

Client Success Story

Driving growth in website traffic, social following and qualified leads through strategic digital marketing and a branding refresh for a local home builder.



Overview

Home builder, Westchester Modular Homes Construction Corp. (WMHCC) came to Builder Lead Marketing to implement a rebranding and digital marketing relaunch (Note: Builder Lead Marketing is part of sparqGEN Marketing).

WMHCC sought a full-service marketing agency in 2021. At the time WMHCC had tried some digital marketing, primarily Facebook ads and Google Pay Per Click. Neither was delivering the qualified leads they needed. Furthermore, their website and overall branding needed a refresh.

The Builder Lead Marketing team brought their deep expertise in marketing strategy + planning, digital marketing and branding to achieve impressive growth.

- **219%** growth in overall website traffic in 3 years
- **62%** growth in high-quality, organic traffic in 1 year
- *Rebranded with a fresh logo, branding as well as a new Wordpress website optimized for conversion (visit www.wmhconstruction.com)*
- Resuscitated email database **converting a former prospect into a home sale in the first month** after implementing monthly email communications.
- *Created educational, ongoing blog posts and downloadable guides to drive organic traffic and create a lead magnet - building the email database and generating over 100 incremental leads in the first quarter.*
- Grew Social media followers **634%** from 500 initial followers to over 5,500

in 2 and 1/2 years. Launched Instagram as well as LinkedIn.

The Challenge Leveraging digital marketing to attract home buyers

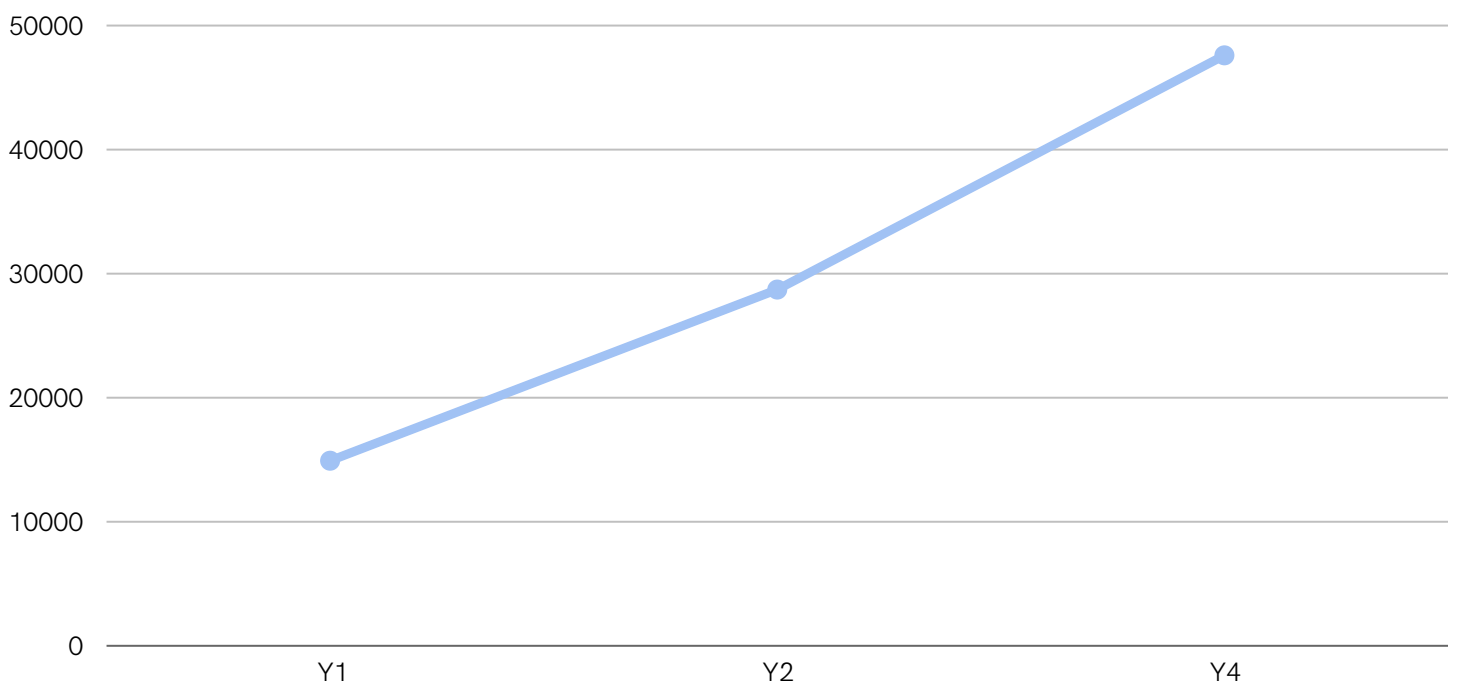
The National Association of Realtors annual study indicated all age groups use the internet to begin the home buying process (2023 Home Buyer Study)

Westchester Modular Homes Construction Corp. (WMHCC) builds high-end, custom modular homes for certain counties in New York, New Jersey and Pennsylvania. While the housing market had heated up in these areas, WMHCC was not seeing the desired increase in leads. Further, management knew it was time to refresh its website, employ digital marketing methods and create educational content about the benefits of modular construction. Realizing they wished to grow and needed to leverage modern, digital marketing methods to do so, they tapped Builder Lead Marketing's experienced team.

