

Turnkey Check List for Event Promotion

Filling Events at Your New Home Community with Marketing

Where to Begin

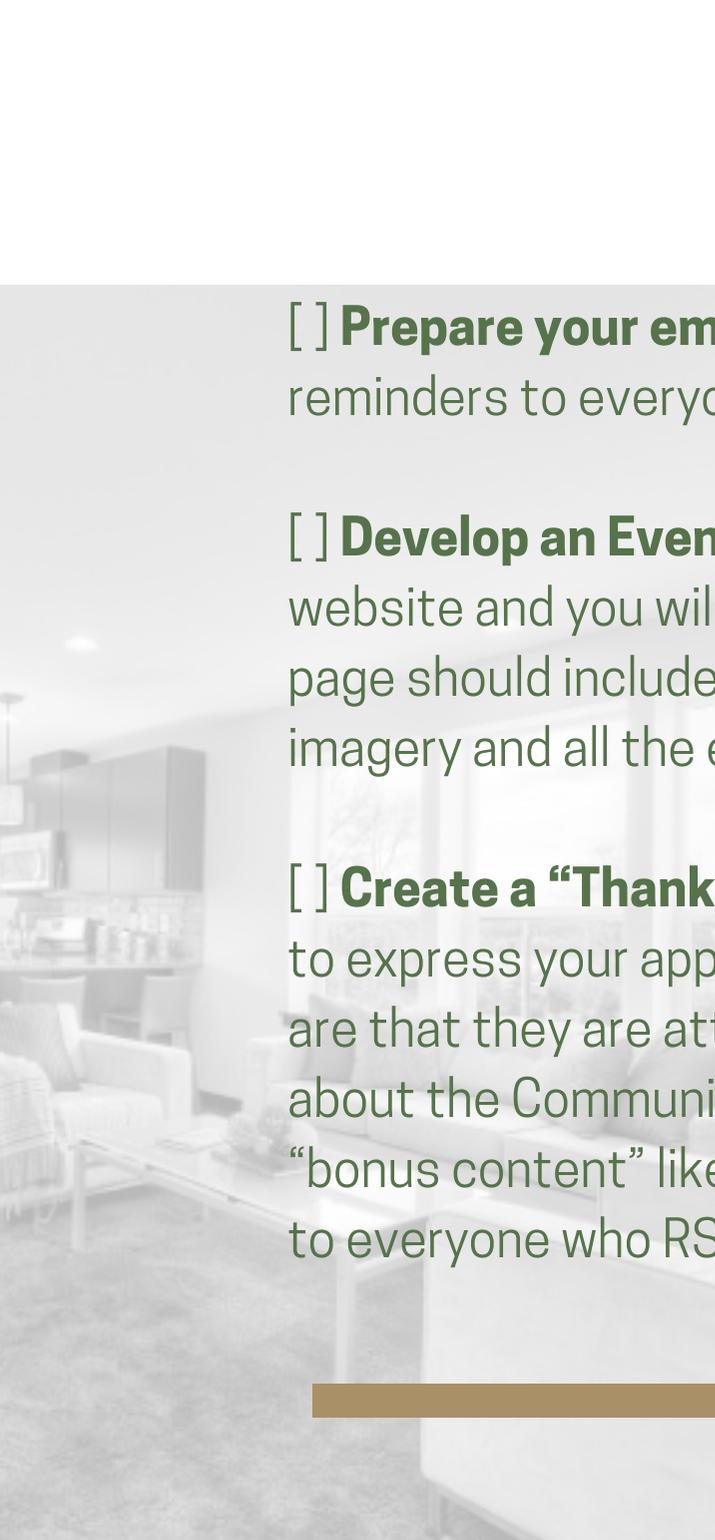
We recommend home builders approach this in two phases. The first phase is building out your digital assets. The second phase is implementing your outreach campaign leading up to the event. Ideally, the process begins 4-6 weeks out before an Event is actually going to take place.

Phase I: Digital Assets

[] **Make a schedule** so that tasks on this checklist are placed within the timeframe leading up to your event. Even if you have less time than is ideal, a schedule helps you keep track of anyone on your team who is contributing to getting this done for you.

[] **Access or request existing community content** you will need to share in emails, on your landing page and in social posts. Having this ready will keep you on schedule.

- Video Tour
- Community Brochure
- Floorplans
- Lifestyle & Home Imagery content



[] **Prepare your email content for the invite to your Database** and reminders to everyone who RSVP's.

[] **Develop an Event landing Page.** This is where people will RSVP on your website and you will capture their name and email address. The landing page should include information about the Event, inviting community imagery and all the event details with a sense of excitement.

