

# The New Homes Champion

DISCOVER THE  
'MUST READ' FOR ALL  
SALES & MARKETING  
DIRECTORS

Interested?... see our ad on  
page 4 to find out more.

## Experience the difference Make your dream move in 2011

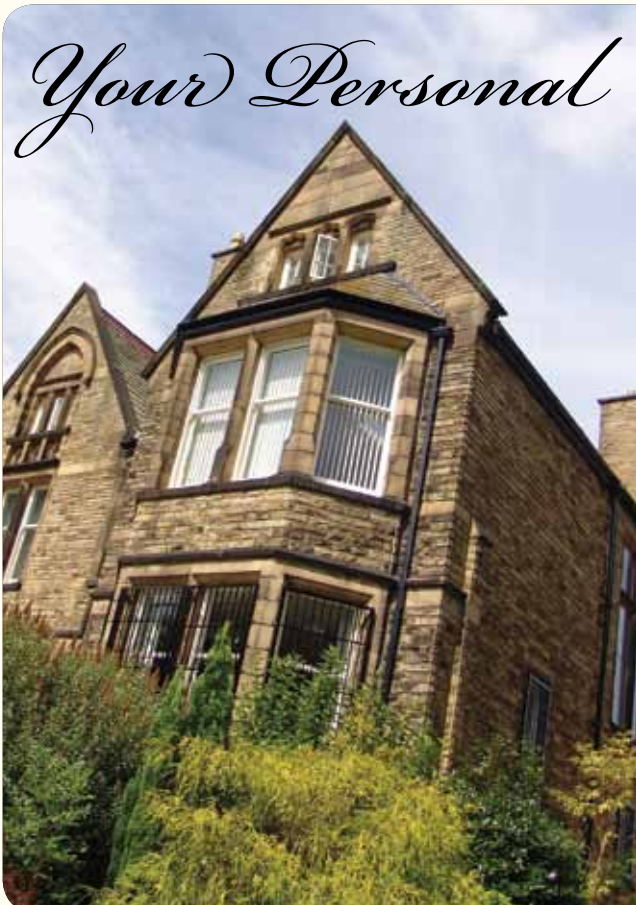
They say moving can be one of the most stressful things we can do in life. But a move to GDA could be one of the easiest and most relaxing decisions you will ever make, as you know you will have the region's leading property marketing specialists on your side. We have worked with some of the UK's biggest (and smallest) housebuilders in

creating and managing successful marketing campaigns for over 24 years. This experience has given GDA the knowledge of good and bad markets; of making the most of large and small budgets and of the ongoing support, advice and ideas that housebuilders need from their agency.

Our service goes much further than delivering campaigns to get customers through the doors of your sales centres. We are at our best when clients utilise our skills in launching new developments, devising sales and marketing strategies, producing creative sales literature, managing effective online marketing campaigns, producing photo-realistic CGI's of your product range and planning and implementing signage and point of sale material.

This is why we have been trusted by some of the biggest names in the industry – Taylor Wimpey, Ben Bailey Homes, Bryant Homes and Shepherd Homes to name but a few.

Like your customers, we know that you are looking for location, good value, a great service and the highest quality and these are exactly what we deliver. So read on to find out more about what you could expect if you made the move to GDA.



## Your Personal Invitation to View...

Opportunities like this don't come around very often - when they do, you have to act quickly to avoid disappointment. This is your chance to discover marketing the GDA way!

With an eye for specification and detail built around creativity, individuality and quality, we believe we've perfected the art of marketing new homes. Combined with our unrivalled levels of support and customer care - can you really afford to miss out?

**Reserve your personal viewing today by ringing Alistair on 01226 294014 but you'll have to act quickly - THIS IS A LIMITED OPPORTUNITY!**



[gda.co.uk](http://gda.co.uk)

The Property Marketing Specialists

# Taylor Wimpey's 'Lucky Easter' sees visitor levels rise 278%!

Taylor Wimpey North East were recently faced with the huge task of opening 14 new showhomes across 5 developments, with all of them ready to launch at the same time.

This coincided with the Easter period, which can often prove a difficult period for driving visitors to site due to it being a popular time for family getaways. This was exaggerated further in 2011 with the extra bank holiday for the Royal Wedding.

However they remained undeterred, so briefed GDA to develop a campaign that would create real impact and motivate potential customers to visit one of the developments that weekend.