Achieving 219%+ Increase in Quality Website Traffic

Like most home builders, WMHCC had a website already, but traffic was paltry, and the website had an outdated appearance. The sparqGEN team quickly implemented SEO and an ongoing content program that included twice monthly blogging as well as pay per click. They also gave the website a much-needed refresh with a sleek, new design. Within months the site's traffic had increased dramatically reaching **over 219% when compared to three years ago, and most importantly high quality, organic traffic grew 62% in one year.**

Website Traffic Growth Over Four Years



Building a Home Buyer Database

With refreshed branding and a new WordPress website, WMHCC wished to build its email database and communicate regularly with prospects and former clients. The SGM team created a monthly newsletter to highlight featured homes, webinars, blog posts and more. In the first month the newsletter converted a past prospect who bought a WMHCC home.

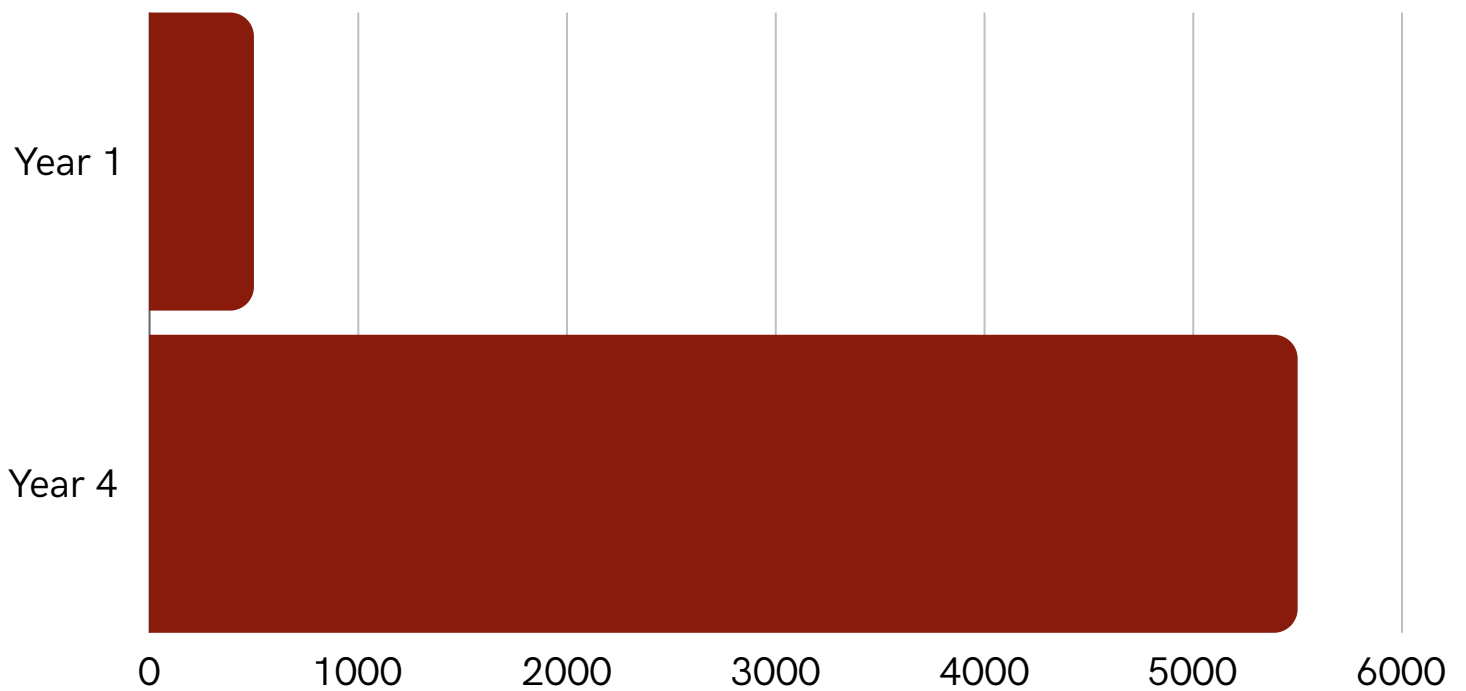
Email communications began with a monthly newsletter and a featured home of the month. **In the first month WMHCC had a home buyer from this communication.**



634% Increase in Social Followers

Social media for home builders is essential, especially the visually-oriented Facebook and Instagram. Builders can also target ads by location and interest (e.g., home design). Social media is also perfect for referrals as new home buyers often document the process - sharing their experience with their network which averages 380 on Facebook alone. The sparqGEN team worked on both social media content and advertising to increase the following from 500 to in 5,500 in three and a half years through targeted ads and organic postings.

Total Social Following Growth Measured at Year End



Objectives Achieved

Smart digital marketing + strategic approach achieves growth goals

WMHCC has achieved goals in growing qualified leads, reaching new audiences, resuscitating past prospects and creating a polished image so when home buyers are online they see WMHCC as a premier provider of custom modular homes.

Conclusion

- The Builder Lead Marketing strategy of implementing targeted, digital marketing methods has grown traffic and leads across platforms.
- WMHCC is poised for future growth with a modern website that converts and optimized digital marketing to drive traffic and leads.
- The Builder Lead Marketing approach of careful analysis and monitoring of data and results to refine and recalibrate campaigns has allowed exponential growth.

Learn more about sparqGEN's approach, team and for more examples of client success please visit sparqgen.com or call **800 397 3920 today!**