



# **Boutique Home Builder** **Case Study**

**February 2016**

**Melbourne, Australia**



## The Challenges

- Lack of leads from website
- Manual sales follow up was inefficient
- Lack of detailed analytics to understand where leads were coming from

## Our Approach

- Implement HubSpot software on the existing client's site
- Optimise website for SEO and conversions
- Develop content strategy aimed at educating potential customers early in the buying cycle
- Develop and implement a social media strategy

Website Traffic  
**+ 172%**

Leads  
**+ 326%**

## Results

- Website traffic increased by **172%** (from 6,751 to 18,334 unique visitors per month)
- Leads increased by **326%** (from 140 to more than 500 per month)
- Overall conversion rate of web visitors into leads increased by **26%**
- **35%** conversion rate on main lead generation landing page
- Streamlined sales process including automation, increasing sales team efficiency
- Educated and engaged contact list thanks – to email follow up sequences and regular email contact with **4,000+ strong** mailing list
- Facebook page with **1000+** engaged followers (no advertising needed)

## Background

This **Boutique Home Builder** build sustainable modular homes and transport them by truck to the customer's site 90% complete. Based in Stratford, Victoria, about 3 hours outside Melbourne in the Gippsland region, our client build an average of **50 homes per year**. They deliver homes across Vic, NSW, and SA.

This Boutique Home Builder had had some previous success with Google Adwords, and were generating some leads from their website. Because their website was well designed and quite a lot of content they were already getting around **7,000 visits per month**, which wasn't too shabby. But they believed they could be doing more – particularly in the area of converting that traffic into enquiries.

## The Challenges

When we first started working with our client in May 2015, the only “conversion point” on the website was a contact form. If someone wanted to know about a particular home in our client's range, or wanted to get a copy of their brochure, they'd have to fill out a long contact form. Then a member of the sales team would email them the brochure and manually follow up over the coming weeks and months.

This wasn't very effective because most people who want the brochure are nowhere near ready to make a decision about buying a home – they just want information because they're evaluating a whole range of options and providers. And they don't want to give a whole lot of information such as phone number and where they're thinking of building. We assessed that the old process was problematic because it was:

- a) Too dependent on manual interaction from the client's team, resulting in inefficiency and repetition

- b) Creating too much friction, preventing customers getting what they want (i.e. have to fill out a long form and wait for sales person to get back to them)

They were getting around 140 leads per month, which wasn't a lot considering they were getting around 7,000 website visits per month.

## Our Approach

1. Implement HubSpot analytics and publishing software on website
2. Conduct full day inbound marketing workshop with client's team
3. Establish distinct buyer personas for different ideal customer segments
4. Create a content strategy with planned weekly blog posts and regular new content offers
5. Put all "premium" content behind landing pages to capture the lead as a "top of funnel" contact
6. Build automated email follow up workflows for when someone downloads an offer
7. Create multiple calls to action (CTAs) throughout the website for increased conversion opportunities
8. Establish a new CRM where marketing and sales are aligned and efficient
9. Educate client's sales team on how to use HubSpot's sales and marketing portals

