

SECRETS OF THE INTERNET MARKETING ALL-STARS



**2014 International Builders Show
Las Vegas, NV**

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YOUR PRESENTERS

(IN ALPHA ORDER)

Kristi Allen, McArthur Homes Inc., South Jordan, UT
Director of Online Marketing

Kristi grew up in the home building industry as the third generation of a family-owned home builder. Over the last 10 years, she has worked in the real world of sales and marketing as a Community Sales Associate, Design Studio Consultant and currently as the Online Sales Counselor and Online Marketing Director for McArthur Homes. In 2011-2012, she was responsible for a complete overhaul of the McArthur Homes' website and online marketing strategy, which now accounts for over 50% of all new home sales. Kristi enjoys sharing her experience in successfully transferring online traffic into new home sales with other builders across the country. She also develops apps designed specifically for home builders. You can reach Kristi at Kristi@mcarthurhomes.com.

Kelly Kenton Fink, CAPS, MIRM, The Providence Group of Georgia, Johns Creek, GA
Vice President of Marketing and Online Sales

Kelly has been in the real estate and housing industry since 1997. In her current position with The Providence Group she oversees all marketing and online efforts including managing their Online Sales Program which currently contributes to 30-35% of total company sales. Mrs. Fink has been honored as Marketing Director of the Year by The Greater Atlanta HBA in 2013, 2010, 2007 and 2004. In January 2009, Kelly was named the National Marketing Director of the Year by the National Sales & Marketing Council. Kelly was recently elected to the Institute of Residential Marketing's Board of Governors as well as the NSMC National Awards Advisory Committee. She has been a speaker at IBS from 2009-2014. You can reach Kelly at Kfink@theprovidencegroup.com.

Kristie Meave, MBA, H&H Homes, Fayetteville, NC
Senior Vice President of Marketing

Kristie Meave is the Senior Vice President of Marketing at H&H Homes. In that capacity she oversees all marketing activities for 60+ active communities in seven markets throughout North and South Carolina. Additionally, she also oversees marketing for H&H Homes On-Site and several of H&H's multifamily projects. Kristie has been with H&H since October of 2012, and in that first year has launched an on-line sales program, customer management software program and an online marketing strategy that has resulted in a 400% improvement in online lead conversions. This year, the H&H Homes website was selected as Top Website in NC by the NC Home Builder's Association. Kristie holds an MBA from Methodist University, and a BS in Political Science from Abilene Christian University. You can reach Kristie at KristieMeave@hhhomes.com.

Jenn Nowalk, CMP, CSP, Homes by Dickerson, Raleigh, NC
Director of Sales and Marketing

Under Jenn's leadership, Homes by Dickerson was awarded The Gold Award for Building Industry Community Spirit for the Miracle Green Home benefiting Duke Children's Hospital and the Silver Award for the Best Social Media Campaign at the 2013 NAHB's Nationals Awards in January. Jenn is an active member of Triangle Sales & Marketing Council, currently serving on the Executive Committee as Membership Chair and past Communication Chair. Passionate about giving back to the community, Jenn is also the co-founder of Triangle Spokes Group, a local non-profit that raises money to purchase brand-new bikes and helmets to give away to underprivileged children in the Triangle area. Since its founding in 2007 Triangle Spokes Group has given away over 2,000 bikes to area children. You can reach Jenn at Jenn@homesbydickerson.com.

Meredith Oliver, MCSP, MIRM, Creating WOW, Raleigh NC
President

Meredith Oliver helps home builders drive more traffic, leads and sales. She is the founder and president of Creating WOW; a home builder marketing and sales training company based in Raleigh, NC. Meredith has spoken at the International Builders Show thirteen consecutive years with five appearances in the Super Sales Rally. She holds a Master's Degree in Communication Technology from Rollins College and is the author of two books, *Click Power: The Proven System Builders Use to Increase Sales* and *The Fan Factor: 25 Slam Dunk Secrets to Engage Customers, Increase Referrals and Boost Sales* available at the BuilderBooks kiosk. Meredith is the 2013 Chair of the Institute of Residential Marketing and a member of the Triangle Sales and Marketing Council. You can reach Meredith at Meredith@CreatingWOW.com.

