# EPOXY 49

COMMERCIAL RESINOUS FLOORING SYSTEMS

TURNKEY DEALER, CONTRACTOR & E-COMMERCE GROWTH ENGINE

| EPOXY 49 \| 2A:1B | PRIMER 49 \| 2A:1B | MVB 49 \| 25 LB MVER | POLYASPARTIC 49 \| 1A:1B |
|---|---|---|---|

# OMNICHANNEL MARKETING, LIFECYCLE EMAIL & PAID AD SCRIPT BINDER

Complete customer acquisition, Klaviyo/SMTP lifecycle automation, TikTok/Reels/YouTube pour scripts, Google Ads (AW-18502229605) & Meta Pixel (2172181113373684) blueprints, and TABLETOFLOOR50 packaging insert flywheel.

| WELCOME REBATE | BLUEPRINT CREDIT | GOOGLE ADS TAG | WHOLESALE LADDER |
|---|---|---|---|
| TABLETOFLOOR50 ($50) | BLUEPRINT97 ($97) | AW-18502229605 | PRO15/CREW20/PALLET25 |

## INCLUDED IN THIS OFFICIAL EPOXY49 TECHNICAL BINDER


* Page 02: 4 Automated Klaviyo / SMTP Lifecycle Email Flows (7-Day Crash Course, Quote Abandonment, Replenishment).
* Page 03: High-Converting Short-Form Video Scripts (TikTok, Instagram Reels & YouTube Pre-Roll Hook-Body-CTA).
* Page 04: Paid Search & Paid Social Campaign Blueprints (Google Merchant XML Feed, Meta Lead Forms, ROAS Guardrails).
* Page 05: Marketplace Crossover Flywheel (4x6 Packaging Insert Card -> https://epoxy49.com/welcome -> $50 Floor Credit).
* Page 06: Local Contractor Google Map Pack SEO + 5-Touch Commercial B2B Outbound Sequence.



**EPOXY49 LLC | HEADQUARTERS, TRAINING & WILL-CALL DISPATCH**

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**24-HR CHEMICAL EMERGENCY: CHEMTREC 1-800-424-9300 | DOC ID: E49-ACAD-MKTG-REV2026.11**

## FLOW 01: 7-DAY EPOXY BUSINESS & GARAGE CRASH COURSE (WELCOME SERIES)

* Day 1: Instant delivery of 6-File Academy SOP Vault + Pro Discount Ladder (TABLETOFLOOR50, BLUEPRINT97, PRO15).
* Day 2: The 600 Sq Ft 2-Car Garage P&L ($900-$1,100 Material -> $3,600-$4,800 Billed -> $2,500+ Net Profit).
* Day 3: Why 90% of Floor Failures Happen Before Opening a Pail (CSP 2-3 Diamond Grinding & Mohs Opposites Rule).
* Day 4: Turning Moisture Testing into an $850+ Upgrade (MVB 49 up to 25 lbs MVER / 99% RH vs PRIMER 49).
* Day 5-7: Live 3D Visualizer Tour + $97 Blueprint Pass (100% rebated via BLUEPRINT97) + Free 20-Min Slab Review CTA.

## FLOWS 02 - 04: CALCULATOR QUOTE FOLLOW-UP, POST-PURCHASE PREP & B2B REPLENISHMENT

* Flow 02 (1h / 24h / 72h Calculator Quote Abandonment): Re-sends saved sq ft kit math + unlocks PRO15 / TABLETOFLOOR50.
* Flow 03 (Post-Purchase Pre-Pour Prep): Fires instantly via /api/shopify-order-webhook w/ 35-Page SOP + FaceTime Slab Booking.
* Flow 04 (Contractor 21-Day Pallet Replenishment): Tracks cumulative kit count toward CREW20 (20+ kits) & PALLET25 (50+ kits).

**CONVERSION BENCHMARK**
Calculator email quotes convert at 18%-26% within 72 hours when paired with a 20-minute Pre-Pour Slab Review invite.

## SCRIPT A (15-SEC REELS / TIKTOK / SHORTS): 'THE $150 BOX-STORE LIE'

* 0:00-0:03 Hook (Macro peeling gray paint vs sledgehammer hitting 36-mil EPOXY 49 puck): 'Stop painting your garage floor with water!'
* 0:03-0:10 Body (Overhead Liquid Gold + Onyx Black ribbon pour): 'Box-store kits are 45% water that shrinks to 2 mils and peels under hot tires. EPOXY 49 is 100% reactive solids - 36 mils of 11,500 psi armor.'
* 0:10-0:15 CTA: 'Design your floor in 3D at Epoxy49.com and claim $50 off your kit!'

