekly/monthly plans	Repeat rate / CLV
Stronger local brand	GBP + content + social proof	Reviews / local visibility

Directional 12-month ambition: work toward 60+ qualified enquiries/month, 20–30 recurring customers and 100+ strong Google reviews. These are management targets, not guaranteed forecasts.

2. Strategic Diagnosis — SWOT

Strengths	Weaknesses
Local Rome presence	Limited online visibility
Personalized service	Weak local SEO footprint
Visible cleaning results	Unstructured acquisition funnel
Potential for fast communication	Manual lead handling
Simple service proposition	Limited systematic review generation

Opportunities	Threats
Google local search	Price competition
Airbnb/short-term rental cleaning	Informal cleaners
Busy professionals and families	Established agencies
Offices/property managers	Advertising cost inflation
WhatsApp, CRM and automation	Seasonality/capacity constraints

Diagnosis: the immediate bottleneck is discoverability and trust, not the theoretical market opportunity.

3. PESTLE & Porter Implications

External factor	Implication
Economic	Customers compare price; communicate value, reliability and time saved.
Social	Convenience matters to professionals, families, hosts and property managers.
Technology	Search, WhatsApp, automation, CRM and AI-assisted advertising create leverage.
Legal	Advertising, consent, customer data and messaging must remain compliant.
Environmental	Responsible cleaning practices can support differentiation.

Porter: rivalry, buyer power, substitutes and entry barriers are all meaningful. Therefore Horizon should build defensible assets—reviews, local SEO authority, customer relationships and recurring contracts—rather than compete only on price.

4. Blue Ocean — ERRC

ELIMINATE	REDUCE	RAISE	CREATE
Phone-only dependency	Customer effort	Trust	Fast WhatsApp quote
Generic messaging	Booking friction	Professional presentation	Before/after proof system
Complicated enquiries	Waiting time	Communication	Recurring cleaning packages
Price-only positioning	Uncertainty	Social proof	Service-specific landing pages

New value curve: professional brand + local visibility + reviews + visual proof + fast response + easy booking + recurring options.

5. Growth Opportunities

Initiative	Fit	Attractiveness	Risk	Priority
GBP + reviews	10	10	Low	Core
Local SEO website	9	10	Low	Core
Google Search Ads	9	10	Low–moderate	Core
Meta/video	8	9	Moderate	Core
Referral programme	10	9	Low	Core
Recurring cleaning	8	9	Moderate	Adjacent
Airbnb/property partnerships	8	10	Moderate	Adjacent
Office contracts	8	10	Moderate	Adjacent
AI/CRM automation	7	10	Moderate	Future

6. Ansoff Growth Strategy

Quadrant	Horizon Pulizia action	Risk	Sequence
Market Penetration	GBP, reviews, SEO, ads, referrals, CRO	Low	1
Product Development	Deep cleaning, Airbnb, move-in/out, office, subscriptions	Moderate	2
Market Development	More Rome districts, nearby areas, B2B property/office markets	Moderate–high	3
Diversification	Broader home/property services	High	4

Rule: do not diversify before the core Rome acquisition engine and unit economics are proven.

7. Innovation Allocation — 70/20/10

Portfolio	Share	Focus	Examples
Core	70%	Reliable acquisition and conversion	GBP, Search, SEO, reviews, CRO, referrals
Adjacent	20%	New offers/markets	Subscriptions, Airbnb, B2B partnerships
Transformational	10%	Longer-term bets	AI, CRM automation, customer portal

8. Growth Engine Recommendation

Primary: Marketing-Led Growth. Cleaning is trust-based and locally searched, so content, reviews, SEO and paid search directly influence demand.

Secondary: Sales-Led Growth. Use direct outreach and relationship management for offices, Airbnb hosts and property managers.

PLG is not a priority: a cleaning service is not naturally a self-service software product; forcing a PLG model would add complexity without solving the core problem.

