

RCLCO

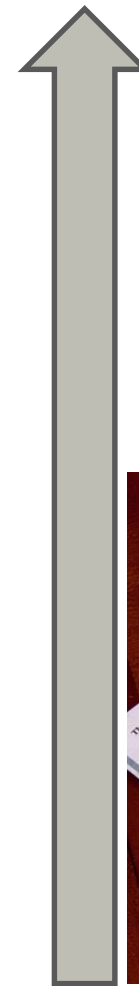
Marketing MPC's in the Digital Age



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- How much MPC's spend on marketing
 - Variations on budgets/spending/fees
 - Depends...stage in the life of community
 - Regional differences
 - Who is doing marketing – builder or developer
 - About 0.5% to 3% of gross home sales from builder fees
- Shift where/how marketing dollars are spent
 - Transition from newspaper, billboards, to web
 - Use of data, technology, automation



Digital
Marketing



- Where the dollars go:
 - Paid media
 - Online, print, broadcast, billboards
 - Agency fees
 - Social media management
 - Content generation, PR, SEO
 - Paid online banner ads
 - Paid listings (Trulia, Zillow)
 - Grand opening events
 - Community events, experiential marketing
 - Information Center operations



- Degree of sophistication in use of marketing technology varies
 - Developers, builders seeking better integration and application of business intelligence
 - Websites and online marketing is just the beginning
 - ❖ The 'creepy' aspects of gathering info about consumers
 - Improving our customer knowledge
 - ❖ Using technology to make customer experience better
 - Improving customer relationship management
 - ❖ Lead generation
 - ❖ Sales follow up
 - ❖ Prospect tracking
 - ❖ Managing options selections
 - ❖ Generating contracts



- Increasingly sophisticated software and hardware for tracking consumer preferences and behavior
 - Online
 - Beacon technology in communities
 - Linking with big data
- Measuring marketing effectiveness
- Feedback to ongoing community and product planning and programming
 - Identifying product, programming gaps
 - Improving more than marketing – better market segmentation



- Challenges

- Still doing things the “old way”
- Cost and scalability
- In house or outsource?
- Cooperation in gathering the information
 - Across organizations, between builder and developer
- Off the shelf products not always a fit without customization
- Changing the organizational structure of the marketing team needing technical competence
- Generating lots of data, lacking the bandwidth to sufficiently analyze and apply

- Opportunities

- Filling the gaps

