

Digital Marketing Strategy

Evan James Homes

February 15, 2021

Krista Schroen

Executive Summary

Executive Summary

Evan James Homes

- Seek to grow brand awareness, drive leads to website, drive in-person traffic to special event, convert leads to sales, and increase followers.
- Boost monthly website visitors by 15%, increase open/click through rate on email marketing to 12%, improve customer experience, and increase visitor-to-lead conversation rate.
- **Campaign timing: March 19 - May 16, 2021**
- **Campaign Budget: \$15,800**
 - Facebook: \$4,200
 - Instagram: \$3,700
 - You Tube: \$2,000
 - LinkedIn: \$1,900
 - Twitter: \$1,500
 - Google Ads and SEO: \$2,500



Digital Media Goals

Key Performance Indicators

Campaign: March 15 - May 31, 2021

- Increase brand awareness by boosting monthly website visitors by 15% from 1250 to 1437 in 90 days through Digital Media.
- Drive leads by growing the email blog click through (open) rate to 12% in 90 days.
- Increase website visitor-to-lead conversion by 3% to 6% in 90 days.
- Improve customer experience and engagement by boosting Facebook followers by 20% from 7,225 to 8,670 in 90 days through comments, likes and mentions.

How Goals Align to Business Objectives

Business objective	Social media goal	Metric(s)
Grow the brand	Awareness <i>(these metrics illuminate the current and potential audience)</i>	Followers, shares, etc.
Turn customers into advocates	Engagement <i>(these metrics show how audiences are interacting with content)</i>	Comments, likes, @mentions, etc.
Drive leads and sales	Conversions <i>(these metrics demonstrate the effectiveness of social engagement)</i>	Website clicks, email signups, etc.
Improve customer experience	Consumer <i>(these metrics reflect how active customers think and feel about the brand)</i>	Testimonials, social media sentiment, etc.

Target Audience

Target Audience

Homebuying Process

Entering the Market: Emotional

I'm so excited about searching for my new home! I spend time dreaming about what my new life will be like in my new home. I want to live somewhere I will be proud to show off.

Process-> Image/Awareness: Publicity, Outdoor, TV, Print, Web

Choosing Communities to Visit: Logical

I've selected a location based on school or convenience or work commute. I want to live in a secure area where I can be safe from crime.

Process-> Promotion: PR, Radio, Realtor, Digital

Visiting Community: Emotional

Wow, this place is gorgeous! I can see myself living here!

Process-> On-site: Signage, Amenities, Model Home Merchandising, Events

Decision Making Process: Logical & Emotional

Does this community meet all of my checklists? If it doesn't, can I live with it? Where did I feel at home? What community and home did I fall in love with?

Process-> Conversion: digital, video, brochure, follow-up

Buying and Closing: Logical & Emotional

Is my home going to be ready when I need it? I'm so nervous about this process. I'm so excited about my new home.

Process-> Retention & Referral, digital

	Entry Level Buyer	Move Up Buyer	Empty Nester
Example job titles	Teacher, engineer, financial planner, nurse, salesperson, executive assistant	Sales executive, producer, oil/gas executive, doctor, lawyer, designer	Retired, professional, engineer, oil/gas executive, professor
Needs	Put monthly rent toward a home investment	Larger home for expanding family	Smaller home, executive home
Pain Points	Build equity, tax deductions, stability, pride of ownership	Budget, schools, community	Too much wasted space in current home
Prefered social networks	Instagram, Snapchat, Tik Tok, Twitter, You Tube	Instagram, Facebook, Pintrest, Houzz, Twitter, You Tube	Facebook, Houzz
Unique Characteristic	Student loan payments, high debt	One or multiple children	Second home elsewhere
House Budget	\$280,000-\$400,000	\$450,000-\$650,000	\$350,000-\$500,000
Age, location, HHI	Houston-area residents, age 25-34 HHI \$100,000	Houston-area residents, age 35-54 HHI \$150,000-\$300,000	Houston-area residents, age 55+ HHI \$200,000 - \$300,000
Desires	Like to travel, entertain friends	Close to schools, shopping, entertainment	Want safety/security, retirement savings