9. Target Audience & JTBD

Segment	Job to Be Done	Trigger	Channel	Value
Busy professionals	When work is demanding, I want my home cleaned reliably so I can recover my time.	Lack of time	Google, Meta, Instagram	High
Families	When home becomes difficult to manage, I want dependable help so the household stays comfortable.	Time pressure	Google, Meta	High
Airbnb hosts	When a guest checks out, I want the property reset quickly so I can protect ratings and occupancy.	Guest turnover	Google, partnerships	Very high
Office managers	When I manage a workplace, I want reliable cleaning so staff and visitors have a professional environment.	Service issue/renewal	Google, LinkedIn, outreach	Very high
Property managers	When multiple units need service, I want a dependable provider so operations run smoothly.	Portfolio growth	Outreach/referrals	Very high

JTBD framework: focus the offer on outcomes—**time saved, reliability, property readiness, professionalism and confidence**—rather than simply selling cleaning hours.

10. Primary Persona

Dimension	Profile
Persona	Busy Rome Professional, approximately 30–45
Goals	Save time; maintain a clean home; avoid unreliable providers.
Pain points	No time; inconsistent cleaners; unclear pricing; slow replies.
Triggers	Strong reviews; visible transformations; fast quote; professional appearance.
Objections	Price; trust; access; uncertainty about quality.
Media habits	Google Search/Maps, Instagram, Facebook, WhatsApp.

11. Customer Journey Map

Stage	Mindset	Touchpoints	Message	KPI
Awareness	I may need help.	Meta, Reels, Maps	Professional cleaning made easy.	Reach / views
Consideration	Can I trust them?	Reviews, site, social proof	See real results.	CTR / engagement
Conversion	How do I book?	Search, landing page, WhatsApp	Get a fast quote.	Leads / CPA / CVR
Retention	Should I use them again?	WhatsApp, email	Make cleaning effortless.	Repeat / CLV
Advocacy	Would I recommend them?	Review/referral flow	Share your experience.	Reviews / referrals

12. Value Proposition

Core proposition: “Professional, reliable cleaning in Rome with fast communication, visible results and an easy booking experience.”

Customer job	Pain	Pain reliever	Gain creator
Keep home clean	No time	Flexible scheduling	More free time
Prepare rental	Tight turnaround	Dedicated Airbnb workflow	Property ready
Maintain office	Unreliable providers	Structured process	Professional environment
Choose provider	Trust uncertainty	Reviews + proof	Confidence

13. Full-Funnel Advertising Strategy

Stage	Channels	Role	KPIs
Awareness	Meta, TikTok, YouTube Shorts	Reach + visual proof	Reach, CPM, video views
Consideration	Meta retargeting, Display, SEO	Trust + education	CTR, CPC, visits, WhatsApp clicks
Conversion	Google Search, PMax, Meta/WhatsApp	Demand capture	Leads, CPA, CVR, ROAS
Retention	CRM, WhatsApp, remarketing	Repeat + referral	Repeat rate, CLV

Commercial chain: ad → qualified enquiry → quote → booking → revenue → repeat revenue. Impressions and clicks are leading indicators, not the final objective.

14. Google Ads — Primary Paid Channel

Why: Search captures people with explicit intent such as “cleaning service Rome.” This should be the first paid demand-capture engine.

Campaign	Keyword clusters	Match strategy	Landing page
Residential	house cleaning Rome; home cleaning Rome; domestic cleaning Rome	Exact + Phrase initially	Residential Cleaning
Deep Cleaning	deep cleaning Rome; apartment deep cleaning Rome	Exact + Phrase	Deep Cleaning
Airbnb	Airbnb cleaning Rome; holiday rental cleaning	Exact + Phrase	Airbnb Cleaning
Office	office cleaning Rome; commercial cleaning Rome	Exact + Phrase	Office Cleaning
Brand	Horizon Pulizia variants	Exact	Homepage

Example headline: “Professional Cleaning in Rome | Fast WhatsApp Quote.”

Description: “Professional cleaning for homes, offices and rentals in Rome. Clear service process, fast response and easy WhatsApp enquiries. Request your quote today.”

Bidding: use Maximize Conversions only after conversion tracking is reliable; move toward Target CPA after sufficient conversion volume. Do not start with Target ROAS unless revenue values are accurately passed back.

Assets: sitelinks, callouts, structured snippets, location assets and call assets.

15. Performance Max

PMax complements Search by expanding across Google's inventory. It should be launched after core conversion tracking and Search data are reliable.

