

**THE 2023
HOMEBUILDERS**

MEDIA GUIDE



**DEVELOPMENT
LAUNCH**

THE HOMEBUILDER'S MEDIA GUIDE

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Introduction: The Importance Of Digital Media In 2023

The Reality:

As a homebuilder, the reality is that you are managing one of the highest ticket purchases, along with one of the longest sales cycles out of any industry. You are fostering one of the most important, and emotionally heavy decisions most people make in their entire lives.

This means the stakes are raised, and if you fall behind in the digital landscape and don't look up to date with modern trends, you could be losing truckloads of consumer trust, relevance, and lose ground to other builders especially in the years ahead.

Looking at 2023, I don't need to tell you that it's going to be a challenging market, you already know that. Buyers are only going to take more time, evaluate more options, shop around, and take their time more than ever before. It's on us to win them over to our side and get them to know, like, and trust us.

The builders that step forward ahead of their competitors and embrace digital media and marketing will be the ones on top, those that invest in this medium, understand it, and work to constantly improve their data metrics and online presence will be rewarded

Now of course home builders need to invest in all areas of their online presence: social media, blogs, websites, landing pages, automations, follow up systems and more; but in this guide, we are going to focus on how to use digital media, especially videos, to greatly impact your business across all areas

Why Video?

So why should you begin to integrate video into everything you do, and why is video so powerful?

Video is unique in that, when done correctly, it is the #1 Trust & Brand Builder, Lead Generator, Lead Converter, Lead Nurturing tool out there. Video is the best way to engage with potential homebuyers and the broker community in order to generate sales for your homebuilding company

Video is also an extremely flexible medium; one single video can be used throughout your entire digital ecosystem and sales pipeline to get results for years to come or, on the other end, a quick selfie video used when reaching out to a hot lead can dramatically increase response and success rates

The point being, video can be used everywhere from your blogs, websites, landing pages, advertising, sales outreach, emails, texts, social media and more and in every area it can improve key metrics like CTR's, time on site, open rates, conversions, likes, shares, leads generated, SEO ranking, you name it, video can help.

Especially in an industry where winning over sales is harder, sales cycles are longer, ticket prices are larger, conversion rates are much lower than average, taking every advantage you can over competitors will be key and video is the best way to do so

in 2022, streaming online videos and downloads account for 82 percent of total internet traffic

80% of consumers want to see more videos from businesses.

Video is preferred by 80% of people over written text.

87% of marketers think video provides a positive return on investment

The Basics: Real Estate Media:

Let's start somewhere simple: real estate media. This is an easy area to start and is something you are likely already putting some marketing dollars towards.

Most builders are at the bare minimum, investing in high quality photography for their model floorplans, custom builds, multi family developments etc. Photography is the bare minimum, and most builders have been doing this for decades without innovating beyond

More often than not builders now also have 3D matterport tours for their floorplans and offerings as well, as this is an effective way for customers to really get to feel out and walk through potential floorplans

However, real estate video is an area where most are still behind, and that could be due to the historic state of "real estate video" in the past decade. Videos with happy go lucky music, boring pacing, old fashioned graphics and pop ups, and an overall outdated feel that isn't very inspiring to anyone

In the past 1-2 years however, real estate video has really stepped up and changed the game, and those that know how to use this medium effectively can reap the benefits. Cinematic style real estate videos can now take people's breath away, all the while showing off a home/floorplans unique features, benefits, layout, design, and finishes driving more inquiries, sales, and increasing the selling price along the way. As a builder you can use video to highlight top selling floorplans with endless possibilities.

With the power of social media and vertical content, real estate videos are going viral all over the world whereas in the past decade you couldn't get any % of the population to sit through a full real estate video happily.

The point being, in the past few years, video creators have come a very long way with their ability to show off your floorplans, properties, and communities with amazing cinematography, trends, storytelling and more. The builders who embrace real estate media again, will pull ahead of their competitors, earn more trust from the consumer and broker community, and ultimately drive more sales.