Competitive Analysis

Competitive Analysis

	Website	Blog	Email Newsletter	Price Range / # communities	Notes
Partners in Building	https://www.partnersinbuilding.com	No	Yes	\$500k-\$1.5MM 21	Log in to your own dashboard; Links to FB, LinkedIn (3300 followers), Twitter, Insta, & Pintrest
Westin Homes	https://westin-homes.com/news/	Yes “News”	No	\$300k-\$600K 25	Links to FB, Twitter, Insta, Pintrest
Newmark Homes	https://newmarkhomes.com	No	Yes	\$350k-\$700K 8	Links to FB, Twitter, Insta, Pintrest, You Tube, & Houzz

Competitive Analysis

	Active	# of followers	Jan 2021 Posts	Notes
FACEBOOK				
Partners in Building	Y	11,449	14	Mainly posting photos; last video post was 23 weeks ago
Westin Homes	Y	10,695	8	Only photo posts of product
Newmark Homes	Y	6,898	12	Mainly posting photos; last video post was 28 weeks ago
INSTAGRAM				
Partners in Building	Y	68,500	18	Similar posts as Twitter; each post has from 150-1000+ likes & 1-8 comments
Westin Homes	Y	3,217	0	Account is active, but no posts since 7/2018
Newmark Homes	Y	3,936	9	Photos of homeowners who closed; social causes
TWITTER				
Partners in Building	Y	2,181	24	Rare likes or comments
Westin Homes	Y	431	0	Account is active, but no posts since 10/2017
Newmark Homes	Y	2,916	2	Inconsistent timing of tweets
PINTEREST				
Partners in Building	Y	1,644	N/A	16 boards
Westin Homes	Y	412	N/A	18 boards
Newmark Homes	Y	349	N/A	17 boards

SWOT Analysis

	Positive	Negative
Internal	STRENGTHS <ul style="list-style-type: none">• Gorgeous photography• Builds in 12 Communities• Wide price point range• Doesn't just post product images	WEAKNESSES <ul style="list-style-type: none">• Low Twitter engagement• Lag of response time to social media comments• Inconsistent posts across all platforms
External	OPPORTUNITIES <ul style="list-style-type: none">• Competitors are not all utilizing the same platforms• Competitors aren't using Instagram Stories	THREATS <ul style="list-style-type: none">• Low number of Facebook followers compared to competitors• Partners in Building has 68,500 followers on Instagram

Positioning Strategy

Evan James Homes is the ***Houston-area*** builder with the ***best quality*** homes at the ***most affordable*** price.

Evan James Homes is an ***advisor*** to new homebuyers and a ***resource on social media platforms***.



Proposed Digital Media

FACEBOOK	INSTAGRAM
What it's best for: Low cost, customer engagement, raise brand awareness, drive traffic to website, targeted advertising	What it's best for: Visually engaging, promote brand, feature products, partner with influencers, high customer engagement, targeted and customized ads
Target audience: Customized per campaign, Users are fairly evenly spread between ages, Ability to create a Lookalike audience, Seniors are fastest growing demo	Target audience: Houston area 25-34-year-olds, women ages 35-54
Types of content we will share: Build the brand, promote the blog and website, product highlights, special events	Types of content we will share: Product highlights, special events, ask questions or poll followers, show building process, share user-generated content, create hashtags
Key performance indicators (KPIs): Number of Followers, Likes, Shares, Comments, Traffic to Website, Facebook Analytics	Key performance indicators (KPIs): Comments, Shares, Likes, Mentions, Followers, Traffic to Website, Cost per click, Instagram Insights

LINKED IN	YOU TUBE
What it's best for: Credibility, networking, and glean insider expertise from established experts, recruiting and hiring talent	What it's best for: Video marketing, keywords, large audience
Target audience: Houston-area adults, age 49-55	Target audience: My Custom Intent Audiences, choose by life events
Types of content we will share: Customized to empty nesters, company news, recruiting	Types of content we will share: News articles, design trends, product updates, special events, and more
Key performance indicators (KPIs): Number of Followers; Shares; Mentions, Linked In Analytics	Key performance indicators (KPIs): Number of subscribers; Click through rate, Bounce Rate, Analytics