Asset group	Creative	Audience signals	Goal
Residential	Before/after + testimonials	Local homeowners / site visitors	Qualified enquiries
Airbnb	Turnover video + property visuals	Hosts / rental signals	Repeat host leads
Office	Workplace visuals + B2B proof	Business signals	Office enquiries
Deep cleaning	Transformation creative	High-intent service signals	Bookings

16. Meta Ads

Campaign	Audience	Creative	Objective
Awareness	Rome + service radius	Before/after Reels, team	Reach / video views
Consideration	Engagers + viewers + visitors	Reviews, FAQs, case studies	Traffic / engagement
Conversion	Local prospecting	Offer + proof + WhatsApp	Leads / messages
Remarketing	Site + social engagers	Testimonials + objections	Bookings

Use automated placements/audience expansion where useful, but judge the system on **qualified customer acquisition**, not cheap engagement.

17. Snapchat

Secondary test only. Use short vertical transformation videos for younger local renters/professionals. Scale only if qualified CPA is competitive with Meta and the channel proves incremental customers.

18. Creative Strategy

Pillar	Share	Examples	Purpose
Transformations	40%	Before/after, time-lapse, room resets	Proof
Education	20%	Tips, FAQs, checklists	SEO + authority
Social proof	20%	Reviews, testimonials, team	Trust
Promotion	20%	Packages, seasonal offers, referrals	Conversion

Creative framework: Problem → Solution → Proof → CTA. Example: “Too busy to keep your home spotless?” → “Professional cleaning in Rome.” → review/before-after → “Get your free quote on WhatsApp.”

Content principle: **Lure** → **Context** → **Detail**; and **Creation** → **Curation** → **Conversation**. Use content to solve problems, reduce friction and create a reason to engage.

19. Weekly Content Plan

Day	Content	Format	Objective
Mon	Before/after transformation	Reel	Reach + proof
Tue	Cleaning tip/checklist	Carousel	Education + saves
Wed	Customer review	Post/Reel	Trust
Thu	Behind the scenes	Reel	Credibility
Fri	Team spotlight	Photo/Reel	Humanize
Sat	Offer/package/referral	Story + post	Conversion
Sun	Home-care tip/blog	Story/blog	SEO + engagement

Monthly target: 12 short videos, 8 posts/carousels, 4 testimonials, 4 SEO articles, 4 GBP posts, 30–50 Stories and 1 CRM/email communication.

20. SEO & AI Search Content Plan

Core service pages: Cleaning Services Rome; Residential Cleaning Rome; Deep Cleaning Rome; Airbnb Cleaning Rome; Office Cleaning Rome; Move-In/Move-Out Cleaning Rome.

- How Much Does Professional Cleaning Cost in Rome?
- Airbnb Cleaning Checklist for Hosts in Rome
- How to Choose a Reliable Cleaning Company in Rome
- Move-In and Move-Out Cleaning Guide
- How Often Should You Deep Clean Your Home?
- Why Busy Professionals Choose Recurring Cleaning
- Office Cleaning vs Commercial Cleaning
- Deep Cleaning Checklist for an Apartment

AI-search optimization should be treated as good SEO: clear answers, structured pages, local relevance, useful content and real customer proof—not keyword stuffing or generic AI text.

21. Landing Page & CRO

Above fold: “Professional Cleaning Services in Rome” + clear value proposition + “Get Your Free Quote on WhatsApp.”

Trust: Google reviews, testimonials, before/after images, service process, areas served and team proof.

Conversion: short form, WhatsApp, click-to-call, service selection and expected response time.

CRO tests: headline, CTA, proof placement, WhatsApp prominence, form length, package/offer and page structure.

KPIs: landing-page CVR, WhatsApp click rate, qualified lead rate, lead-to-booking rate and booked CAC.

22. CRM, WhatsApp & Retention

Automation	Trigger	Message	KPI
New enquiry	Lead arrives	Acknowledgement + quote process	Response time / booking
Quote follow-up	No booking	Objection handling + reminder	Quote-to-book
Post-service	Job completed	Thank you + review request	Review rate
Recurring offer	First successful job	Weekly/biweekly/monthly option	Subscription conversion
Reactivation	No booking for period	Seasonal/return offer	Reactivation rate
Referral	Satisfied customer	Referral incentive	Referral rate

Retention principle: acquisition gets the first job; customer experience and recurring offers create the economics.

