

Success Story

integrated

Home Builder Draws In More Leads Leveraging Integrated Campaign



BACKGROUND:

██████████ is a new home builder located in ██████████ Ohio. With a large number of home builders and existing homes to choose from in the ██████████ market, ██████████ biggest challenge was moving the homes they had in inventory.

OBJECTIVES & GOALS:

██████████ wanted a targeted marketing strategy to drive the most qualified buyers to request information about their spec homes for sale. The ability to track campaign results was important to them so they could optimize future campaigns.

SOLUTIONS:

The Dispatch Advertising Team developed a campaign that would reach potential buyers throughout different parts of their home search cycle. The team incorporated highly targeted ads across programmatic audio and connected TV to complement existing traditional radio and TV efforts. They launched SEM and email marketing campaigns to target people towards the end of the funnel - ready to buy.

The campaign used relevant keywords in ██████████ areas of focus and send direct emails monthly to an opted-in, targeted audience highlighting floor plans, neighborhoods, school districts and open house events.

PRODUCTS:

- Direct Email
- Newspaper Ads
- Connected TV
- Programmatic Audio
- Search Engine Marketing (SEM)

RESULTS:

A 3-month snapshot of the campaign showed a 176% increase in new visitors to their site and a 79% increase of return visitors. ██████████ saw a 38% increase in traffic to their Inventory Homes page YOY. Because of the success, ██████████ is selling more homes.

The Columbus Dispatch
A GATEHOUSE MEDIA PUBLICATION