TWITTER	BLOG / EMAIL MARKETING
<p>What it’s best for:</p> <p>Quickly and easily promote topics, links, generate leads, improve customer loyalty</p>	<p>What it’s best for:</p> <p>Promoting business online, attract visitors to the website</p>
<p>Target audience:</p> <p>Houston-area Men aged 18-49</p>	<p>Target audience:</p> <p>Existing leads and new subscribers in the market to purchase a new home</p>
<p>Types of content we will share:</p> <p>Links to blog posts, highly skimmable content, relevant hashtags</p>	<p>Types of content we will share:</p> <p>News articles, design trends, product updates, special events, and more</p>
<p>Key performance indicators (KPIs):</p> <p>Number of Followers, Shares, Comments, Traffic to Website, Twitter Analytics</p>	<p>Key performance indicators (KPIs):</p> <p>Number of subscribers; Click through rate, Bounce Rate, Conversion rate</p>

GOOGLE ADS	SEO
What it's best for: Drive traffic to website and specific landing pages within site, increase leads	What it's best for: Increased web traffic, increase traffic occurs via increased visibility and rankings
Target audience: Houston-area adults aged 25-54	Target audience: Can choose per campaign; adults aged 25-54 by zip and HHI
Types of content we will share: Links to blog posts, special event content	Types of content we will share: Key words
Key performance indicators (KPIs): Google Analytics, Pay per Click	Key performance indicators (KPIs): Google Analytics, Traffic to Website

Content Strategy

Press Release

FOR IMMEDIATE RELEASE

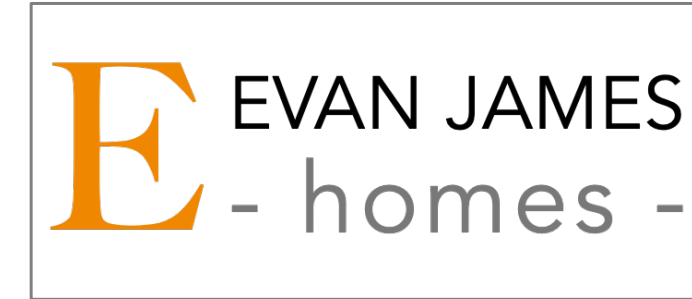
March 1, 2021

Contact Information:

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EVAN JAMES HOMES ANNOUNCES SPRING FLING OPEN HOUSE

Enter to Win a Trip for Two to Washington D.C.

(Houston, Texas) - Stop by any Evan James Homes model in one of twelve Houston-area communities between March 19 - May 16, 2021 and enter to win a trip for two to Washington D.C.! Experience the fragrant blooms of the cherry tree blossoms at our Nation's home when you and a friend tour the National Cherry Blossom Festival next season!

The Spring Fling Open House takes place from March 19 - May 16, 2021 at every Evan James Homes model. Every Spring Fling Open House weekend at select model homes, visitors can sample cherry tarts, cherry mini pies, cherry macaroons, and cherry limeades while they make spring floral bouquets from the East Texas Flower Truck. Live music, kid's crafts, and Every Evan James Homes model will also be decorated for spring with fresh, festive bouquets and décor in bright spring colors. Every weekend of Spring Fling Open House, one lucky visitor will win a \$250 gift card from 1-800-Flowers.

Visit www.evanjameshomes.com for the most up-to-date event information, including specific dates and addresses of model homes hosting exclusive weekend Spring Fling festivities.

#

About Evan James Homes

Evan James Homes, founded in 2008, is headquartered in Katy, Texas and builds in twelve communities in the Greater Houston area. Home prices range from \$350,000 to \$700,000. For more information about Evan James Homes, visit the company's website at www.evanjameshomes.com.

Press Release

Bullet Points

- Evan James Homes announces Spring Fling Open House
- Dates: March 19 - May 16, 2021
- Visit Any Model to Enter to Win a Trip for Two to Washington D.C. for next season's National Cherry Blossom Festival
- Every weekend during Spring Fling Open House, Evan James Homes will giveaway one \$250 gift card to 1-800-Flowers
- Festivities at select model homes during Spring Fling Weekends include: sample cherry treats, make your own floral bouquet, listen to live music, and enjoy kid's crafts.

