

CASE STUDY

Profit Builder Network



Increase Marketing Effectiveness

Overview

- Award winning custom home builder and remodeler.
- Market focus on affluent and luxury urban homeowners.
- Growth based on build-renovate-sell business model that requires effective marketing.

Challenges

- No formal marketing strategy or tactics.
- Lack of marketing planning and budgeting created unnecessary expenditures and poor results.
- Company positioning, logo and marketing materials not focused on key affluent/luxury markets.
- Web site lacked persuasive design, content and search engine optimization.

Recommendations

- Implement baseline marketing planning and focus.
- Identify key marketing tactics based on available budget and projected ROI.

Process

- Initiated assessment of marketing needs.
- Researched co-op funds to subsidize marketing efforts.
- Identified special event advertising, neighborhood-specific direct mail, and local tradeshow as high priority/high ROI tactics.

Results

- Established annual marketing priorities and estimated costs.
- Leveraged co-op funds to offset marketing costs.
- Re-branded firm with updated logo, newsletter, capabilities folder and inserts.
- Reduced expenditures by utilizing newsletter as primary direct mail strategy and eliminating any others.
- Increased effectiveness by integrating print advertising and direct mail with industry-funded Parade of Homes and Remodeler's Showcase marketing campaigns.
- Provided recommendations to further reduce marketing costs by eliminating outsourcing whenever possible.
- Currently in process of updating the web site and adding in-house search engine optimization capability.