GDA's understanding of the market led to an approach which pushed two key messages – firstly the sheer number of new showhomes opening and secondly tying this in to an innovative promotion to give the sense of urgency to act now. From this, the 'Lucky Easter' campaign was born.

'Lucky Easter' gave people the opportunity to win various prizes simply for coming along to one of the 5 developments to view the showhomes. It was particularly well-received as everyone would win a prize of some kind – from simple chocolate Easter



eggs through to flat-screen TV's, blu-ray players and family days out.

The campaign was fully integrated on and offline and communicated using direct mail, local press, email marketing to property portals and internal databases, radio advertising and some outdoor poster sites as well as the Taylor Wimpey website. As with any campaign of this kind, the measure of success is the number of people that come through the door of the sales centres. Unsurprisingly Taylor Wimpey were

delighted when they saw 347 visitors over the course of the weekend, up an enormous 278% on the previous week, driving sales to a record level for Easter.

'Lucky Easter' was a classic case of having a strong message to communicate, combined with good ideas, effective media planning and creativity to appeal to the mass market with a strong call-to-action.

## Alistair Farrant of GDA shares his thoughts and expectations for the future direction of new homes marketing.



Alistair Farrant  
Managing  
Director,  
GDA Creative  
Marketing.

If property is all about location, location, location, then the future of new homes marketing is all about data, data, data.

The days of putting an advert in the local press and visitors flocking to site are long gone. Whilst press undoubtedly still has its place in the marketing mix, there are now so many different communication channels available to us, that to promote developments successfully there must be a solid understanding of what potential customers want to hear and how they want to hear it.

Everybody knows that online channels such as Google and Rightmove are now huge. But because of this they obviously come at quite a cost. Other growing opportunities such as Twitter and Facebook give housebuilders the chance to interact with customers in a very personal, two-way conversation – and also incredibly cost-effectively.

When you add email and SMS communication to these online channels, the opportunities to market creatively within even a limited budget are there more than ever before.

But the key to all of this is having the data. This could be email addresses, mobile numbers, followers on Twitter or friends on Facebook – but the quantity and quality of data you hold will be vital to the overall success of your campaigns. So any marketing material should make it as easy as possible for potential buyers to leave their details and much of this is down to the data collection capability of the website, as this is the main point of contact that customers will initially have with the business.

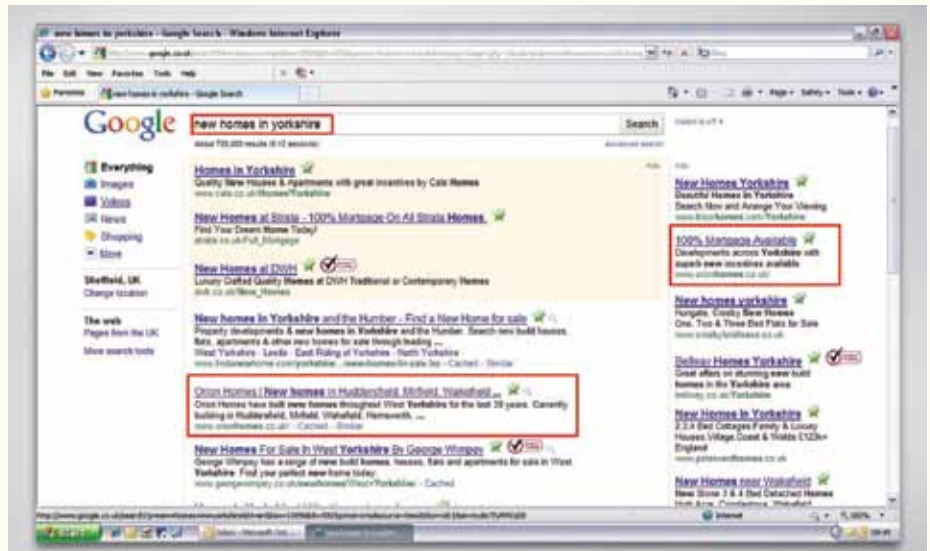
# Top rank

**Making the most of the web to drive sales and maximise the budget.**

When Orion Homes first started working with GDA in 2009, their marketing methods were very traditional, relying heavily on the local press to drive traffic to their developments.

Over the course of the next two years, with GDA's help, this has been completely transformed with some staggering results.

The main focus of the online work was to drive traffic to the Orion Homes website through making it as easy to find as possible in the search engines.



