



Creative Digital Marketing Campaign Increases Leads & Generates \$15 Million in Sales

initiate-it

The Challenge

Mitchell Homes, a family owned and operated business, builds fully customizable new homes in Virginia, Maryland and North Carolina. The company was consistently seeing a drop in weekly lead counts, with an average weekly lead count of 163 over a period of 32 weeks.

In January 2021, initiate-it kicked off the new year by engaging in a partnership with Mitchell Homes to create and execute a strategic digital marketing lead generation campaign that would achieve the following objectives:

- Increase weekly leads
- Increase overall reported leads
- Increase overall sales
- Increase engagement
- Lower cost-per-acquisition

The Solution

Prior to developing a strategic and diversified digital marketing plan, the team at initiate-it conducted a **comprehensive audit** of the channels that Mitchell Homes was using to connect and engage with potential homebuyers. They learned that the company's previous lead generation campaigns included a smattering of presence on the following:

- Traditional advertising (outdoor, print, radio)
- Connected TV (ads seen on devices that are streaming video content)
- PreRoll (online video ads that play before the start of a selected video)
- Display ads on targeted websites
- Social media ads targeting individuals 18+ in selected areas of VA
- Paid search targeting selected areas of VA and a small part of NC

After reviewing all of these elements and conducting thorough research on the competitive landscape, initiate-it created a **custom-designed blueprint** of a sophisticated digital marketing plan to generate more quality leads – and ultimately sales of new homes – for Mitchell Homes.

Across all platforms, initiate-it was laser-focused on targeting **anyone over age 18** who was likely to

purchase a new home in VA, MD or NC. Also, a key target audience was **individual landowners**, including owners of family estate property and adults owning undeveloped lots in a housing development.

The agency leveraged a **nimble testing strategy** centered around creative messaging that was not only location-based but also addressed how Mitchell Homes offered solutions to **common pain points** for potential homebuyers – such as the timeline for building a dream home or how to handle down payments and closing costs.

The strategy recommended by initiate-it is shown below, along with some details about the tactics that would be executed:

Transform Traditional

Outdoor and print advertising would remain in the marketing mix, but radio was removed in favor of tactics that were a **more efficient spend** in the media budget and offered greater targeting and tracking capabilities.

Creative CTV

initiate-it invested more heavily in digital ads on **Connected TV** in order to connect with potential homebuyers, especially Millennials, who have cut the cord on network and cable providers in favor of streaming services that can be watched on multiple devices. This beefed up tactic targeted households with individuals specifically looking to build a home in VA, MD or NC.

Pump Up PreRoll

initiate-it adjusted the budget to serve up **PreRoll video ads** about Mitchell Homes. Studies show that PreRoll ads have higher levels of recall and engagement than some other types of streaming ads, so initiate-it doubled down on this tactic as an effective way to target the devices of individuals who might want to build a dream home in VA, MD or NC in the near future.

Dynamic Display

Online Display ads focused on **behavioral targeting** and competitive conquering, as ads about Mitchell Homes appeared when individuals were searching for competitor websites. In addition, initiate-it built **lookalike audiences** based on engagement from initial leads and served ads with creative messaging about Mitchell Homes to these audiences. Finally, initiate-it used **geo-fencing** technology to target individuals who visited areas near an outdoor billboard location and tested messaging to that audience.

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Pin-Up Pics

initiate-it tapped into the power of Pinterest, using both static pins and video pins to attract attention from individuals who are in the market for building a new home in VA, MD or NC.

Strategic Social

initiate-it leveraged compelling visuals on **Facebook** and added **Instagram** to engage with individuals interested in home construction on estate property or undeveloped land, hiring a moving company or purchasing real estate. The agency also retargeted individuals who didn't convert to a sale after the first lead, testing and constantly optimizing different messages with these lookalike audiences by putting pixels on the website.

Statewide Search

The potential reach for **Paid Search** was significantly expanded to include **all counties** in the Mitchell Homes territory of VA, MD and NC, not just selected sections of those states.



The Results

In 23 weeks, initiate-it successfully shoved the needle on all of the Mitchell Homes campaign's Key Performance Indicators by driving new leads, increasing sales and lowering the cost-per-acquisition.

Goals



Other Cool Campaign Stats



Learn more about how initiate-it can create a smart, sophisticated digital marketing campaign that delivers optimal results for your business.

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