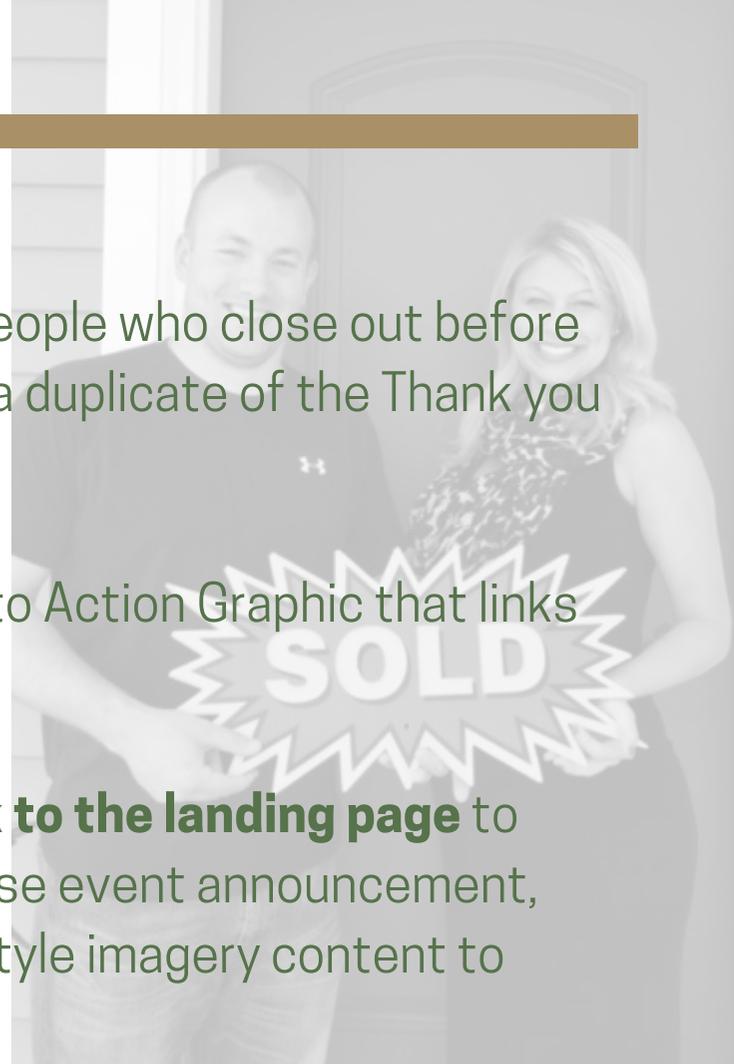
[] **Create a “Thank You Page”** that is automated from the Landing page to express your appreciation for the RSVP and tell people how excited you are that they are attending. This is where you share exciting information about the Community you are promoting. It's a perfect place to deliver “bonus content” like floor plans, a video tour, and your community brochure to everyone who RSVP's for the event.

[] **Write an automated follow up email** for people who close out before they get the thank you message. It should be a duplicate of the Thank you page.

[] **Leverage the Division Website** using Call to Action Graphic that links to the Event Landing page.

[] **Prepare your Social Posts with links back to the landing page** to create excitement leading up to your Event. Use event announcement, video tours of your community and home lifestyle imagery content to entice prospective home buyers.

- Facebook – Create an event page and post an album for the Community
- Twitter
- Instagram
- Houzz – Post a project around your Models
- Youtube – Video Tour



Phase II: Outreach Campaign

[] **3 Emails to the leads in your system database** for that specific community to invite them to your Event. Link to the landing page and RSVP form.

- Email 1 to everyone
- Email 2 to non-reads
- Email 3 to everyone who opened Emails 1 and 2 but didn't click

[] **3 Reminder emails to RSVP list:**

- 1 week before your Event
- 1 day before your Event
- Morning of your Event



[] **Publish Posts on Social Media:** Facebook, Instagram, Twitter

- Promote the event on Facebook once a week, 3 weeks out, twice a week 2 weeks out, and several times per week in the week leading up to the event.

- You can follow the same guidelines for Instagram

- 4-5 tweets per week on Twitter starting 3 weeks out. You can be a bit more liberal with Twitter since it's a constant stream and you'll be mixing in other posts as well.

[] **Run Social Advertising.** One of the best proven methods for boosting a post for brand awareness is called the Mari Method, named after Mari Smith. Essentially, you leave the post as is first. The best posts to boost are the ones that are already organically performing well. Posts that are outperforming others do even better when a little budget is added under them. So, let your post sit for a day or so and if they are doing well, add \$15-\$50 to that post to really pour the gasoline on!



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