MARKETING

Study Session | May 15, 2018

SINCE WE LAST MET

IMPLEMENTED

- City Media Video Campaign
- Updated Flyer
- New Creative for print Ads
- Websites updated
- Social Ads updated
- Continued Display Ads & Paid Search

CURRENTLY IN THE WORKS

- Before & After Photography Update
- Discover Farmers Branch Live Here Video
- Email Marketing Messaging Update
- Display Ad Update

CITY MEDIA CAMPAIGN – MARCH, APRIL, MAY

City Hall Social Media

- Twitter – 77,077 impressions; 6,904 views
- Facebook – 14,675 impressions; 7,036 views
- Nextdoor – 1,819 impressions
- YouTube/FBTV – 641views

Branch Bulletin – 1,771 impressions

Branch Mail – 1,806 impressions

Branch Review – 11,200 impressions

News Releases Distributed - 43

Demo/Rebuild Program Enhancements 2018

TOTAL IMPRESSSIONS – 92,393

TOTAL VIEWS – 14,581

PAID MEDIA

Paid Search
active

Digital Display Ads
active

Paid Social Ads
active

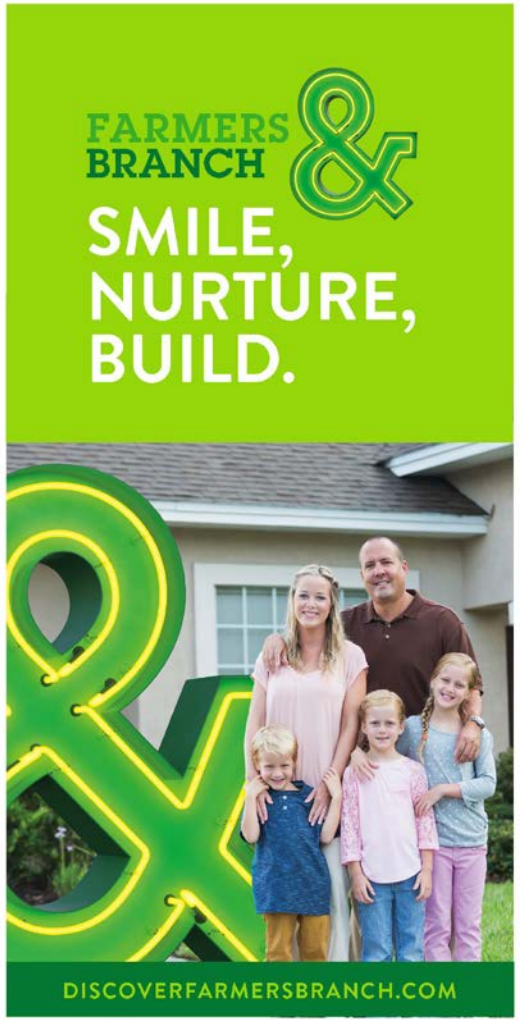
DCEO Ad
ran in March edition

TREB Spring Ad
ran in May edition

Dallas Stars Program & Year Book Ad
runs through the season

Email Marketing (3 per year)
scheduled for May, July & October

Candy's Dirt Real Estate Blog
scheduled for June



DEMO/REBUILD ANALYTICS

APRIL 2017 – MARCH 2018

Website

- Total Page Views 23,494
- Average time spent on the page 1:52

Google Search

- Impressions 215,769
- Clicks 5,317
- Total Cost $13,924
- Cost Per Click $2.62
- *CPC Industry Average $2.32*

Google Ads

- Impressions 2,922,844
- Clicks 11,447
- Total Cost $8,985
- Cost Per Click $.78
- *CPC Industry Average $.88*

Email Marketing

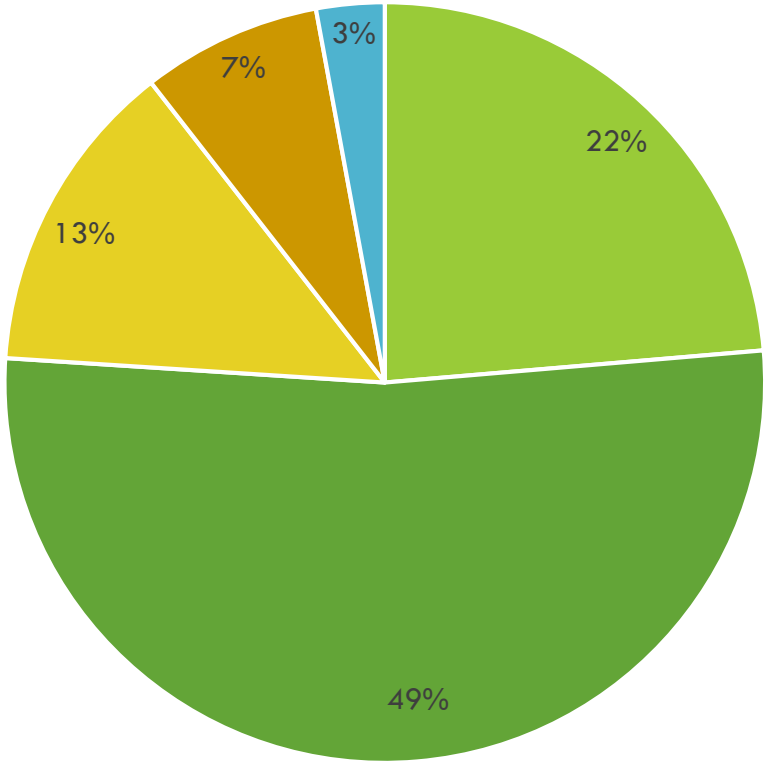
- May, July, October
- Buyers
  - 21,318 emails
  - 18.9% open rate
- Agents
  - 5,745 emails
  - 17.3% open rate
- *Industry average for purchased lists 10%*

