

# Company Homes Marketing Plan

2017 marketing plan

# Our Story

## Company story

is the premier builder of luxury homes. We are a family owned and operated construction firm. We create luxurious homes with the highest of quality standards that match function with aesthetics to achieve your new home goals. Our meticulous attention to detail, combined with exceptional workmanship at an exceptional value is what sets Company Homes apart.

*Company* is not only in our name but truly encapsulates our mission statement. To create homes that are of such excellence, grandeur, or beauty as to inspire great admiration or awe.



## STRENGTHS

- The Company management team is fluid and will make necessary business changes as the market demands.
- Reputable and experienced team.
- Great library of owned media
- Strong website and social media presence.
- Uses technology solutions such as a CRM and Constant Contact email to keep in constant communication with prospects and homeowners.
- Build a quality custom new home.

## WEAKNESS

- Company Homes does not have a designated sales team because of this there is no robust process for lead follow up and nurturing.
- Always hunting for the next new construction custom build.
- Budget is tight no excess cashflow to keep ready to move in inventory on hand. This is a problem with competing against the used home market as well as production builders who have inventory on hand.
- Cashflow also impacts hiring. Need designated sales, assistant designer/project manager to find new projects and move existing projects towards completion.

## OPPORTUNITY

- Start Fresh Buy New Campaign for 2017
  - White Paper Resources
  - Education through Blogs, Social Media, Email and Website.
- Premium at Any Price
  - We can be Premium at Any Price--offer standards that are still "premium" at the price point of the client. While still keeping our branding and quality.
- Opportunity to target shifts in our *customer*.
  - Ranch Plan
  - 1.5 story with a first floor master bedroom
- Embracing Green Building Trends
  - Certifications such as green building standards, 100% energy star.
  - Smart Home Tech
- Increase Number of Homes starts in 2017.

## THREATS

- Used Homes. Always going to be a resale market. Sometimes people don't have 210 days to build a home.
- Changing Economy with a new president.
- Mortgage Rates: Economic uncertainty due to the unknown direction of the Fed.
- Can't control Housing Market Index (HMI) when it is down, builder confidence is down.
- Land Price
- Pre-Contract Clients walking away over price/their ability to afford what they want and buying used or from competition that offers a less than product.
- Competition:

# New Home Market Strategy

Developer/Custom



Development  
Market Follower/Challenger

Company Homes  
Market Nichers

\$554,900 Includes Lot



\$308,000 +



Homes  
Market Challenger

## COMPETITIVE STRATEGY

- Premium Pricing
- Homes are Premium due to high-end products and finishes being used in the design/build.
- Not going to offer a product that challenges the market leaders as we are not a production builder but a boutique building company who builds a home with more innovation, personalization with exclusive products.

\$304,990 +



Market Leader

Homes  
Market Follower

\$350,00 + Lot Price



# Marketing strategy and positioning





# Our Customer

## Questions for Consumers:

What brings you to the new home market?

What are some of your top priorities to have in your new home?

Do you have a desired location in mind?

When are you hoping to be in your new home?

What is your new home budget?

Do you have a home you will need to sell in order to purchase your new home?

## Audience and Market

- Men and Women
- 35-65
- Life stage hit:
  - New Baby
  - Marriage/Divorce
  - Downsize
  - Promotion
  - Relocation
- We typically see a move-up buyer but our price point is such that some first-time buyers would be qualified to work with us.
- Location
- Household Income \$170,000+ per year.

# Interview with a super-fan



Client: Super Fan Joan

Sex: Female

Age: 60

Job/Title: Retired

Life stage: Newly Married, Mother to two oversized poodles.

Completed Project: December 2015.

**What was your Motivation to SEEK a new home?** Jim and I got married. Both of us had homes from our previous life before marriage and we wanted to start out our married life in a new home that fit both our needs. We sold our homes designed our dream home and used Company to build our designs.

# Customer Journey

TO PURCHASING DREAM HOME

LIFE EVENT  
TRIGGER

RESEARCH AND  
PLANNING

PURCHASE  
HOME

BUILD PROCESS

TAKE POSSESSION

EMOTIONALLY  
POSITIVE

EMOTIONALLY  
NEUTRAL

EMOTIONALLY  
NEGATIVE



Media Owned  
that is within the brands control

# Media Earned

Customer as a channel. Built through Engagement, Conversation and Content Sharing

# Paid Media

Customer as a channel. Built through Engagement, Conversation and Content Sharing

Paid Media Outlet	Monthly	Yearly
Google PPC	\$500	\$6,000
PPC Implementation	\$250	\$3,000
SEO	\$500	\$6,000
BBB	\$63	\$756
Houzz	\$250	\$3,000
Listings	\$150	\$1,800
Constant Contact	\$42.50	\$510
Realtor.com Native	250.00	\$3,000.00
Retargeting	250.00	\$3,000.00
Total	\$2255.50	\$27,066.00

# Marketing Implementation

- Moving forward in 2017, Company Homes will continue to build out a strong library of owned media content. We would like to add more video to our library focusing on customer testimonials and reviews as well as showcasing our build process and standards. Keep engaging with our fans to create more superfans like Joan.
- Company has a strong baseline of Owned and Earned media so we know that the past 4 months of incorporating social media platforms has helped to create more awareness of our brand in our target market. We can also see through our analytics that our bounce rate has decreased from this same time period last year. As we prepare for expansion into another market we will look to add more paid advertising in the form of Native Ads as well as to continue to nurture our website traffic by testing retargeting ads.
- I want to create more white paper content that can be used on our website, social and in conversation that teaches our home shoppers about the benefits of **start fresh buy new**. A partner of ours that we use to market our homes has already created this campaign and clients have access to this data and visuals. And for a low fee can brand as our own.
- We will discuss adding a commission only sales person to help clean up our lead process and help to build a more robust follow up process so that we can be in a better position financially as more projects will be started increasing overall revenue.