BOOST YOUR INTERNET LEADS NOW! HOW SOUTHPORT INCREASED TRAFFIC, LEADS AND SALES

Presented By: Meredith Oliver, MIRM, MCSP
@CreatingWOW

Southport On Cape Cod - <http://www.southportoncapecod.com/>

- Located in Mashpee, MA, Southport is a 250-acre, 750-home community for active adults 55+, priced from the mid \$300's.
- Amenities include 32,000 sq. ft. clubhouse, fitness center, grand ballroom, library, computer center, craft room, multiple pools, tennis courts, walking trails, 9 hole golf course and many more!
- The community is aggressively marketed utilizing television, radio, print, email, search engine marketing, social media marketing and direct mail campaigns.

The Issue:

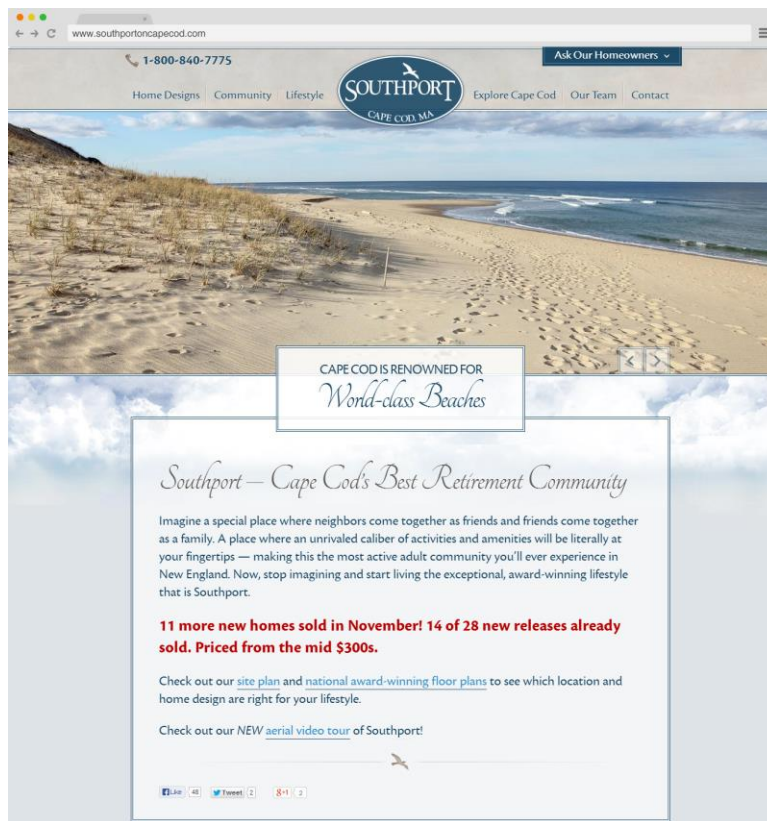
- Low conversion rate of website visitors to Internet leads despite aggressive marketing.
- Industry average of website visitors to Internet leads is 2 – 5% conversion rate. Southport was averaging a 1% conversion rate.



Southport Website – Before Redesign

The Solution:

- Design a new website to increase lead generation.
 - Responsive design to engage mobile visitors.
 - Cinematic visuals showcasing the lifestyle.
 - Interactive content to increase visit length.
 - Site plan
 - Floor plans
 - Area map
- 10 – 12 call-to-action graphics/language added to every page.
 - #800 Number
 - Urgency language
 - Social media sharing buttons
 - View site plan
 - View Testimonials
 - Request a tour
 - Request a DVD
 - Request a brochure
 - Sign up for newsletter
 - Ask a homeowner
 - Live chat
 - Connect on social media



Southport Website – After Redesign

The Results:

2012 – Total sales, 38

July 1, 2012 – November 30, 2012

- Internet Leads – 203, 1.22% conversion
 - Contact Us - 122
 - Newsletter Signup – 81

2013 – Total sales YTD 2013, 61 (as of November 30)