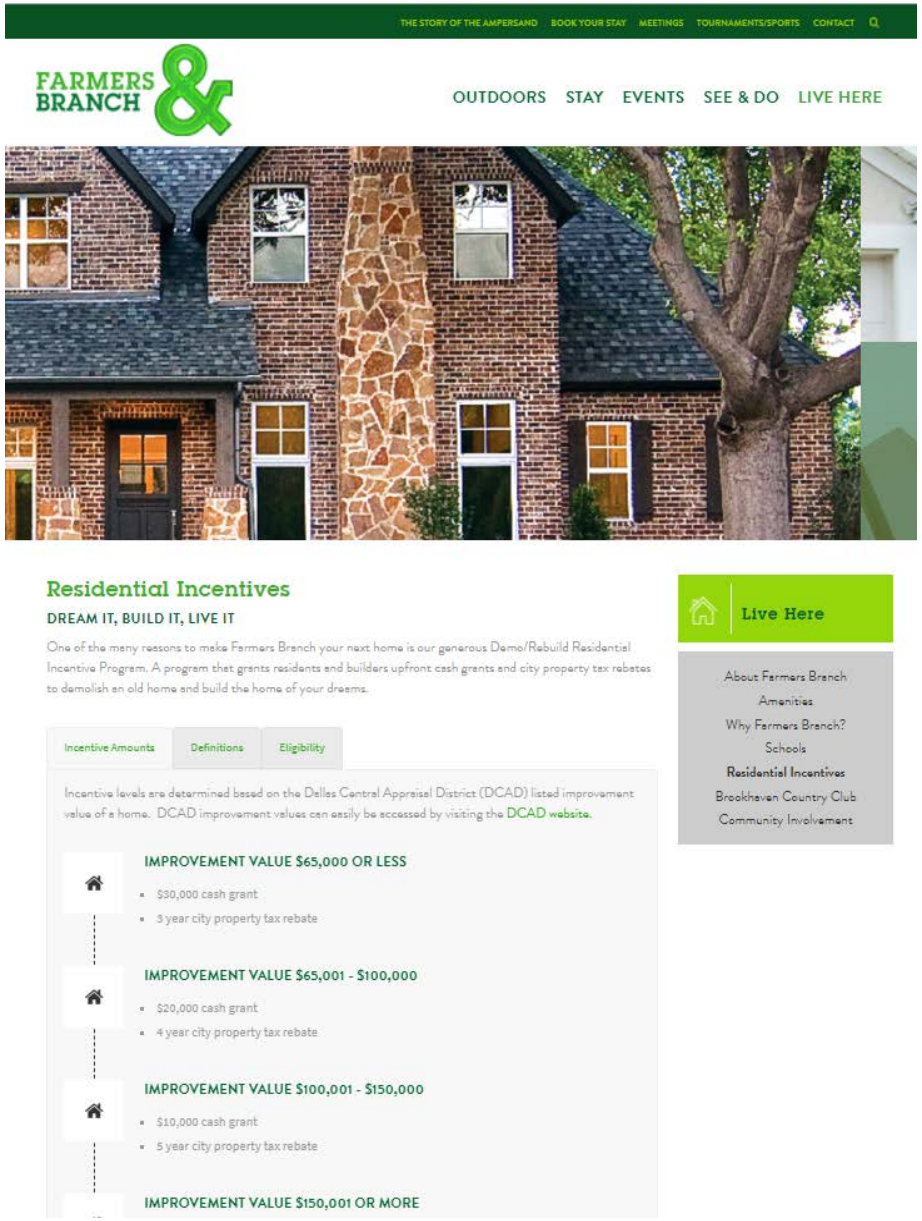
ANALYTICS - FACEBOOK

Facebook Ads

- Impressions – 49,095
- Reach – 28,509
- Clicks/Views – 1,687
- Cost - $150.00

Demo/Rebuild Sources of Website Traffic





- Google Search
- Display Ads
- Organic/Direct
- facebook
- Misc

OUR MESSAGE HAS BEEN DELIVERED

3,307,164

Total number of impressions our marketing has made over the past year

THE INFORMATION HAS BEEN VIEWED

38,075

Total number of demo/rebuild page views on discoverfarmersbranch.com + video views over the past year

GOALS MOVING FORWARD

- Website Optimization to improve campaign performance – specifically CPC
- Updated Photography of new builds – May
- Before & After Slide Show for website
- Complete the “Live Here” Video
- Update Demo/Rebuild Display Ad
- Sponsored blog post with Candy’s Dirt - June
- Considering Geotargeting with Display Ads (I Heart Media)
- Considering Direct Mail targeting builders

QUESTIONS?