Press Release Images



Digital Ad Previews

Facebook, Messenger, & Instagram

Instagram Explore Feed


Explore

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Sign Up

Spring Fling Open House! March 19 - May 16, 2021. Visit any of 12 model homes to Enter to WIN a ... more

Desktop News Feed


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Ad View

Expanded View

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Ad

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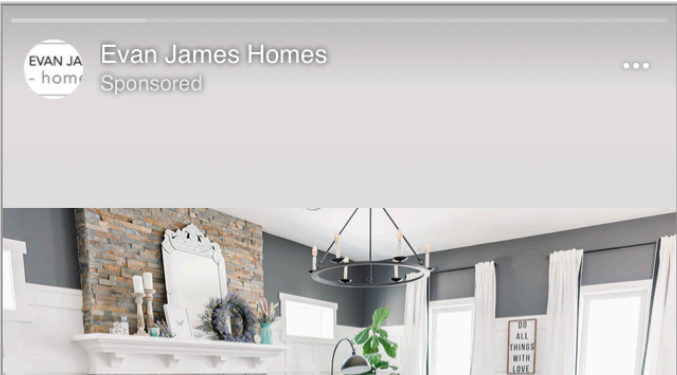
Messenger Stories

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Send Message

Like

Comment

Share


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Spring Fling Open House! March 19 - May 16, 2021. Visit one of 12 model homes to Enter to Win a Trip for Two to Washington D.C.!



Evan James Homes

SEND MESSAGE

Like

Comment

Share

Digital Ad Previews

LinkedIn

Forecasted Results ?



Target audience size
200,000+

Segment breakdown ?

Function ▼

ⓘ No data available for this audience

[Hide segments](#)

78 days **(2/28/2021 - 5/16/2021)**

Total spend
\$1,600.00 - \$3,900.00

Total impressions
85,000 - 440,000


CTR
0.25% - 0.38%

Total clicks **Key Result**
300 - 1,700


Forecasted results are directional estimates and do not guarantee performance. [Learn more](#)

Mobile Feed ▼

ⓘ Actual ads shown in Feed will not be cropped or altered

 **Evan James Homes**
Promoted

Spring Fling Open House! March 19 - May 16, 2021. Visit any of 12 model homes to Enter to WIN a TRIP for Two to Washington D.C.!



Spring Fling Open House

evanjameshomes.com

Learn more

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Spring Fling Open House

evanjameshomes.com

Learn more

Digital Ad Previews

Google, You Tube, & Twitter

Estimated weekly performance

5.8K - 9.9K

Impressions

An impression is counted each time your ad is shown.
The amount of impressions won't affect your cost.

