

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

FARMERS BRANCH DEMO/REBUILD PROGRAM

The City of Farmers Branch is offering cash grants and property tax rebates to residents and builders who demolish an old home and build a new home.



Incentive levels are determined based on the Dallas Central Appraisal District (DCAD) listed <u>improvement value</u> of a home. View DCAD values at dcad.com

IMPROVEMENT VALUE \$65,000 OR LESS

- \$30,000 cash grant and
- · 3 years City property tax rebate

IMPROVEMENT VALUE \$65,001 - \$100,000

- \$20,000 cash grant and
- · 4 years city property tax rebate

Cash Grant

Cash grants are issued in two payments. Fifty percent following demolition of the old home and fifty percent when the certificate of occupancy is issued for the new home.

IMPROVEMENT VALUE \$100,001 - \$150,000

- \$10,000 cash grant and
- · 5 years city property tax rebate

IMPROVEMENT VALUE \$150,001 and over

· 7 years property tax rebate

City Property Tax Rebate

City property tax rebate is an economic development grant equal to 100% of the difference between the City property taxes assessed and paid on the new improvement value and the assessed value prior to the demolition. All valuations are based on structure only, does not include land value.

To determine eligibility and for program applications and policies Contact Allison Cook at 972.919.2507 or visit demorebuild.com



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 641 views

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







DREAM IT, BUILD IT, LIVE IT Learn more about the Farmers Branch Demo/Rebuild program at

DISCOVERFARMERSBRANCH.COM

Or contact our Economic Development Office at 972.919.2509



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%

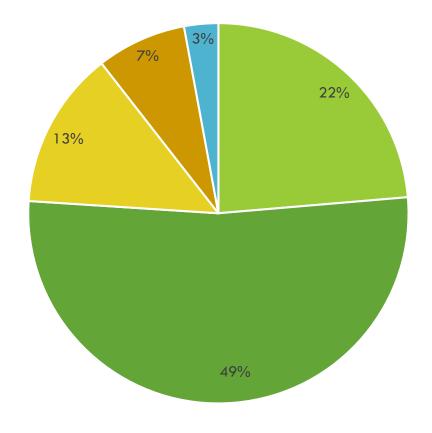
ANALYTICS - FACEBOOK

Facebook Ads

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



Demo/Rebuild Sources of Website Traffic





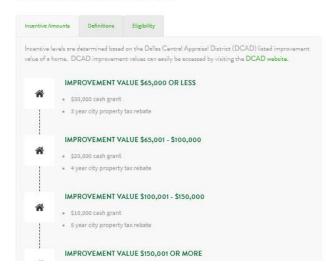
OUTDOORS STAY EVENTS SEE & DO LIVE HERE



Residential Incentives

DREAM IT, BUILD IT, LIVE IT

One of the many reasons to make Farmers Branch your next home is our generous Demo/Rebuild Residential Incentive Program, A program that grants residents and builders upfront cash grants and city property tax rebates to demolish an old home and build the home of your dreams.





Live Here

About Farmers Branch Why Fermers Brench? Schools Residential Incentives Brookhaven Country Club Community Involvement

OUR MESSAGE HAS BEEN DELIVERED

3,307,164

THE INFORMATION HAS BEEN VIEWED

38,075

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?