Section 1: Using videos to build brand awareness, trust, and credibility for builders and developers

As a builder, you have lots of competition out there, all fighting for one of the most important purchasing decisions people make in their entire lives

This means people aren't going to rush this decision, they are going to evaluate their options and end up working with those that they deem they know like and trust

And brokers will only bring clients to builders and developments that they trust will be a great experience for their clients and if the only way you are currently showcasing your competitive advantages is a few bullet points on your website...then your competition likely has legs up on you

It is extremely important that you put valuable content out there that establishes you as player in the area that can be trusted and delivers outstanding results

And the best way to convey this? You probably guessed it by now...Video!

Video is an extremely compelling way to build brand awareness and trust from potential homebuyers and brokers

Think about it, if one builder has an “about us” section that talks about their great designs, customer experience, and price points, but YOU have a compelling video showing off your design, attention to detail, walking potential home buyers through the client experience, showcasing powerful client testimonials and more...who do you think the potential homebuyer will end up working with?

Some examples of content that could build trust and awareness are: educational videos, about us videos, meet the team, where we build, our top selling floorplans, customer testimonials, our unique advantage, the “builder name” experience, new homebuyer? Start here!, region/area highlights, community highlights, design studio breakdowns, customer experience, next steps and more!

Humanizing your organization is another incredible way to stand out using video

Most builders websites and online profiles are cold, intimidating, and daunting to even get started without a human face in sight....

This is where you having greeting videos, company profiles, meet the team, and “START HERE” videos with an introduction from your warm and amazing sales liaisons can play a huge role in getting the ball rolling with increasing time on site and getting people excited to work with you

Add in a real life chat bot to this experience and you’ve got a recipe for success

In summary: investing in branded content can truly establish you as an expert in the area, give people a glimpse into your company culture, customer experience, and get potential homebuyers to know like and trust you which is especially important in this industry



Section 2: Using Video To Create A Constant Stream Of Qualified Leads

So we know branded content is an amazing, long term investment that will pay you back in the long run 10 fold to build your brand, trust within the consumer and broker community, and ensure continued success in the online space

But what about directly generating leads?

Most of the content previously discussed is really to bolster lead nurturing and converting events, but how do you use videos to fuel lead generation?

In this section, we're going to show you how to use video marketing and paid advertising to generate qualified leads for your real estate building company as a whole, and specific region/community strategies to ensure successful launches for your developments

Paid Channels And Their Uses



Google Advertising: Amazing foundation to establish your baseline flow of leads using keyword search, tailored landing pages, and retargeting display ads across the internet. This is an absolute MUST and requires special attention.



[Video] Youtube Ads: Technically falls within “Google Advertising” as well, but with Youtube you can use video ads and take a slice of the market very few are utilizing, meaning higher ROI and bigger market share. Incredible for specific community use and for generating baseline leads similar to google PPC.



[Video/Photo] Facebook/Instagram Ads: Video and photo ads can be leveraged here with great targeting/retargeting leveraging Meta’s advanced AI. This is best used for building general awareness and marketing specific communities and offers.

Once again, it’s important to note that very few home builders are using this medium correctly by properly leveraging video, meaning, there is huge potential for leads here if you do it correctly.

I should build out an entire section for this statement, but it’s highly important that you make content that speaks directly to consumers AND brokers

If you treat the broker community well, give them reasons to work with you, have some good floorplans, and you go out and make videos and advertisements that organically and paid seek win them over to your side...

You will have a constant stream of highly qualified leads being delivered to your front door

So anytime you make a piece of content or advertisement, think...how could we alter this to speak directly to likely our most important audience?

