

MASTER MARKETING PROGRAM

As the master developer, Red Oak Development understands the responsibility of providing our builders with a strong, comprehensive master marketing program to successfully position and launch Moxie to the market and deliver the maximum number of qualified, prospective buyers to the community and the model homes.

Marketing Strategies

The marketing strategies for 5 distinct phases are in development now and being executed by a team of creative professionals with extensive experience in marketing large-scale master-planned communities.

Pre-launch:

This first phase will establish the name, voice, and visual style of the community brand. This will guide the creative development moving forward, ensuring a cohesive in-market experience.

Engage:

This phase will build awareness for the community to start generating an interest list of qualified homebuyers, realtors, and retailers. It will also create anticipation for the builder model homes and community opening. It enables the community to develop personal relationships and foster conversations with core target buyer groups, leading to an increase in community interest and driving traffic to the community website.

Excitement:

This phase will create excitement and build momentum for the community by encouraging our audience to share community assets. We will align with local events, stakeholders, and build momentum for the community by encouraging participation in interactive social media contests and events that attract our target market with art, music, food, and drinks, depending on the vision for the brand and target buyer groups.

Pre-sales:

We will capitalize on the growing interest list and engage potential buyers with additional email, digital and offline content that aligns with our target market. Entice them with first access to pre-sales. Attract A-lead families to create momentum leading up to the opening. We will bring our on-site customer experience to life.

Grand Opening:

A heavier media and marketing promotional investment will culminate in an engaging and community-wide sales event to celebrate the opening, planned in collaboration with builders—with all opening simultaneously.

Community Merchandizing

A “third space” community information and gathering space will provide an engaging comprehensive presentation of the community vision, and home product offering through personal interaction with Moxie marketing team members, a simple hospitality experience, low- and high-tech tools and opportunities for self or guided exploration and discovery.

Signage

A well-executed hierarchy of community signs provides a meaningful sense of place for visitors and residents. A clear and cohesive program of temporary marketing and amenities signage facilitates the customers’ tour through the community and leads them to the model homes. Builder marketing signage is also part of the overall community signage program and is consistent throughout.

Website

A dynamic community website serves as the primary portal of information with high functionality and interactivity for effective storytelling and SEO. The site communicates and demonstrates the brand directly to the target buyer groups in compelling and engaging ways while delivering valuable information on the location, community vision, amenities and schools, neighborhood diversity, builders and their home product offering, directions to the community, and surrounding area amenities.

Content will be launched in phases and includes detailed and visual information about key community attributes, amenities, area information, and a Homefinder tool featuring available home plans and Quick Move-ins to help home shoppers find the right home for their needs and lifestyle.

Customer Relationship Management (CRM) and Digital Marketing

A critical follow-through component to the marketing efforts is the use of a comprehensive registration and CRM program. With individual-specific data gathered from on-site and web shoppers, this system enables us to nurture potential buyers with custom email communications that provide the customers with relevant information delivered at a desired pace and form.

CONSUMER PROMOTIONAL PLAN

Online Advertising

Home shoppers start their purchase journey online first. Online advertising efforts for Moxie include paid digital display advertising, paid search, email marketing, location-based marketing, and paid social media to drive both broad-based and qualified traffic to the website and community.

Online display advertising is an effective medium for generating awareness as it provides the largest reach for the lowest cost, and is flexible with short contract periods, so the placements can be adjusted based on performance. Banner and text ad placements include real estate websites geo-targeted to the Primary Market Area, plus, local news, lifestyle sites, and social media sites. Placements focus on active real estate shoppers with real estate, local news, and social media sites, as well as re-targeting and behavioral network campaigns.

Print Advertising

A print campaign may be implemented to drive traffic to the website as needed. Placements in the local daily newspaper would be the primary print vehicle to establish the brand throughout the Primary Market Area. Real estate relocation guides may supplement this reach and present the brand in a broader context.

SEO/SEM

Paid search yields high quality leads at a fairly low cost per impression, with flexible search term and ad group strategies that allow for niche targeting and effective measurement. Paired with strategic and organic SEO tactics including keyword mapping, backlink analysis, and content strategy, the combination will reinforce the brand and deliver shoppers to our website.

Social Media

Multiple social media platforms will be secured and curated to reach buyers where they choose to engage, with the opportunity to participate in the conversation and gain insight into the brand; social media creates brand advocates from their friend base and increases organic search placement and traffic to the website.

Public Relations

The public relations effort is driven by identifying consistent opportunities to share news, events, highlight builders or product, and create content. Newsworthy information will be distributed to the local and regional media including online, print, and broadcast, such as reporting the milestones throughout the development period, pitching interviews with key personnel/homebuilders, and featuring stories on each aspect of the community.

Special Events

Events may include a Preview Event for those on the interest list to tour the model homes prior to Grand Opening; Broker and Media Preview Tours to garner support and coverage prior to the grand opening; a VIP Grand Opening event to celebrate the accomplishment with city officials and builder teams; Public Grand Opening weekend to kick off sales; and subsequent new neighborhood openings, seasonal and sales promotion events.

Agents/Brokers Program

The broker community represents an essential and effective extension of the sales program. A comprehensive program including advertising, email nurturing campaigns, office visits, social media outreach, dedicated agents/brokers page on the community site, incentives, and partnerships will be developed to generate a high level of interest and participation among area real estate agents.