

# VEEPEE ENGINEERS

## Execution Kit: Landing Page Copy, Ad Sets, Targeting, and WhatsApp Response Scripts

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This is the execution-ready companion to the segment strategy: exact landing page copy blocks, ad set structures with targeting, and WhatsApp response scripts for Export, Architects/Builders, and Government/Industrial Procurement buyers.

### 1. Landing Page Copy Blocks

#### A) Export Buyers Landing Page

**Headline:** Precision-Engineered Fabrication and Laser-Cut Metal Solutions, Built for Export Reliability

**Subheadline:** Share your specifications and get a fast, detailed export quotation from VEEPEE Engineers.

**Hero CTA buttons:** Request Export Quotation | Download Capability Deck

##### Section 1 – Why buyers choose us:

- Engineering-led fabrication with consistent quality checks
- Custom drawing interpretation and material guidance
- Structured packaging and shipment-ready handling
- Responsive communication for international enquiries

**Section 2 – Capability proof:** workshop gallery, machine capability, finish quality closeups, and completed project photos.

**Section 3 – RFQ form fields:** Company name, Country, Product/spec description, Quantity, Target delivery timeline, Attach drawing (optional), Preferred contact method.

**Footer trust line:** Trusted engineering and fabrication partner for architectural, industrial and custom metal requirements.

#### B) Architects/Builders Landing Page

**Headline:** Custom Laser-Cut Railings, Gates, Jaali and Façade Work Built for Premium Finish

**Subheadline:** Share your design or drawing and get expert fabrication guidance from concept to installation.

**Hero CTA buttons:** Share Your Drawing | Explore Project Gallery

##### Section 1 – What we help you achieve:

- Design-to-fabrication translation with finish precision
- Custom pattern development for railings, jaali, gates and facades
- Site-ready coordination and installation-friendly execution
- Material and finish guidance for long-term durability

**Section 2 – Visual proof:** before/after transformation gallery, pattern close-ups, installed project shots.

**Section 3 – Consultation form fields:** Name, Project type, City, Design reference (upload), Timeline, Preferred contact method.

**Footer trust line:** Preferred fabrication partner for architects, interior designers and builders seeking premium execution.

## **C) Government/Industrial Procurement Landing Page**

**Headline:** Reliable Engineering and Fabrication Partner for Industrial and Institutional Requirements

**Subheadline:** Request our capability statement or submit your BOQ/tender requirement for a formal quotation.

**Hero CTA buttons:** Request Capability Statement | Submit Requirement for Quotation

### **Section 1 – Why departments and industrial buyers work with us:**

- Structured fabrication process with repeatable quality
- Capacity for volume and project-based manufacturing
- Documentation-ready responses for procurement workflows
- Committed delivery timelines and responsive coordination

**Section 2 – Capability proof:** production capacity notes, completed institutional/industrial projects, quality process overview.

**Section 3 – Formal enquiry form fields:** Organization name, Department/project, Specification/BOQ upload, Quantity, Required delivery date, Contact designation.

**Footer trust line:** Engineering and fabrication vendor ready to support tender, institutional and industrial supply requirements.

## 2. Ad Set Structures and Targeting

### Export – Search Campaign

**Objective:** Lead generation from active export/B2B search intent | **Platform:** Google Search

**Audience/targeting:** Keywords around custom metal fabrication, laser cutting manufacturer India, export fabrication supplier, plus negative keywords for irrelevant retail searches

**Placements:** Search network only, exclude display expansion initially

**Suggested daily budget:** ■1,000–■3,000/day to start, scale on CPL performance

Headline: Custom Fabrication & Laser Cutting – Export Ready

Primary text: Share your specifications and get a fast export quotation from an experienced Indian fabrication partner.

CTA: Get Quote

### Export – LinkedIn Sponsored Content

**Objective:** Reach international and domestic B2B buyers, sourcing managers, and trade contacts | **Platform:** LinkedIn

**Audience/targeting:** Job titles: procurement, sourcing, supply chain, import/export, project manager; industries: construction, infrastructure, manufacturing, trading

**Placements:** LinkedIn feed + LinkedIn Audience Network optional

**Suggested daily budget:** ■1,500–■4,000/day during active campaign bursts

Headline: Precision Fabrication, Export-Ready Execution

Primary text: When reliability and finish quality matter, VEEPEE Engineers delivers engineered metal solutions built for export-grade expectations.