July 1, 2013 – November 30, 2013

- Internet Leads – 498, 2.89% conversion
 - Request Info: 166
 - Request DVD: 116
 - Ask a Homeowner: 14
 - Newsletter Signup: 115
 - Schedule Tour: 37
 - Live Chat: 50 leads (3 sales)

Five Fabulous Strategies to BOOST Your Internet Leads:

- 1. Set a baseline.** How many leads per month is your website generating? Are you within the 2 – 5% industry average? Set a goal based on your current lead volume. Until you set a baseline it is impossible to determine how to increase results.
- 2. Determine lead sources.** What source is generating the leads you are currently receiving? Is the amount you pay for that marketing source commensurate with the lead generation? Determine if the issue is a lack of website traffic or a failure to convert the traffic.
- 3. Add more call-to-action graphics/language.** Each page should have multiple call-to-action offers. Vary the offers from low salesperson interaction to high interaction to reach shoppers in all stages of shopping. Make the location consistent from page to page.
- 4. Add urgency graphics/language.** Show sold homes and home sites. Limit the number of home sites available and show in an interactive site plan. Give a deadline for special promotions and incentives no longer than 30 days.
- 5. Upgrade photography and videos.** Nothing sells your homes better than professional photography and videos. Website visitors are more likely to request information when they see stunning photography and videos.

CONVERT MORE INTERNET LEADS TO SALES: HOW H&H DOUBLED INTERNET SALES IN ONE YEAR

Presented By: Kristie Meave, MBA
@HHhomes

H&H Homes - <http://www.hhhomes.com/home>

- H&H has more than 60+ active communities throughout seven markets in North and South Carolina.
- Builds primarily single-family homes from the \$150's to \$350's.
- Most sales are of inventory homes already in construction or completed and ready for quick move-in.
- 2012 Total Sales – 444
- 2013 Sales YTD – 432 (as of November 30)

November 2012: The Turning Point

- Launched a new website with the following goals:
 - Make it easy to navigate despite the fact H&H has seven markets, 60+ communities and several hundred move-in ready homes to browse.
 - Make it mobile friendly (moving to a responsive design in 2014).
 - Increase Internet leads with more call-to-action opportunities.
 - Enhance the visual content with more color elevations, floor plans and photos of homes for sale.
 - Enhance the written content to improve Google organic rankings by adding a blog and informational pages about H&H.
- The Results – From Nov 2012 - Nov 2013
 - Named the “Best Website for a Builder/Developer” at the NC Home Builders Association STAR Awards.
 - Average Pages Viewed Per Visit Increased – 7.87
 - Average Visit Duration Increased – 6:15 minutes
 - Bounce Rate Decreased – 29.27%
 - 60 page one organic search rankings

May 2013: The Opportunity

- Increase conversion rate on Internet leads.
 - Implement an Online Sales Counselor program.
 - Hire new staff person.
 - Determine the follow-up and hand-off process.
 - Equip with tools.
 - Set sales goals and expectations.
 - Train on processes and best practices.
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The Results: Doubled Internet Lead Conversions (as of November 30)

- 44% -- Converted 44% of the Internet leads received to a set appointment.
 - 25% -- Converted 25% of the kept appointments to a sale.
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10 Best Practices for Internet Lead Conversion

1. Respond instantly.
2. Follow-up multiple times.
3. Sell the benefit to “responding” in your follow-up.
4. Vary the communication channels.
5. Integrate live chat into your website.
6. Add value with informative follow-up.
7. Don’t take a lack of response as rejection.
8. Confirm every appointment.
9. Proactively communicate with the onsite agents.
10. Track and manage everything so you know what works.

ONLINE BANNER ADS STRATEGIES FOR TARGETING YOUR DESIRED AUDIENCE OF HOME BUYERS

Presented By: Kelly Kenton Fink, CAPS, MIRM
@TPGHomesAtlanta

Highlands of Sandy Springs Ad Campaign targeting adults who are in the market for a new home in Sandy Springs/North Fulton County using a customized digital campaign and tracking system.

