

EPICOSITY HELPS INCREASE MORTGAGE LOANS PURCHASED BY 20%

SDHDA Website + Inbound Marketing Campaign



THE CHALLENGE

South Dakota Housing Development Authority (SDHDA) needed a new website and content marketing/social media strategy to spread the word about their many valuable services for low- and moderate-income South Dakotans.



THE GOAL

Create a robust new website optimized for keyword searches + increase program awareness/social media engagement statewide.



THE IDEA

First, we defined the target audience through personas – including four primary customer types as well as realtors, lenders and property managers. Then we added a blog strategy (ideal for inbound marketing) plus a content management system (CMS) for streamlined site updates. Once the site launched, we got to work creating “How To” e-books – the centerpiece of the inbound marketing campaign – supported by email marketing, social media and standalone pieces.

THE RESULTS

Year over year, SDHDA achieved:

- 20% increase in mortgage loans purchased
- 53% increase in new users from social media
- 20% increase in new website visitors
- 18% increase in Facebook likes
- 13% e-book download rate