This encompassed pay-per-click Google Adwords and Search Engine Optimisation (SEO) to give Orion Homes the impact felt from being on the first page of Google – bearing in mind that 93% of online searches go no further than the first page.

Orion Homes have felt the benefits of the work undertaken in a number of ways. They are currently ranked on the first page of Google for search terms like 'New homes in Yorkshire'. 'New

homes in Leeds' and 'Homes in Wakefield'.

The effects of this has been the reliance on local press has been diminished hugely, which in turn has meant huge savings have been made on the overall marketing spend. The investment has been more than worthwhile and is of course much more measurable than the traditional means.

# E-marketing - communicating with your customers the cost-effective way

A recent survey asking new homes customers 'what their preferred method of contact was' showed email to be far and away the most popular. There are now very few people without an email address.

So GDA's investment in a state-of-the-art email marketing system has given housebuilder clients a superb additional tool to converse with both potential and existing customers. It is called GDAMail and enables us to build HTML-ready emails and distribute in bulk, whilst also providing a full reporting facility so the success of every campaign can be monitored and compared.

The system ensures deliverability and protects brand integrity through spam



testing and also reports on open rates, click rates and importantly the specific detail of who has clicked where - which the sales team can then use to help them achieve the best sales results!

Housebuilder clients have used the system to send out details of plot specific deals, new development launches, on-site events and newsletters. Apart from measurability, the massive benefit of GDAMail is the low cost - especially when compared to traditional direct mail sent out through Royal Mail.

# Getting social...

In addition to the pay-per-click and SEO work that GDA have had so much success with for Orion Homes, the power of social media is also now a hugely important tool for them.

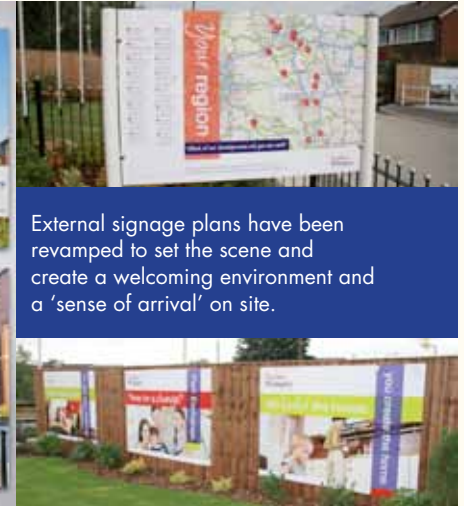
The work is managed completely by the GDA team, to ensure consistency and so that it doesn't take up any of the Orion Homes marketing team's time. Mainly using Twitter and Facebook, it is being used as an effective communication channel to engage with customers and share news of any special offers, showhome launches or new plot releases. The added benefit has been the help that social media gives to the Orion Homes website search engine rankings.



# What do developments say about your brand?

From the directional signage which helps customers find the developments, to the clarity of information in the sales information centres, the attention to detail in the showhomes and even the roads on site being clean; getting the look of their developments 'right' should always be the number one priority for any housebuilder. And yet you would be surprised how many companies could make huge improvements.

With this in mind, GDA have recently been doing a lot of work in this area. This has covered two main areas – the 'approach' to each development and the 'presentation' inside the sales information centres.



External signage plans have been revamped to set the scene and create a welcoming environment and a 'sense of arrival' on site.

New internal graphics to communicate the brand messages of what the housebuilder stands for, rather than just details of the development layout and housetypes available.



## A free online consultation for your business!

GDA are offering you the opportunity for a free online consultation by our team of experts. This could cover website usability and looking at opportunities to maximise your search engine ranking through online marketing activity and social media. You might think all you do is perfect, however here's your chance for a second opinion.

To arrange a date, contact Alistair on [alistair@gda.co.uk](mailto:alistair@gda.co.uk) or 01226 294014.

## We wrote the book on marketing new homes!

'How to maximise sales enquiries for housebuilders' tells the story of how GDA has helped a range of housebuilder clients to drive customers to their developments and convert them into sales through creative marketing for over 24 years. If you want to make your sales and marketing operation more effective, then this is for you.

**HOW TO MAXIMISE SALES ENQUIRIES FOR HOUSEBUILDERS**  
ALISTAIR FARRANT

*"Unputdownable"*

*"A masterpiece!"*

*"I would recommend any housebuilders' Sales & Marketing Director to read this"*

To claim your free copy ring 01226 294014 or email [alistair@gda.co.uk](mailto:alistair@gda.co.uk)