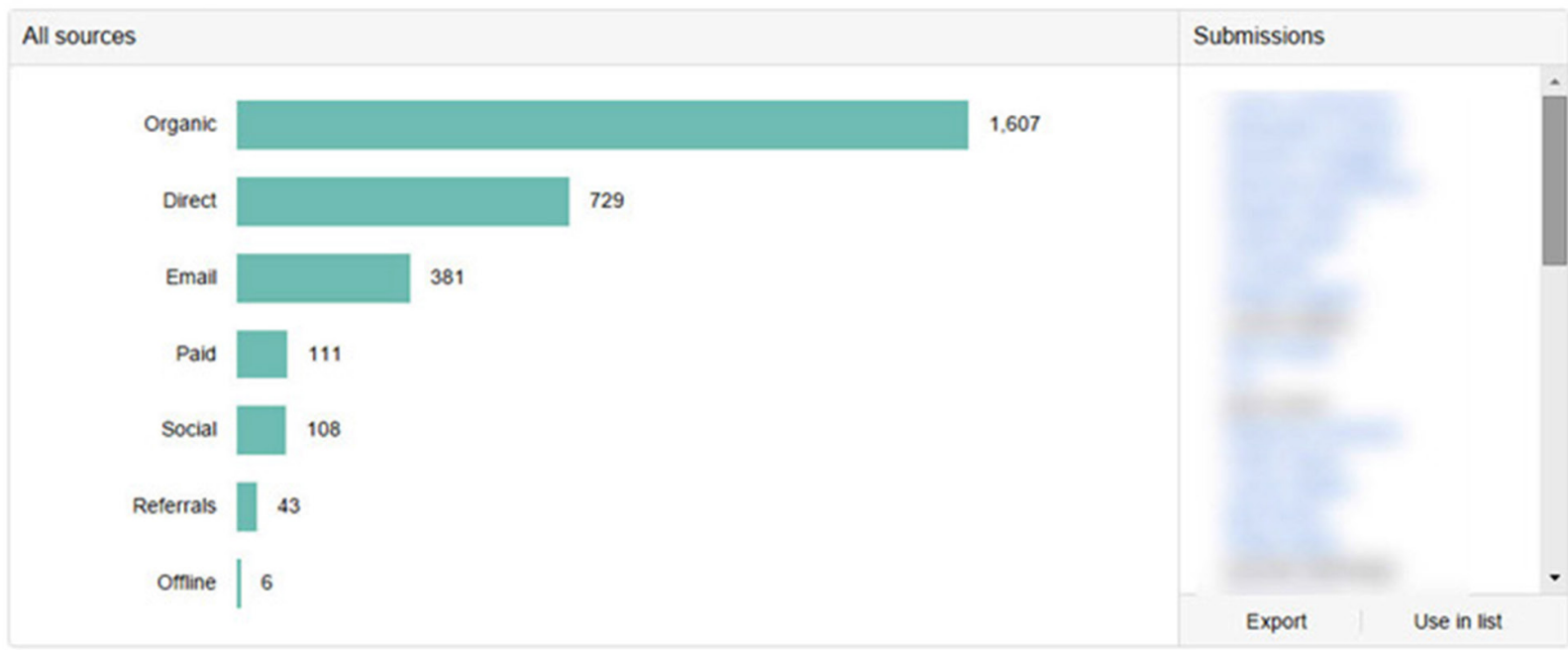
The first thing we did when we began working with this Boutique Home Builder was implement their newly acquired HubSpot marketing software. This involved installing codes on the website and creating subdomains for a new blog and landing page sections.

We then created landing pages where visitors to the site could download the brochure instantly in exchange for simple name and email address – no more filling out a form and waiting for a person to get back to them.

The live page can be seen here. Around **35%** of the people who view the page become a contact (aka “information qualified lead”). This is very high for a landing page (usually 20% is a decent conversion rate). This is because the page is very inviting, the copy is clear and concise, and they are only being asked for their name and email address. Plus, the way they found the page is clear about what will happen when they get here – i.e. expectations are aligned.



## Submissions by source



*Stats for our main lead gen landing page, which is an offer to download a brochure.*

As you can see from the above stats, this landing page generates hundreds of “top of funnel” leads every month (the system has been running for around 9 months at the time of writing).

