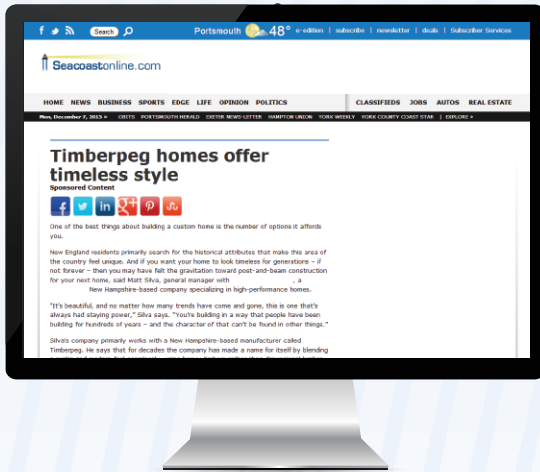


# Success Story

native

## Custom Content Secures Customers for Custom Builder



“Yesterday we submitted a proposal to a client that heard of us through the Native Ad Campaign. He has never noticed the sign on our building despite driving by it nearly every day since we moved into this location a year ago. This article helped him find us and established our credibility from just another company in the area.”

~Matt Silva, General Manager

### BACKGROUND:

██████████ is a custom home construction company located in ██████████ New Hampshire. Their home-building approach is unique and designed to ensure their clients receive a quality home, from lot analysis and planning to conceptual design. Their process can be intimidating and confusing at times for prospective clients.

### OBJECTIVES & GOALS:

██████████ wanted to present their unique process in a concise way to build awareness and educate potential customers of their capabilities. The goal was to add clients to the sales funnel who already understood the process and ultimately shorten the Sale Cycle.

### SOLUTIONS:

The GateHouse Media Content team worked with ██████████ to customize six articles to run over three months, engaging readers with ██████████ capabilities. The articles appealed to readers interested in building a home and presented ██████████ process in an easy to understand format. Ads promoting the articles ran on the website and on Facebook. ██████████ was now in front of potential buyers, in a non-invasive way, positioning them as experts on the topic.

### PRODUCTS:

- Native Content

### RESULTS:

██████████ articles achieved a .32% click through rate, which far exceeded the industry average click through rate of .06%. One article alone received 2,236 clicks, a 90.91% engagement rate and multiple social shares on Facebook.

**SouthCoast**  
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