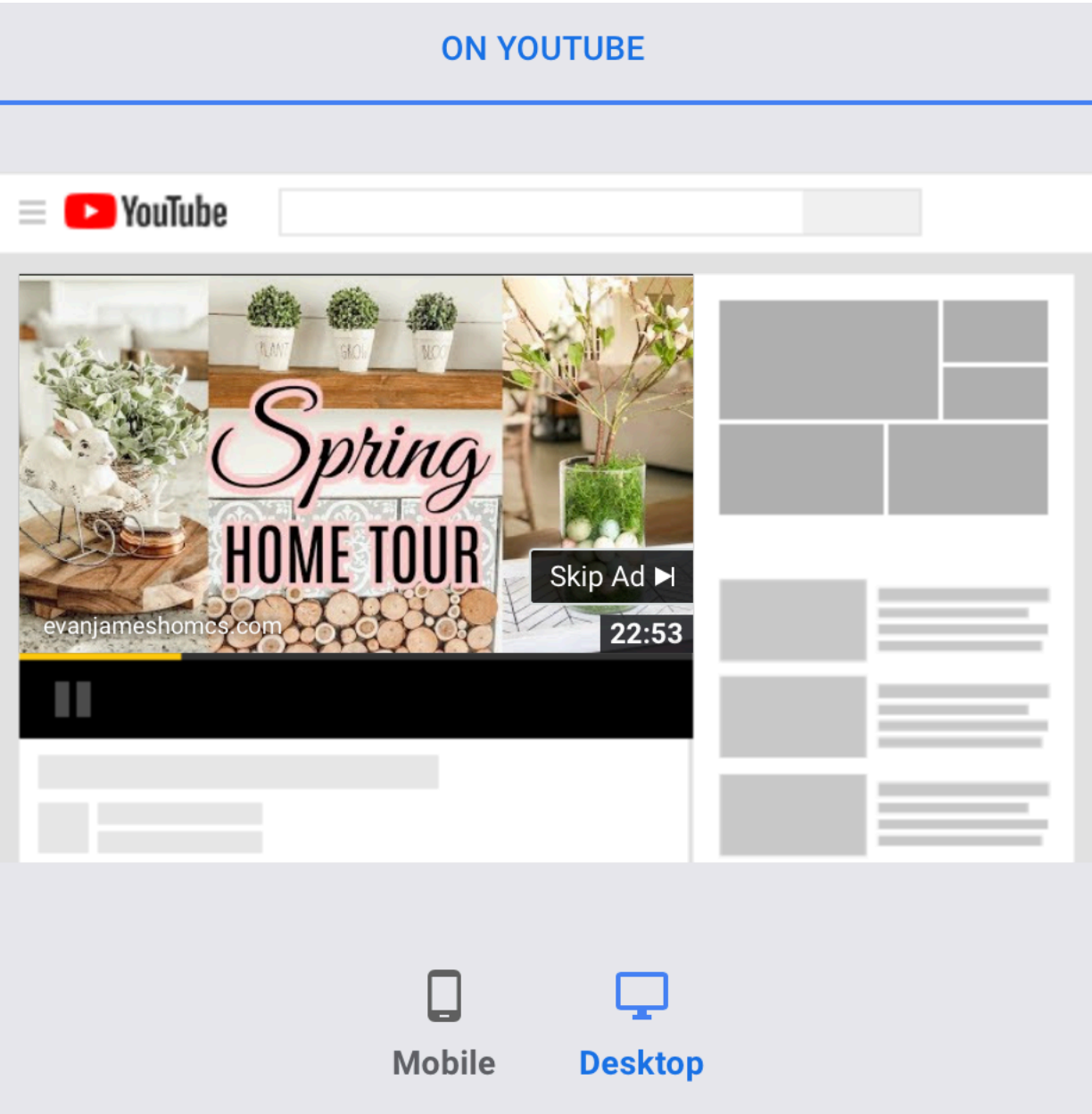
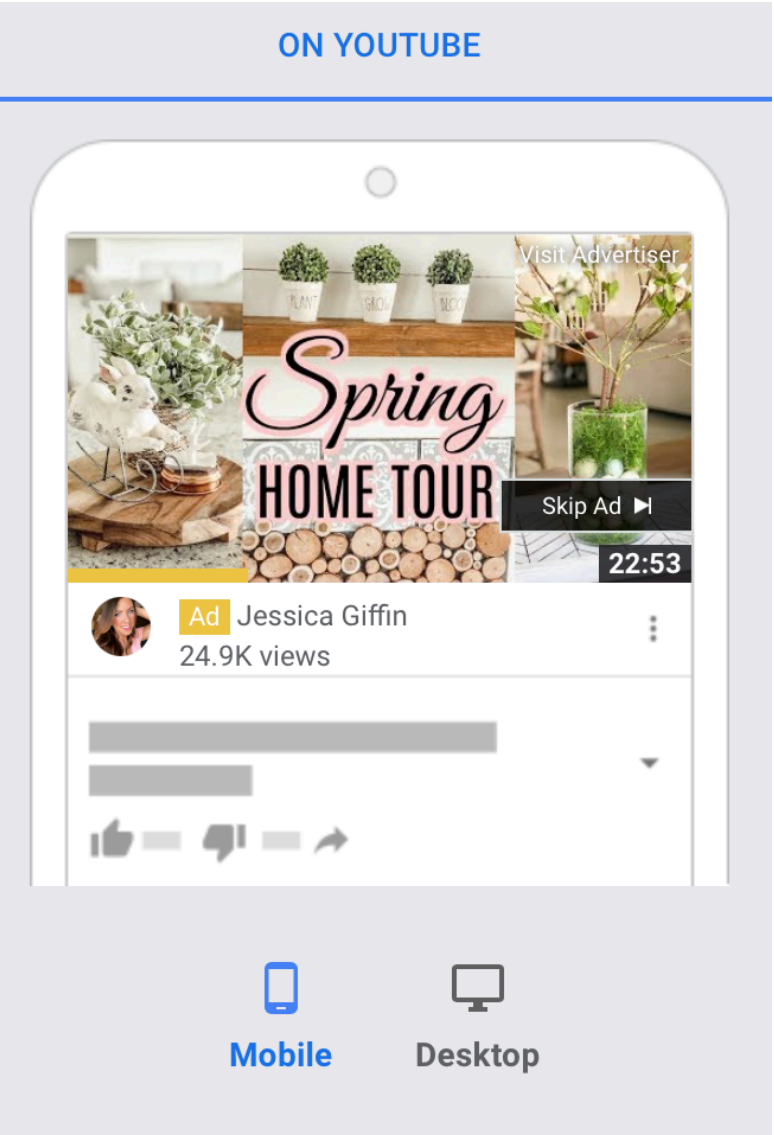
2.3K - 4.8K