## Optimising the sales funnel

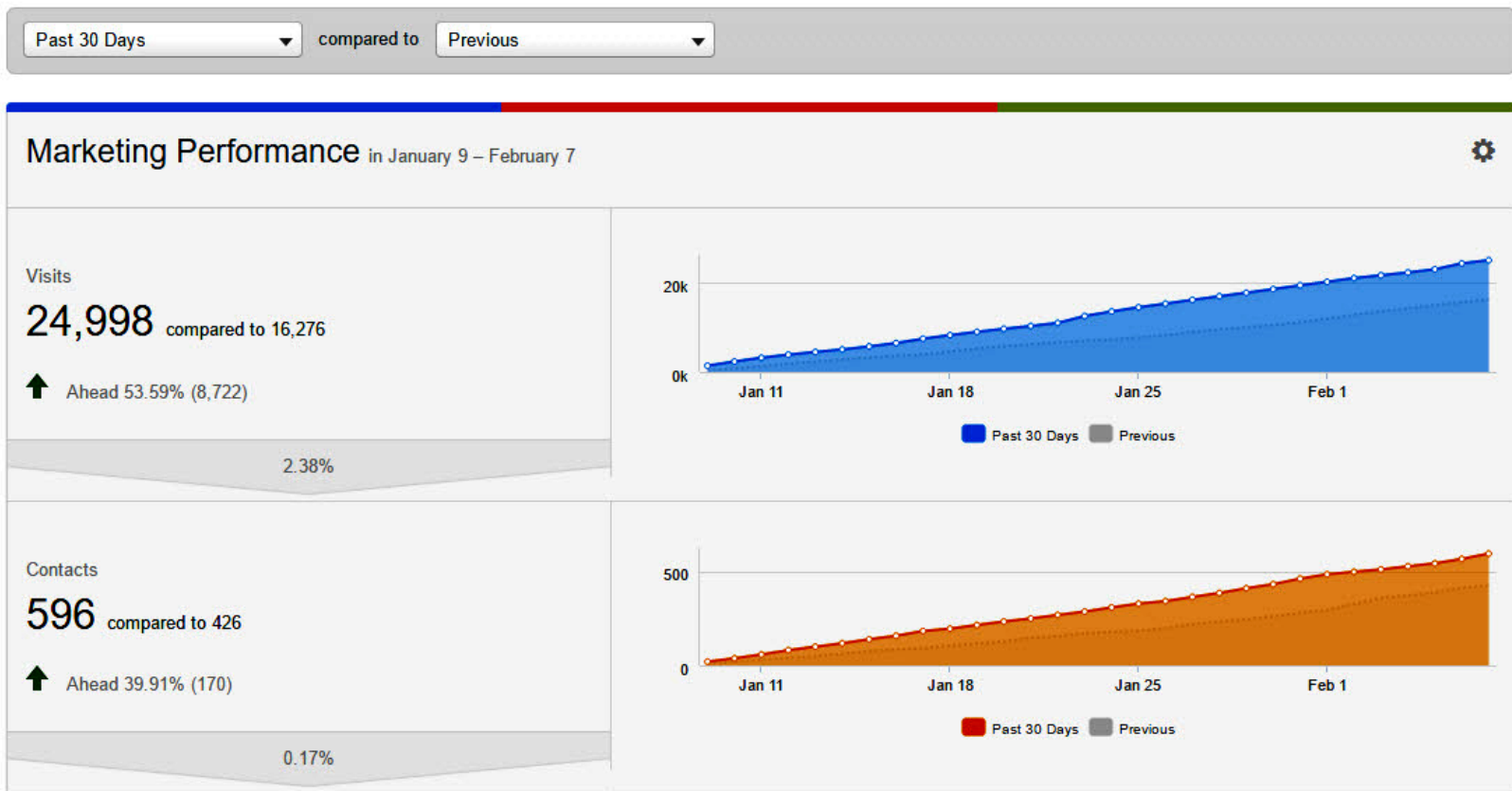
When someone downloads the brochure, they get added to an automated email workflow. Then, over the course of several weeks they get emails with things like video testimonials from happy customers, offers to visit one of the display homes, “check-in emails” asking if they have any questions, answers to FAQs, and a fortnightly latest blog post alert.

Around **one in four people** who go into this automated email sequence (so far – we are always testing new things) end up replying to an email or taking some action on the site (e.g. filling out the contact form) which moves them on to become a “sales qualified lead”. This means they have initiated a conversation/correspondence with a member of the sales team and then go into the CRM for manual follow up.

They also receive the fortnightly emails with the latest article from our client’s blog, so they are being educated and engaged. Then when it **IS** time to buy a home – maybe in 6 months to a year’s time, who’s the natural first choice if they decide to go modular?

## Increased traffic

We’re also doing SEO for our client and, as you can see from the below image, within 9 months have grown their website traffic from around **7k** visits per month up to **25k (18k unique)**. At the time of writing (in February 2016), the site is receiving between 20k and 25k total visits per month. This is also some social traffic (they weren’t using social at all before) so not all due to organic search.



## Content strategy

Another of the early things we did with this client was hold a workshop where we visited their head office and sat down with the entire management and sales team (around 5-6 people). We used this workshop to brainstorm content topics as well as establish processes for how the strategy would be implemented.

One of the goals of the workshop was to find out what questions the sales team get asked again and again. Then we went away and created a blogging schedule for the next 6 months. These topics would cover the questions people are looking for when they research modular homes.

### These blog articles are designed around a few different goals:

1. **Attract organic search traffic** from people searching for answers to these questions on Google.
2. **Generate top of funnel leads** from visitors who find these articles via search or social (see below discussion about calls to action)
3. **To be used as a sales tool for the sales team** (e.g. they get asked on the phone about permits, they say “let me email you a link to an article we wrote on that topic”)
4. **Give us something to share** via social media and email newsletters – to stay top of mind and keep existing followers/contacts engaged
5. **Establish industry thought leadership**
6. **Have content to syndicate to external industry sites** and blogs who are hungry for fresh content to give their audience.

## Capitalising on traffic

One thing you'll notice when you look at one of these blog articles on the client's website (for example the fundamental “**choosing land**” article) is that at the end of every article there's a call to action that takes the reader to a page with a related content offer. **This is crucial for using these articles to generate leads.** If you're not doing this then it's missing an opportunity to help these people become a contact and get even better content that's behind a landing page (and later via your email list). We believe there's no point having a blog and attracting readers if you don't have a relevant “next step” for that reader to take.