## SCRIPT B (30-SEC CONTRACTOR RECRUITMENT AD): '$2,500 PROFIT THIS WEEKEND'

* 0:00-0:05 Hook: 'Painters and pressure washers: why fight over $400 exterior bids when one 2-car garage pays $2,500 net profit in 48 hours?'
* 0:05-0:22 Body: Show Day 1 CSP-2 diamond grind + PRIMER 49, Day 2 EPOXY 49 metallic swirl + POLYASPARTIC 49 topcoat, and live calculator P&L.
* 0:22-0:30 CTA: 'Grab our $97 Digital Blueprint Pass at Epoxy49.com/academy - 100% credited back on your first resin order via code BLUEPRINT97!'

**GEMINI OMNI B-ROLL PAIRING**

Pair directly with public/videos/epoxy49/hero-metallic-ribbon-pour.mp4 & flake-polyaspartic-topcoat.mp4!

## LIVE MULTI-PLATFORM CONVERSION TRACKING PIXELS

* Google Ads Tag: AW-18502229605 (Purchase Label: 2EEuCLH0-5UdEOW8xvZE) | Meta Pixel: 2172181113373684 | Microsoft UET: 189339962.
* Events Fired Automatically: add_to_cart, begin_checkout, generate_lead (Calculator Quote, Wholesale App, Slab Inspection, Phone Click).
* Google Merchant Center Feed: Live XML feed at https://epoxy49.com/merchant-feed.xml indexing all 30 kit, bundle, academy & pigment variants.

## CAMPAIGN STRUCTURE & BIDDING GUARDRAILS

* Campaign 1 (Google Search Exact/Phrase): '100% solids epoxy kit', 'moisture vapor barrier epoxy 25 lbs', 'polyaspartic garage topcoat'.
* Campaign 2 (Performance Max / Shopping): Garage System Bundles ($349 / $649 / $989) + Business-in-a-Box ($3,499 / $5,999).
* Campaign 3 (Meta Retargeting): Visitors to /calculator or /visualizer within 14 days -> Serve $97 Blueprint Pass & Free Slab Review.

**HOUSTON GEO-MODIFIER**

Run +35% bid adjustment within 50 miles of 1714 W 23rd St, Houston, TX 77008 highlighting Same-Day Will-Call Pickup!

## TURNING $29 CRAFT / PIGMENT BUYERS INTO $649+ DIRECT FLOOR KIT CUSTOMERS

* Step 1: Every 150g Metallic Mica Pigment jar and small sample order shipped on Amazon, eBay, or Etsy includes our 4x6 Print-Master Insert Card (EPOXY49_4x6_PACKAGING_INSERT_CARD_PRINT_MASTER.pdf).
* Step 2: Headline hook: 'Love working with resin? Take your skills from the table to the garage floor.'
* Step 3: Buyer scans the vector QR code to https://epoxy49.com/welcome -> Auto-saves promo code TABLETOFLOOR50 ($50.00 OFF $350+ floor order) directly into cart!
* Step 4: Zero 15% marketplace referral fees on repeat $649-$3,499 direct website orders, lifting LTV:CAC past 6.5x.

### AMAZON SP-API CLI AUTOMATION

Manage live Amazon listings & pricing rules via scripts/epoxy49-amazon-cli.mjs.

## LOCAL GOOGLE BUSINESS PROFILE (GBP) 30-DAY RANKING SPRINT

* Primary Category: Flooring Contractor | Secondary: Concrete Contractor, Floor Refinishing Service.
* Upload 5 geo-tagged photos per completed bay (bare concrete -> CSP 2-3 grind -> wet pour -> cured mirror garage).
* Send SMS review link before leaving driveway asking client to mention their city + 'metallic or flake epoxy garage floor'.

## 5-TOUCH COMMERCIAL B2B OUTBOUND (AUTO DEALERS, BUILDERS & HANGARS)

* Day 1: Drop physical 12x12 cured EPOXY 49 + POLYASPARTIC 49 sample tile + ASTM Technical Data Sheet at facility manager's desk.
* Day 3: Email 48-hour weekend turnaround spec (zero Monday business downtime via rapid-cure POLYASPARTIC 49).
* Day 7-14: Offer complimentary 15-minute ASTM F2170 moisture & Mohs slab audit on their next bay renovation.

**FULL OUTBOUND TEMPLATES**

See epoxy49/marketing/b2b_contractor_outbound_sequence.md for copy-paste email & call scripts.