The main thing you want to focus on here is LEAD QUALITY across ALL SOURCES, generating lots of volume is a recipe for burnout and frustration, be sure to include quiz flows or separate landing pages to dial in user intent before information submission

For a deeper dive into leveraging paid advertising, see section 4 on our signature strategy “development takeoff funnels”

Social Media Recommendations

More and more consumer behavior revolves around social media each year. Many potential homebuyers will be checking out your Instagram to see if you are “current” or posting regularly. This is mainly a qualification/comparison tactic and they may even pick another builder due to their social media presence

Many young people use this for things as simple as picking restaurants, and they will surely use it when looking at the homebuilders in their area

I’m not saying they will make the decision purely based off your social media, as of course they will be doing boatloads of research as well

But having a social media that posts about your homes, floorplans, client testimonials, culture etc will go a long way to building consumer trust

When it comes to Reels, you should 100% be leveraging this medium to create videos on all these topics.

The easiest way to do this is by making longer “Youtube” videos about various topics and then chopping those videos into short form content

Social media isn’t going anywhere and we highly recommend builders at least put some effort into it as many consumers will be using it as a point of comparison/trust builder

Videos For SEO

Home builders can use video to increase their search engine optimization (SEO) by incorporating videos into their website and online content

Google places a high value on websites that provide valuable and engaging content, and videos are an incredible way to do this

Make sure your videos are “above the fold” so users don’t have to scroll through the page to find your most engaging content

It’s important to optimize your videos for search engines by including relevant keywords and phrases in the titles, descriptions, and tags, which can help to improve the visibility and ranking of their videos in search results.

If you have a blog already, try making a video for important blog posts to start as an easy source of creating consistent video content around important topics

Video Seo Statistics:

- Video results are 50x more likely to be organically ranked in Google than text based results.
- Video has an 11,000:1 probability of making it to the 1st page of Google. Text based results have a 500,000:1 probability of making it to the 1st page.
- Videos add 2 minutes to the average time a user spends on your site
- Blog posts with video have a 53x higher chance of ranking on the 1st page of Google
- Blog Posts with Videos see a 157% increase in search traffic compared to solely text based blog posts

How To Use Video Across Your Entire Digital Landscape

The last thing you want as a home builder or developer is to invest a bunch of time, energy, and money into a video project and not sure what to actually do with it once you have it

Maybe post it on youtube?

Throw it up on the website? (good but just the start)

Post it horizontally on social media?

The point being, you probably have lots of questions on how to get the highest ROI possible out of all your videos.

I'm going to use one video we did for "True Homes" as an example

The video is about the "Top 5 financing questions" they receive every single day.

This video goes over things like interest rates, the mortgage process, renting vs owning, how much of down payment is normal, and so on.

Now could they put this video on their "help center" subpage and call it a day? Sure...

But that's not what they did!

We actually cut that video into 5 additional separate videos for each of the questions involved

Now they can turn those 5 videos into educational blog posts which will help their SEO rank and time on site

Additionally, we cut the 5 videos into 5 faster separate reels that they can post across social platforms to appear as local experts, raise brand awareness, and provide educational content to potential buyers

Further, they equipped their sales people with it to use them as needed, and even added it to their email sequences customers leads receive after registering as a nurturing sequence

They can even plug the videos into eblasts with CTA's to nurture up more traffic

They also sent it to the broker community to use as a resource to help educate buyers on why they should work with true homes (because of their incredible financing process and resources)

It's also a good candidate for adding into the 10-20\$ a day "engagement" ads that go out and drive traffic and followers to your social pages and website

This is just one example of how to properly use a video across your entire digital landscape to maximize it's roi...

So next time you complete a video project, get creative! Don't be afraid to try something new and really increase the value and power of your video marketing



Section 3: Conversion Rate Optimization Using Video

Listen, I get it...

Conversion rate optimization isn't exactly "sexy"

But to digital marketers like us, especially those who are competing in the homebuilding industry where conversion rates are generally the lowest out of them all...

Even a .5%, 1% increase in conversion rates can mean millions of dollars more a year in your pipeline

This is why it is so incredibly important to keep an eye on this data across all your channels

Always looking at your websites, landing pages, paid traffic sources, wondering...where could this improve?

