



Campaign Plan

# PHASE 1

## Awareness

The awareness phase is a broad, decentralized initiative to raise awareness for the project. Pecan Knoll is a neighborhood with a green perspective that offers its residents a more rewarding life. This phase will help introduce the public to Pecan Knoll's purpose and mission. These campaign ads will be run throughout the vertical stages of construction to continuously grow awareness and anticipation.

# PHASE 2

## Sales

The sales phase has more targeted messaging for select demographics in Austin. These campaigns will describe different aspects of the Pecan Knoll project that directly benefit the residents, such as: pricing details, upgrade information, floor plan options, and design palettes. These campaigns are focused on specific consumer-benefits and will help accelerate sales. For this reason, they will run from the completion of the first unit, until all units have been closed.

# PHASE 3

## Loyalty

The Loyalty phase is focused on keeping qualified leads and new Pecan Knoll residents updated, interested, and excited about their new homes. These campaigns will include construction updates and closing announcements to keep pre-purchasers engaged and informed. This phase will focus on earning Pecan Knoll the loyalty of its new residents including sending out promotional items and closing gifts to surprise and delight the market.

# CAMPAIGNS

## Phase 1: Awareness

1. Technology-Based Campaign
2. Fear-Based Campaign

## Phase 2: Sales

1. Value-Based Campaign
2. Location -Based Campaign

## Phase 3: Loyalty

1. Green-Based Campaign
2. Lifestyle-Based Campaign

# TECHNOLOGY-BASED

## WHO

Early-adapter, influencer, higher education, high income

## HOW

Email Fliers, digital business cards, SEO, website copy social media, word of mouth

## MESSAGE

We use the better technology to build the best homes.

## BENEFITS

Steel framing, precision cutting to exact standards, HVAC systems, expert use of existing technology

# FEAR-BASED

## WHO

Emotional-thinkers, married or single, new parents, recent empty-nesters, lock-and-leave travelers

## HOW

Facebook, groups for new parents, mass marketing, direct mail

## MESSAGE

Wood burns.

## BENEFITS

Steel framing is fire resistant, stronger, a modern solution, and proven to work

# VALUE-BASED

## WHO

Affluent, investor, confident, head of home (mothers or single males)

## HOW

Direct mail, email fliers, PR publications, social pages

## MESSAGE

Pecan Knoll has the best homes in Austin.

## BENEFITS

Using proven technology to enhance the quality of homes, progress  
(not profit)focused, unique methods

# LOCATION-BASED

## WHO

Families, male or female, high income, locals

## HOW

Zip code targeting, billboards, school zones, align with nearby businesses

## MESSAGE

Living at Pecan Knoll is convenient and enjoyable.

## BENEFITS

Neighborhood built on responsibility, easy neighborhood access, 5 miles to downtown

# LIFESTYLE-BASED

## WHO

Early adapters, greenies and wanna-be's, responsibly lux, under 50 years of age, out of state movers, work close to home

## HOW

PT 50 real estate influencers, social media, website copy, social media pages, align with responsible local businesses

## MESSAGE

We offer more contemporary and rewarding homes.

## BENEFITS

A more rewarding life, a fulfilling home, a community of responsible homes

# LIFESTYLE-BASED CONT.

## WHO

Trend followers, less confident, green wanna-be's, local young families, out of state movers, green realtors

## HOW

Billboards, social media, website copy, social media pages, align with responsible local businesses

## MESSAGE

Your home should be like you: a good steward of the Earth.

## BENEFITS

A more rewarding life, a fulfilling home, a community of responsible homes

# GREEN-BASED

## WHO

Environmental advocates, the concerned or uninformed, young adults, parents of grades 4-8

## HOW

Partner with green organizations in Austin, website copy, PR publications, awards/certificates, touring brochure, local school outreach

## MESSAGE

How green is your neighborhood?

## BENEFITS

Steel framing, virtually wood-free homes, precision material cutting for less waste, HVAC cooling/heating, low-impact methods and materials