

CASE STUDY

Jim Wood,
Director of Wood Group Homes,
talks about the benefits of working with
Get Focused



Introduction



Wood Group Homes is a family-run business focusing on the building of high-quality, energy-efficient houses. With 50 years in the construction industry, they are one of the longest-established home builders in Ireland.

They have in that time built highly sought-after developments, most recently at Glendale and Churchfields in Delgany, Co Wicklow, and SeaGreen in Greystones, a picturesque seaside town on the Irish coast.

This latest development of sustainable, energy-efficient, three-, four- and five-bedroom luxury houses were first brought to market in spring 2016, with new phases of development added in 2017 and a final phase due in spring 2018.



Challenges

Though the company is established as builders of excellent-quality and beautiful homes, they were relatively new to the idea of promoting their houses, and their company, through online content and social media channels.

As Jim says: 'The use of online content and social media marketing is relatively new to the house building industry in Ireland, and we needed a helping hand with both the expertise and enthusiasm required to reach out to the market and engage meaningfully with helpful, valuable and informative information.'

Wood Group also had a specific problem in that they could not accurately measure the effectiveness or efficiency of their marketing spend.

Get Focused were brought on board with the following objectives:

- To generate the type of online content that would attract potential new customers to the SeaGreen website

- To engage with those consumers in a meaningful way
- To monitor and analyse online activity to determine the best course of action for the company to take as regards meeting homebuyer needs
- To align marketing spend with KPIs to prove ROI

This involved optimising existing web pages, creating highly-relevant and informative blog content, and promoting it through social media platforms, and was set out in two parts, detailed below.

The Results

Part One: The Launch

For the launch of one of the phases of the SeaGreen development, despite having only five days to prepare a strategy, we deployed a campaign to capture buyer activity prior to a sale.

We achieved the following:

- Created 2,986 Views to the development launch landing page
- Converted 256 Leads (170 Net New Leads)
- Closed 3 new customers from these leads that had never heard of the development or been to the website before (their buyer journey comprised of an average of 10 site visits, a total of 29.6 total page views, with an average 2.9 page views per visit)
- Assisted 40 sales with complementary content that contributed to that sale
- 423 people came online via offline sources to interact with the site and read our content (Of the 423 visitors from offline mediums, 6 new leads were created but none bought, indicating that digital visitors are converting more readily to customers)

The result? All 98 houses in the development were sold that weekend!

We were able to show Wood Group Homes the clear and definite path from online content to purchased house, which was a far more effective form of lead generation.

Comparing the results of our inbound marketing campaign to the strategy of placing an advertisement in the online version of The Irish Times, the premium media outlet for house sale listings in Ireland, we saw the following:

- Irish Times: 1,381 views, there were 49 leads, 0 customers.
- Our Landing Page: 2,986 views, 256 leads (170 new), 3 new customers.

The houses at SeaGreen start from €395,000 to €535,000, so the ROI is clear!

SITUATION

WOOD GROUP CAME TO US SPECIFICALLY BECAUSE THEY HAD A CHALLENGE MEASURING THE EFFECTIVENESS OF THEIR MARKETING SPEND!



ACTION

WE DEPLOYED A CAMPAIGN DESIGNED TO CAPTURE BUYER ACTIVITY PRIOR TO SALE!



RESULT STATISTICS

AFTER 7 DAY PERIOD OF NEW HOME LAUNCH

WEBSITE
3,336 VIEWS



98 - HOMES SOLD

40 - SOLD VIEWED CONTENT BEFORE

3 - WERE NOT IN THE ORIGINAL LEADS LIST AND PURCHASED A HOME

IRISH TIMES
ON-LINE ADVERT

1,381

VIEWS

49 LEADS

0 NEW CUSTOMERS

VS

LANDING PAGE

2,986

VIEWS

256 LEADS (170 NEW LEADS)

3 NEW CUSTOMERS

OFFLINE-TO-ONLINE

426 - PEOPLE WHO SAW OFFLINE MEDIA AND CAME ONLINE
13 - PEOPLE THEN BECAME LEADS (6 - NEW LEADS AND 0 - BOUGHT A HOUSE)

INDIVIDUAL BUYER JOURNEY OF 3 NET NEW LEADS



BUYER 1

13 SITE VISITS
50 PAGE VIEWS



BUYER 2

4 SITE VISITS
9 PAGE VIEWS



BUYER 3

13 SITE VISITS
30 PAGE VIEWS

AVERAGE HOMEBUYER WEBSITE EXPERIENCE

10

SITE VISITS

29.6

PAGE VIEWS

2.9

AVERAGE PAGES VIEWED PER VISIT

The Results

Part Two: Ongoing Leads & Insights

As the SeaGreen development prepares for its next phase, we continue to create useful and relevant content for potential home buyers interested in purchasing a house in the Greystones area and its surroundings, and promote the highlights of this scenic area and the dedication of the Wood Group team to building the type of homes that match their client needs.

This is done through blog creation, social media messaging and tailored email workflows and newsletters that keep home buyers and those interested in buying informed of developments and updates.

To date, we have seen:

- More than 5,000 Landing Page Views
- More than 660 Leads created for future house development releases
- A 73.7% Email Open Rate and 45.3% click-through rate

Our insights and analysis showed us that mobile views are at around 81%, so we were able to tailor the delivery of content and the user experience accordingly, to maximise conversions.

Ongoing Lead Segmentation and funnel insights helped us to prioritise qualified leads while continuing to nurturing unqualified leads:

- First Time Buyer - Applying For A Mortgage: 197
- First Time Buyer - Mortgage Approved: 176
- Home Owner with Property To Sell: 203

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Through the creation of **quality** content, their ability to target the people we want to **engage** with, and to track the response to our messaging, we have been given a much **wider customer base**, and crucially, a better understanding of our **potential buyers.** ”

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The Experience

Jim says of his experience working with us on the promotion of his SeaGreen development:

'The whole team at Get Focused have been great. They are always full of creativity and energy. Through the creation of quality content, their ability to target the people we want to engage with, and to track the response to our messaging, we have been given a much wider customer base, and crucially, a better understanding of our potential buyers.

'This means that we now have much better communication with potential customers, as they know they are being listened to and that we are happy to help them on the house buying journey.

'Ultimately, the relationship with the Get Focused team has resulted in happier clients and homes that are better built, because we can now better meet our customers' needs.'