Views

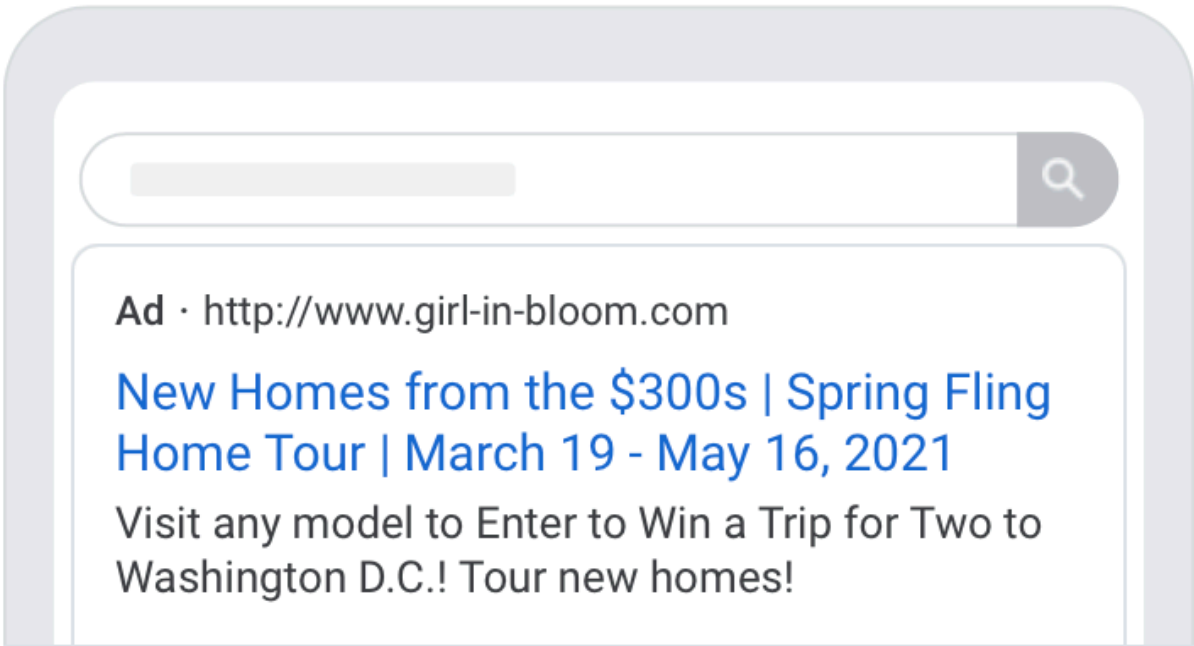
A view is counted when someone shows interest and watches 30 seconds of your video ad (or the duration if it's shorter than 30 seconds) or interacts with the ad.

\$0.03 - \$0.05

Average cost-per-view (CPV)



\$30 daily average · \$912 monthly max
Get an estimated 790-1,280 ad clicks each month



Email Marketing Preview



Spring Fling Open House

March 19 - May 16, 2021



**Tour any Model Home and
Enter to Win
a Trip for Two
to Washington D.C.
for next season's National
Cherry Blossom Festival!***



at Select Model Homes during Spring Fling Weekends



- cherry treats
- create a bouquet
- live music
- kid's crafts
- giveaways



*details at www.evanjameshomes.com

Long Term Strategy

Recommended Tools

Long Term Strategy

- Conduct a Digital Audit every 30 days; change campaign messaging accordingly
- Implement bigger changes quarterly
- Evaluate free Analytics:
 - Google Analytics (google Adwords, SEO, display ads, remarketing ads, YouTube strategy)
 - Facebook Analytics
 - Instagram Insights
- Utilize paid tools:
 - Marketo: Marketing Automation Software
 - Audiense: Audience Intelligence and Analysis Software
 - SEMrush: competitive research, SEO, PPC, keywords, content
 - Moz Pro: gather data on site rankings, optimizations, SEO strategy
 - Consider Digital as part of a larger campaign like I Heart Media direct mail and email package

Thank you

Evan James Homes Digital Marketing Strategy

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