Why are so many people bouncing off this landing page within 2 seconds?

How does our load speed compare to others? How can we optimize it?

What about our CTAs? Are they allowing in too much junk leads? Not enough leads? What are the sales people saying about the lead quality?

Now, video can't solve all these problems, but remember, video is the best communicator, trust builders, and lead converter out there when done correctly

Look through your pipeline and say "where can videos be deployed to improve our conversion rates?"

If you are using photo ads on facebook/instagram there's a good chance you can improve the CTR's using video

If you are driving people to a "dry" landing page without video, there's a good chance you can improve time on site and conversion rates with video

If your sales people are saying people are confused or surprised when we call them, you can use automated video and messaging to warm up leads and let them know they are about to be contacted and even opt out

You can use a "What's next" video right after lead conversion to let leads know straight away what the next steps are

If your appointment show rates are low, yes, you can use personalized video messaging to up these show rates

Videos are a key way to increase conversion and success rates across all kinds of systems and processes in your business across all channels

So as a rule of thumb, follow the money, where most of your money is being spent right now and see how could videos impact this area because that is where you will see the most immediate result



Section 4: Development Takeoff Funnels To Successfully Launch New Single/Multi Family Developments, Communities, And Various Projects

This one is going to go pretty in depth on our signature strategy: the “development takeoff funnel.” This is the way we build big media and marketing packages around new and exciting developments, whether they are single family, multi family etc this is how you should set up your launches for success

Before we start, the general rule of thumb is that the marketing/advertising budget to fill up a development is roughly 1% of its projected annual revenue

For example: If a community wants to sell 200 homes a year, and the average sell price is \$350,000 that means the annual projected revenue is 70 million.

1% of that is \$700,000 now you have your digital media and marketing budget!

Pre Launch

Let's start with a confusing stage for lots of builders, how to market their development up to a launch....
Before construction is really complete

You have lots of promised amenities, great architecture, an amazing lifestyle opportunity

But right now it's just getting cleared, mud and dirt is all you can show right now

Well, there actually is a great deal you can do to show this thing off!

And you might already have some of the assets needed (if not no big deal we help builders with all of this)

First things first: amazing renderings of the finished community, the amenities, the location, the floorplans, etc

If you have the budget, you can even get a great rendering video that shows this all of in more depth

Next, produce some videos with your lead designers or partners talking about this community, get people who are truly excited to talk about it

Have them speak on the passion of the project, the amenities, the lifestyle, the pricepoints, your unbeatable selections, the location, your values and culture etc

Toss some drone footage and on the ground shots of the surrounding location highlights like restaurants, scenery, etc and you got quite the media package coming together

Now you can tie together the renderings, the talking head interviews, the drone footage, supporting on the ground footage, and high quality stock footage to bridge any storytelling gaps...you've got an amazing video that highlights everything you need

Now before we go further, you have enough media assets to put together a high quality microsite and landing pages for this development

If you are a builder I do recommend you make a separate domain tied to your brand for this so you can get better tracking, analytics, and varied design as opposed to your current website

Make sure you check all the boxes and don't skimp on budget here this site and its supporting landing pages will be the center of your traffic going forward

Once everything is ready it's time to reach out to the broker/consumer market

Send high quality media packed emails to brokers in the area to try and drum up interest to get them involved

Begin running ads (low budget) using your media assets to drive traffic to this site to get your "pre registration list going"

It's important that your main offer here to join the pre registration list will be to get in on the price floor, get the highest quality service, be the first ones notified and prioritized when leasing opportunities begin etc

Now you have the steps in place to begin building out your pre registration list!

