

RCLCO

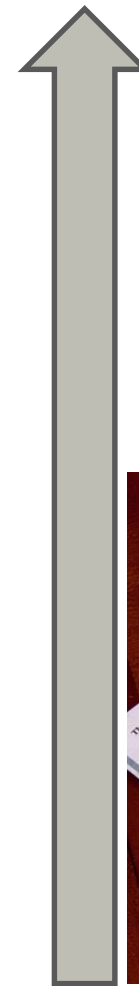
# Marketing MPC's in the Digital Age



ULI Community Development Council (GR)  
**October 26, 2016**

Gregg Logan, Managing Director

- 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