CTA: Request Capability Deck

### Architects/Builders – Meta Reels/Carousel

**Objective:** Visual demand generation and click-to-WhatsApp conversion | **Platform:** Meta (Instagram + Facebook)

**Audience/targeting:** Interest/behavior: architecture, interior design, home renovation, construction professionals; lookalike from website/WhatsApp engagers

**Placements:** Reels, Stories, Feed, Explore

**Suggested daily budget:** ■800–■2,500/day, scale winning creative sets

Headline: Custom Laser-Cut Railings, Gates & Façades

Primary text: Turn your design vision into a precisely fabricated reality. Share your drawing on WhatsApp and get expert guidance today.

CTA: Send WhatsApp Message

### Architects/Builders – Google Search (Local Intent)

**Objective:** Capture high-intent local searches for railing/gate/fabrication services | **Platform:** Google Search

**Audience/targeting:** City-based service keywords, e.g., "laser cut railing [city]", "custom gate fabrication near me"

**Placements:** Search network, location targeting to serviceable radius

**Suggested daily budget:** ■800–■2,000/day

Headline: Premium Custom Railings & Gate Fabrication

Primary text: From design to installation-ready output — explore our project gallery and share your requirement for a quick quote.

CTA: Get Quote

### Procurement – Google Search + Remarketing

**Objective:** Capture formal buyer searches and re-engage capability-statement viewers | **Platform:** Google Search + Display remarketing

**Audience/targeting:** Keywords: industrial fabrication vendor, engineering works supplier, tender fabrication contractor; remarketing to capability-statement page visitors

**Placements:** Search + remarketing display banners

**Suggested daily budget:** ■1,000–■3,000/day

Headline: Engineering & Fabrication Partner for Industrial Supply

Primary text: Request our capability statement or submit your BOQ for a structured, formal quotation.

CTA: Request Capability Statement

## **Procurement – LinkedIn Outreach Support**

**Objective:** Support direct outreach with credible sponsored visibility to decision-makers | **Platform:** LinkedIn

**Audience/targeting:** Job titles: purchase officer, procurement head, works manager, project engineer; industries: government-linked infra, PSU-adjacent contractors, industrial manufacturing

**Placements:** LinkedIn feed + InMail-style follow-up (manual outreach)

**Suggested daily budget:** ■1,000–■2,500/day during active RFQ cycles

Headline: Dependable Fabrication Support for Institutional Projects

Primary text: Structured process, repeatable quality, and committed delivery timelines for industrial and institutional requirements.

CTA: Contact for Quotation

## 3. WhatsApp Response Scripts

### A) Export enquiry response flow

- Step 1 (Greeting): "Thank you for reaching out to VEEPEE Engineers. Could you share the product/specification, quantity, and destination country so we can prepare an accurate quotation?"
- Step 2 (Qualification): "Do you have a drawing or reference image? Also, what is your expected delivery timeline?"
- Step 3 (Trust building): "We handle custom fabrication with quality checks and export-ready packaging. I will share our capability deck along with the quote."
- Step 4 (Close): "I have shared the quotation and capability deck. Would a short call help finalize specifications?"

### B) Architect/Builder enquiry response flow

- Step 1 (Greeting): "Thanks for contacting VEEPEE Engineers. Could you share the design/drawing or a reference photo of what you have in mind?"
- Step 2 (Qualification): "What are the approximate dimensions, and is this for a residential or commercial project?"
- Step 3 (Proof): "Here are a few similar projects we have completed. Let us know which finish/pattern style matches your vision."
- Step 4 (Close): "Based on your requirement, here is the estimated quote and timeline. Should we schedule a design consultation call?"

### C) Government/Industrial procurement enquiry response flow

- Step 1 (Greeting): "Thank you for reaching out to VEEPEE Engineers. Could you share the BOQ/specification sheet and required quantity?"
- Step 2 (Qualification): "What is the required delivery timeline, and do you need a formal quotation on letterhead?"
- Step 3 (Trust building): "We can share our capability statement, past project references, and quality process overview along with the quotation."
- Step 4 (Close): "Please find the formal quotation attached. Let us know if you need any additional documentation for the tender/procurement process."

### Response time standard

Aim to respond to all first messages within 15–30 minutes during business hours, and set an auto-reply for after-hours enquiries confirming a callback window the next business day.

## 4. Quick Reference Checklist

- Landing pages created for Export, Architects/Builders, and Procurement segments
- RFQ/consultation/capability-statement forms live and tested
- Google Search campaigns structured with segment-specific keywords
- Meta campaigns launched for architect/builder visual proof
- LinkedIn sponsored content running for export and procurement decision-makers
- WhatsApp response scripts saved as quick replies
- Response time SLA agreed with the sales/enquiry team
- Weekly review of ad set performance and WhatsApp conversation quality