Strategy 1: Behavioral Targeting

Targeted our ads based on audience behavior on the internet. Real Estate related interest could include mortgage search, new homes, searching for rental info, etc. We targeted both buyers and renters to market our condo product from the low \$100s.

What behavior specific to your company or community would you target and why?

Strategy 2: Geographical Targeting

Targeted consumers in Atlanta (central and north zone) who were most likely prospects for Sandy Springs living and would be a good fit for our community.

What geographic area would you target and why?

Strategy 3: Premium and Selective Ad Placement

Selected ad placements based on content and roadblock opportunities. Example – we ran an ad on the ajchomefinder.com home page in an exclusive position plus utilized mobile and tablet ads.

What placement locations or websites would you use? Would you use all housing, real estate or finance sites or more unique options?

Strategy 4: Effective Artwork Design Matched with Relevant Links

Designed artwork to appeal to our buyer profile including call to action/incentives to increase likelihood prospects would click on ad to learn more about our community and incentive. We also designed multiple artwork options for different demographics and ad placement locations. All banner ads linked to relevant landing page with more details on incentives and Highlands of Sandy Springs.

When designing your artwork keep in mind these questions: Where will the banner send prospects? An Incentive page, Landing Page, Social Media Site, etc.? Do you currently link your banner ads to a relevant location?

Strategy 5: Implement Tracking System to Analyze Success of Campaigns

Implemented unique tracking URLs for each banner ad location, plus unique URLs for different creative layouts. For example: different tracking URLs for mature female buyer, young female buyer, and renter targeted artwork. Utilize Google Analytics to track which locations are more effective, and/or which artwork is most effective.

Are you currently tracking the success of your online ad campaigns? Do you rely on tracking URLs to analyze success?

10 TIPS FOR PINTASTIC SUCCESS

Presented By: Jenn Nowalk, CMP, CSP
@LiveInRaleigh



Pinterest



10 Tips for PINTastic Success



Follow Jenn

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HomesByDickerson.com
TriangleSpokesGroup.org



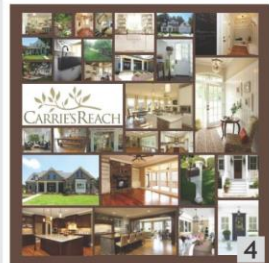
Tool for Design Center

Direct buyers and prospects to spend time pinning images they like from your pins. Helps visualization and control budget/costs.



Showcase Homes/Communities

Create theme-based boards, group similar images together. Boards by room, by plan and by community.



Community PInspiration

Inspire feature offerings and design trends for new communities



8

Shhhhh!
Secret boards for what you are not yet ready to have the world see



About Area

Cover State and Town. Use keywords and pin local favorites



Video

Pin from your YouTube or Vimeo



9

Tips

Use your builders name, town, state names, plan name, hashtags, and link backs.



Event Planning

Be memorable and run with a theme - socials, luncheons, grand openings don't have to be boring - make them Pinteresting



Start...

- Today
- Tomorrow
- Never 6

Strategy

Tell your brand story. Organize. Plan. Manage. Pinterest Analytics



Make it Fun.

Keep it simple. Would you want to see it?



GOOD BETTER BEST OF SOCIAL MEDIA

Presented By: Kristi Allen
@McArthurHomes

GOOD
BETTER
BEST

You share good content that appeals to your target buyer

Others talk about you or share your content

Others talk about you, share and link to your website



Kristi McArthur Allen

Love my new home! Can't believe I get to move-in next week! Check out the progress at www.examplebuilder.com/allenhome



Short of bribery or coercion, how do we get others talking about us?

IDEAS

CASE STUDY: My Home's Story by McArthur Homes

What We Did:

- Take photos of homes under construction weekly
- Update to homeowner's personal web page
- Email homeowners with their photos & link
- Include social media share buttons
- Utilize technology to streamline this process

Why It Works:

- Homeowners love viewing and sharing their weekly photo updates
- More prospects to website mean more online leads and more sales
- Targets friends & family of homeowners, who make great prospects
- Increased social sharing of website links leads to better SEO



Kristi Allen

McArthur Homes

mcarthurhomes.com

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myhomesstory.com

