

30-Day Customer Acquisition Campaign

Estate & Household Liquidation Services | Dear June Collectibles

Client Dear June Collectibles	Primary objective Generate qualified paid cleanout and estate-liquidation opportunities	Role Research, positioning, campaign strategy and copy development
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The challenge

Dear June Collectibles already offered estate liquidation, cleanout, resale, auction and collection services. The problem was not capability; it was positioning those services so a potential client had a clear reason to choose Dear June over a traditional cleanout or junk-removal company.

Traditional cleanout message	Dear June opportunity
Primary promise: removal. Fast hauling, trucks, labor, donation, disposal and an empty property.	Primary advantage: resale judgment before removal. Identify what may belong in resale, estate sale, auction, donation or cleanout before everything is treated as junk.

Strategic positioning

The campaign reframed the service around the decision the client actually struggles with: **what should happen to everything in the house?** That positioned Dear June as a practical guide through the contents-disposition process rather than simply another hauling alternative.

Clear the house without throwing away the value.

Primary customer

The strongest initial audience was the adult child, executor or family member who suddenly becomes responsible for someone else's home. This person usually has a deadline, limited knowledge of the contents and little desire to become an antiques dealer just to settle the property.

Typical trigger	Why it creates buying intent
Parent entering senior living	The family must downsize quickly while deciding what to keep, sell, donate or remove.
Inherited or estate property	The decision-maker may live out of area and needs a practical plan, not months of individual selling.
Home preparing for sale	Contents are standing between the property and listing photos, showings or closing deadlines.

How the acquisition system was built

The strategy used several connected channels instead of relying on generic social-media activity.

1. Three customer-facing campaign angles

1	Before the Dumpster Reach people at the beginning of a household cleanout. The message emphasizes determining what should not be discarded before removal begins.
2	The Out-of-Town Child Speak to heirs or adult children who inherited responsibility for an entire property and need a realistic way to move forward.
3	The Real Estate Deadline Target families and real-estate professionals who need the property cleared so listing, staging or closing can proceed.

2. Referral acquisition

The campaign also targeted professionals who repeatedly encounter the same household-transition problem. One productive referral relationship can create multiple opportunities, so tailored outreach was built for real-estate agents, estate and elder-law professionals, senior-living communities, move managers, organizers and auctioneers.

Referral audience	Message emphasis
Realtors	A resource for clients who need household contents resolved before a property can move forward.
Estate / elder-law professionals	Practical contents-disposition help after the legal decisions have been made.
Senior-living / move professionals	Support for families left with decades of belongings after a move or downsizing.

3. Lead qualification and response

Customer acquisition only helps if the resulting inquiries are worth pursuing. The campaign therefore included a response script and qualification framework so serious opportunities could be identified before significant time was invested.

Strong lead	Weak lead
- Whole or substantial household contents - Real deadline or transition - Decision-maker has authority - Mix of resale goods and ordinary household material - Client understands cleanout labor is paid	- One or two low-value items - Wants a free house call or free removal - No authority to dispose of property - No timeline or intention to act - Mostly trash/removal with little fit for resale expertise

Sample lead-response logic

Start with the situation, not the service.

The first response asks for property location, approximate size, timeline, whether family keepsakes have been removed, a few photos and whether the client prioritizes maximum resale value, faster completion or a balance of both.

Implementation, deliverables & measurement

The final deliverable turns the strategy into a 30-day operating plan rather than leaving the client with theory.

30-day deployment plan

Week 1 Build the funnel	Publish the landing-page message, make the inquiry CTA prominent, post the first educational support content, begin referral outreach and launch the first campaign angle.
Week 2 Test a second angle	Introduce the inherited-home / out-of-town-family message, continue referral outreach and compare qualified inquiries rather than clicks alone.
Week 3 Target the property deadline	Run the real-estate-deadline angle, contact additional professional prospects and follow up once with promising referral contacts.
Week 4 Concentrate on what worked	Stop the weakest promotion, shift effort toward the strongest source of qualified inquiries, follow up with interested professionals and record where every lead originated.

Selected client deliverables

Research & strategy - Business and competitor review - Primary customer definition - Positioning and offer development - Acquisition-channel recommendations Ready-to-use assets - Landing-page copy - Three promotional concepts - Referral outreach messages	Lead handling - Inquiry-response script - Follow-up message - Qualification questions Implementation - 30-day deployment plan - Testing framework - Referral strategy - Campaign scorecard
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Success is tied to revenue-producing behavior

Qualified inquiries	Quoted jobs	Accepted jobs	Referral source
Did the campaign attract people who fit the service?	Did qualified leads progress to an estimate or quote?	Did the work turn into booked revenue?	Which channel produced the opportunity?

The goal was not more marketing activity. The goal was a practical system for generating profitable cleanout opportunities.

Portfolio note: This sample summarizes selected portions of a larger 30-day customer acquisition campaign prepared for Dear June Collectibles. Client-facing deliverables are expanded with implementation guidance and reasonable follow-up support based on the purchased package.