When someone is finished reading an article on the blog, they often want to know more about the topic. You need to give them a logical next step content offer that goes further in giving them more answers to their questions, plus which puts them into your sales funnel – at this stage just giving them the opportunity to receive educational material from you.

Look at this example of a CTA we're using at the end of a blog post on a related topic:

also be a factor when considering sustainable design, incorporating potential views, and street appeal.

If you're in doubt about whether or not your site is suitable for a modular home, we can look at it for you and give an opinion. It's also possible to have our transport contractors and crane driver assess the property to make sure delivery will run smoothly.

**Do you have questions about choosing the right site for your modular home? Ask us in the comment section below and we'll find out the answer for you.**



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Posted by:

*Calls to actions like this can be embedded at the end of each blog post - they take the reader to a landing page to download the content. Stats for these CTAs can be measured to see if they are relevant and effective.*

The goal over time is to create a library of these “premium” content offers, each with its own landing page, where each blog article links to one of them via the call to action at the end of the article. (You can also see in the blog sidebar that there are calls to action going to various landing pages).

## About the HubSpot Software Suite

We happen to be managing all of this using a software called [HubSpot](#), which basically ties it all together and allows us to manage everything from within one app, rather than having to switch back and forth between CMS, Mailchimp, Hootsuite, Google Analytics, landing page software, etc. – Hubspot takes care of all these things plus a lot more, which is beyond the scope of this case study. The tools we're using aren't all that important – the main thing is the **strategy** behind how we're using the content, and the **process** we're using to make sure that it all happens according to a schedule and is measured over time to make sure it's working.



## Regular check-ins with client

We have monthly reporting meetings where we go over what's working, and we also look at improvements since the previous month. This is an opportunity for the client to give feedback about points they'd like to address, and for us to get approval for new ideas, as well as showing the client the impact of the work we're all doing.

## Some quick wins for other companies who want to achieve these results

While the same strategy as above obviously isn't going to be a perfect fit for every business, I'm sharing some basic strategies to give you an idea of what's possible with a blend of content, strategy, and software.

Here are some things most companies can do to emulate the above results.

1. **Create one or more premium content offers** with landing pages – e.g. if you're a financial recruitment agency you could create "The Ultimate Guide to Hiring Someone for Your Finance Team", or "10 Interview Questions Every Finance Candidate Must Know How to Answer".
2. **Segment your mailing list** (or future sign ups generated by the above strategies) into "buyer personas" depending on what type of customer they are. Then you can communicate with them based on what's relevant, not a "one size fits all" email that isn't relevant to both groups.
3. **Consider using some automated emails** in conjunction with the above, to build trust/credibility and also take advantage of people who ARE ready for a sales conversation.
4. **Have other members of your team contribute content** – maybe you have a great team of sales consultants – what questions are they being asked by leads every day? Get them to write articles answering these questions, or simply write them down and make a list, then hire writers to answer the questions in a clear and concise way. This takes the pressure off you having to produce all the content. Or, if your sales team don't like writing, record them on video answering the questions!
5. **Use other platforms to promote your content** – You can do things like writing articles especially for big industry blogs. This will drive a lot of traffic (not useful unless you have those content offers in place to get them on your mailing list when they do visit) and will also be good for SEO as these big authority sites link back to you in your author bio. For example, we wrote an article for a client last year and he sent it to a big industry blog, where they published it for their audience.

*“After experiencing one disappointment after the other in the online lead generation industry, we were ready to try something new. We sent an email to a number of experts for further opinions, and met with the CLCK team. This team understood our challenges, and got to work quickly. After less than 12 months, the results have been amazing. Our Sales team have more than sufficient leads to draw from, sales are increasing beyond target and CLCK work with us as if they are part of our team.”*

- Director

## Take the next step...

Would you like to talk about how we can help your business achieve similar results to this Boutique Home Builder, who saw a 172% increase in web traffic and a 326% increase in leads?

Arrange a free marketing checkup with a member of our team today. You will get:

- Clarity on whether inbound marketing is the right approach for your business
- Actionable tips and ideas on things you can do right now to increase traffic and leads
- Information about pricing for a strategy like this, and how to take the next step.

This will not be a sales pitch, but a genuine, customised overview and audit of your current marketing with recommendations of what you can do to improve results.

[Click Here to Arrange a Free Inbound Marketing Checkup Today](#)



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