23. Budget Scenarios

Scenario	Budget/month	Allocation	Use
A — Conservative	€500	Search €250; Meta €150; PMax €100	Validate
B — Growth	€1,200	Search €500; PMax €250; Meta €300; Remarketing €150	Build predictable flow
C — Aggressive	€2,500	Search 40%; PMax 25%; Meta 25%; Remarketing 10%	Scale proven winners

Illustrative calculation: at €500/month and €10–€15 qualified CPL, approximately 33–50 leads could be generated before booking conversion. At a 25–35% booking rate, this could imply roughly 8–18 customers. These are scenario assumptions, not guarantees.

24. Agency Media Plan

Campaign	Channel	Stage	Budget guide	Primary KPI	Scale rule
Residential Search	Google	Conversion	25–35%	Qualified CPA	Scale if profitable
Deep Cleaning Search	Google	Conversion	10–15%	Booked CPA	Scale if demand converts
Airbnb Search	Google	Conversion	5–10%	Qualified B2B CPA	Scale if repeat value is strong
Office Search	Google	Conversion	5–10%	Qualified lead rate	Scale with contract potential
Meta Prospecting	Meta	Awareness/Consideration	15–25%	Qualified enquiry	Keep if incremental
Meta Remarketing	Meta	Conversion	5–10%	Booked CPA	Protect efficient conversions
PMax	Google	Consideration/Conversion	10–25%	Revenue / qualified CPA	Scale after tracking maturity

Budget percentages are starting guidelines. Reallocate every month based on **qualified bookings and contribution margin**, not platform-reported clicks alone.

25. Measurement Framework

Layer	Metrics	Question
Awareness	Reach, impressions, CPM, video views	Are enough local people seeing us?
Consideration	CTR, CPC, visits, WhatsApp clicks	Are prospects interested?
Lead	Qualified leads, CPL, response time	Are opportunities real?
Booking	Booking rate, CPA	Do leads become customers?
Revenue	AOV, revenue, ROAS	Is acquisition profitable?
Retention	Repeat, CLV, referrals	Are customers becoming an asset?

Tracking: GA4 + Google Ads conversions + Meta Pixel/CAPI where appropriate + UTMs + consent management + simple CRM/source-of-lead record.

Attribution: platform attribution for optimization; CRM/business-level attribution for actual customer and revenue decisions.

26. Financial Model

CAC = acquisition spend ÷ new customers.

LTV = customer revenue contribution over the relationship, ideally based on gross/contribution margin.

LTV:CAC = LTV ÷ CAC.

Break-even ROAS must be calculated from actual contribution margin and variable service costs.

Example logic: if contribution margin were 50%, £1 of ad spend would require approximately £2 of revenue to generate £1 of contribution before fixed overhead. Horizon Pulizia should replace this illustration with its actual margin.

North-star financial chain: Spend → Leads → Qualified Leads → Quotes → Bookings → Revenue → Repeat Revenue.

27. Growth Experiments

Hypothesis	MVP	KPI	Success criterion	Decision
More reviews increase enquiries	Ask every satisfied customer	GBP actions + leads	Sustained improvement	Scale
Before/after lowers attention cost	3 videos/week	Qualified enquiry cost	Competitive CPA	Scale winners
WhatsApp improves CVR	Test CTA prominence	Lead CVR	+15% relative lift	Implement winner
Recurring offer increases CLV	Offer after first job	Repeat conversion	Positive margin	Scale
Referral lowers CAC	Dual-sided incentive	Referral CPA	Below paid CAC	Scale

28. AI & Automation

Capability	Benefit	Risk	Recommendation
Smart Bidding	Automated optimization	Optimizes bad signals	Use with reliable conversions
Broad Match	More query discovery	Irrelevant traffic	Test after data maturity
Responsive Search Ads	Creative variation	Message dilution	Use controlled assets
PMax	Cross-network scale	Less control	Use after Search foundation
Meta Advantage+	Automation	Opaque learning	Use with strong creative
AI content	Faster production	Generic/inaccurate content	Human review
CRM automation	Faster follow-up	Over-automation	Automate repetitive steps