As your list gets built out over time, you can get people sent over to a "high intent" or "priority" list with a promised date that you will begin reaching out as your main CTA after they have joined your basic pre registration list

This will give your sales team an "A" list of prospects to farm out first as you head towards the actual launch of your development

It helps to give the prospects a particular date in mind when you will actually be signing leasing opportunities as it will result in higher quality leads and intent

COMMUNITY LAUNCH

Thankfully, if you put in the work in the pre launch, you should have a rough idea of what comes next here

Now that you have leasing/mortgage opportunities available, it's time to start farming out your pre registration list, hitting the phones, getting appointments set, using your sales staff here to really maximize this pre registration list

Now ideally, as your community or development starts to come together, whether it's a master planned community, large single family development, or a multi family development like an apartment complex the steps will be the same

Now that your lifestyle amenities are in place, landscaping is coming together, and there's more to show off than just mud and construction

It's time to shoot the lifestyle!

This is incredibly important to show off not just the floorplans themselves and the building, but get people within your organization or hire professional actors in the area to live out the lifestyle of your community

Having people live in, and interact with your floorplans, amenities, lifestyle is so much more compelling and interesting than showing the amenities alone

Especially with the quality and attention that builders have been pouring into your amenities lately, it is an absolute necessity to show these off with amazing lifestyle imagery

I recommend for this you get a videographer, photographer, and director to move through your entire development showing it off in the best possible ways with the most time efficiency

Now toss in updated lifestyle imagery, with incredible real estate media and drone footage and things are starting to really shape up here

Remember, you can still use those same interviews with the designers and builders from before, or you can add in some updated storytelling if you wish

Now with this 10/10 media package and an updated website, it's time to dial in your lead gen sources and monthly ad spend

Remember to keep a long term outlook and divvy up your budget accordingly

Google ads keyword search and display retargeting will be a great consistent source of leads, be sure to focus intently on the landing pages and user experience AB testing sending them to your microsite etc

Youtube ads will operate very similarly to google using the same keyword and affinity based targeting/retargeting. You can even set up specific videos that target those who have been on your website before and speak directly to them, this is where having a variety of creative can come in handy

Facebook/Instagram ads will also be a great source of consistent leads if you manage the targeting and backend correctly. Be sure to dial in lead quality above all else on this platform

Remember, from all your previous media production you should have plenty of fuel for different ad creative on Facebook, Instagram, and Youtube

AB testing is always important so don't be afraid to cut videos in different ways, use different hooks, try UGC content, and even film new content as the months stretch on

Just remember you can use all your previous media to make new creative, so new interviews, voiceovers, can be produced at little cost and get tons of runway in terms of variability of the media produced

For example: once you have all the media produced already, you can get a new voiceover done for less than 200\$ and use that voiceover to make 10 different ads.

So just be creative and have fun with it, don't put all your eggs in one basket or one video that you think will work, constantly reiterate and try new things to maximize your ad spend and ROI

Remember: generating leads is just one step in the digital chain that leads to a sale in the homebuilding industry. You must be on top of your game with your CRM, follow up systems, sales systems etc to get people closed and signed.

Using automation combined with personalized videos is a great way to get these leads to respond and show up to appointments, but I don't have the space to talk about all the ways automation can help the sales process

See the next page for your next steps!

CONCLUSION



I wish I could cover everything we have to offer in this guide, and we'll surely be updating it as time goes on to try that; our blog will be putting out deeper dives on the topics covered here every week,

If you are looking for a digital media and marketing partner to help you with your online presence, branded content, and the launch your developments; I urge you to book a free discovery call with my team

The call is obligation free, there are no commitments, down payments, or anything of that sort, it's just a phonecall to get to know each other better and see if a partnership makes sense.


I wish you the best of luck and look forward to speaking with you soon!


BOOK A CALL: <https://calendly.com/development-launch/discoverycall>



Development Launch

30 Minute Discovery Call

 30 min

 Phone call

In this call, we're going to get to know you as a builder and see how our strategies can best work to create a flood of leads heading into business and communities

Please come with information on your logistics and company so we can maximize our time together


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Select a Date & Time

January 2023

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Time zone

 Eastern Time - US & Canada (10:02am) ▼

 Troubleshoot