29. Risk Management

Risk	Impact	Mitigation
CPC/CPM inflation	Higher CAC	Diversify + strengthen organic assets
Ad fatigue	Lower CTR / higher CPA	Refresh creative every 2–4 weeks
Tracking loss	Poor optimization	GA4 + platform + CRM validation
Low booking rate	Wasted leads	Improve response, offer and CRO
Capacity constraints	Missed jobs / poor reviews	Scale media only with capacity
Price competition	Margin pressure	Differentiate on trust, proof and reliability
Seasonality	Demand volatility	Seasonal offers + segment shifts

30. 90-Day Execution Roadmap

Period	Actions	Deliverables	Success signal
Days 1–30 Foundation	GBP; landing pages; GA4; ad tracking; WhatsApp workflow; creative bank; review system	Measurement + first Search campaigns	Tracking works + first qualified leads
Days 31–60 Launch	Meta; remarketing; SEO; review acceleration; referral; CRO tests	Full-funnel acquisition	Stable lead/booking data
Days 61–90 Scale	PMax; budget reallocation; winning creative; B2B outreach; recurring plans	Scaled winners + retention system	Improving CPA/booking/repeat potential

Weekly operating rhythm: performance check → lead-quality check → creative review → experiment decision. Never scale if lead quality, response speed or operational capacity is failing.

31. AARRR Growth Funnel

Stage	Actions	KPIs
Acquisition	Search, SEO, Meta, partnerships	Traffic, leads, CAC
Activation	Fast WhatsApp, quote, proof	Booking rate
Retention	Recurring plans, reminders	Repeat, churn, CLV
Referral	Reviews, referral incentive	Referral rate, reviews
Revenue	Upsells, bundles, subscriptions	AOV, MRR, CLV

32. Final Recommendations

Priority	Recommendation	KPI impact	Business impact
HIGH	GBP optimization + systematic reviews	Visibility, enquiries	Compounding trust / lower CAC
HIGH	Dedicated service landing pages	CVR, qualified leads	More bookings
HIGH	Google Search as primary paid engine	Qualified CPA	Immediate demand capture
HIGH	WhatsApp-first conversion	Response / booking rate	Less friction
HIGH	Transformation + proof content	Engagement / trust	Higher conversion confidence
MEDIUM	Meta prospecting + remarketing	Qualified enquiries	Demand generation
MEDIUM	Recurring packages	Repeat / CLV	Predictable revenue
MEDIUM	Airbnb/property partnerships	B2B leads	High-value accounts
LONG-TERM	CRM/AI automation	Response / retention	Scalability
LONG-TERM	Broader property services	Revenue/customer	Diversification

33. Frameworks Applied

SWOT: diagnose capability and market conditions. **Blue Ocean ERRC:** differentiate through trust, convenience and proof.

Ansoff: sequence risk from penetration to diversification. **70/20/10:** protect the core while testing adjacent and transformational opportunities. **JTBD:** sell the outcomes customers want. **Customer Journey:** connect mindset, touchpoint, message and KPI.

Lure → Context → Detail / 3Cs: structure useful content. **Lean experimentation:** test, measure and scale/pivot/kill. **AARRR:** manage the full commercial funnel.

RBS alignment: the strategy follows the uploaded Independent Employment programme's emphasis on positioning, go-to-market, channel selection, analytics, business development and sustainable execution.

34. One-Page Operating Summary

OBJECTIVE: Increase Horizon Pulizia's online visibility and convert it into profitable, recurring customers in Rome.

POSITIONING: Professional, reliable, easy-to-book cleaning with visible results and fast communication.

PRIMARY ENGINE: Google Search + Local SEO + Google Business Profile + reviews.

SUPPORT ENGINE: Meta + Reels/Shorts + remarketing + referrals.

CONVERSION: Service landing page → proof → WhatsApp/call → fast quote → booking.

RETENTION: Post-service review → recurring package → reminder → referral.

CONTENT: 40% transformations, 20% education, 20% social proof, 20% offers.

CORE METRICS: qualified leads → booking rate → booked CAC → revenue → repeat rate → CLV.

90-DAY PRIORITY: measurement foundation → Search launch → proof/content → CRO → scale winners → recurring revenue.

OPERATING PRINCIPLE: *Scale what produces profitable customers, not what merely produces clicks.*

End of complete strategy document