

Property Case Study

Branding and Lead Generation

A property development case-study to increase leads and audience engagement.

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We understand the customer journey

Our experience working with property marketing and sales over the years means we understand the customer journey from beginning to end.

Phase 1

This phase includes developing a strong logo and style that is in line with the projects market and positioning.

A style guide can be provided for future marketing materials to be produced that always follow the brands look and feel.

Branding



Branding Style Guide

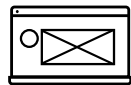


Phase 2

In phase 2, we focus on the key assets we'll need to produce for your project life cycle.

We manage and guide the production of high quality computer renders of interiors of an apartment/s that display the best features that will entice a customer. Additional photography can be arranged to show lifestyle images.

Computer Generated Imagery (CGI)



Photography



Phase 3

With the computer renders and photographs completed, they are used to create a brochure and website page for the development.

The copy writing, design and production is managed by us and we design and build a web page that will capture new customers details.

Brochure Design



Website design & build



Phase 4

The final phase is in our online strategy is to create a lead generation campaign that harnesses google advertising and converts visitors to qualified leads for your sales team.

We setup and manage Facebook advertising and/or social media to work together to drive traffic to your landing page. This also includes building an email template to communicate to new prospects.

Lead Generation



Email Marketing



Why our experience matters...
We understand the property market



Brand

We understand building a brand is a vital part of launching a new development into the market.

The work begins with researching the market and establishing what makes your project unique. The design of a logo evolves from there and goes further to make sure your project has all the assets required to make an impact on your audience. A style guide is produced to optimise your brand's visual appeal create a consistent look wherever it appears.



THE
ARDENT
TOWNHOUSES

Brand



THE
ARDENT
TOWNHOUSES

MODERN DESIGN MEETS
RELAXED LIVING



Website

A website presence is essential to communicate the benefits of your development. We design and develop websites that are both appealing and intuitive to your audience. Careful focus is given to the function which ultimately should give your audience the information they want and importantly confidence in your project.



THE ARDENT

3 BEDROOM TOWNHOUSES
FROM \$700,000

NOW SELLING



Set within an idyllic inner city location, this development offers exceptional modern living. A superb level of design and style permeates throughout these townhouses. Find yourself entering a secure and light filled living space. Each residence offers secure entrance from the street level. Private courtyards offer quiet spaces to retreat. Modern and finely detailed finishes add a sophisticated level of luxury throughout.



Lead capturing landing page

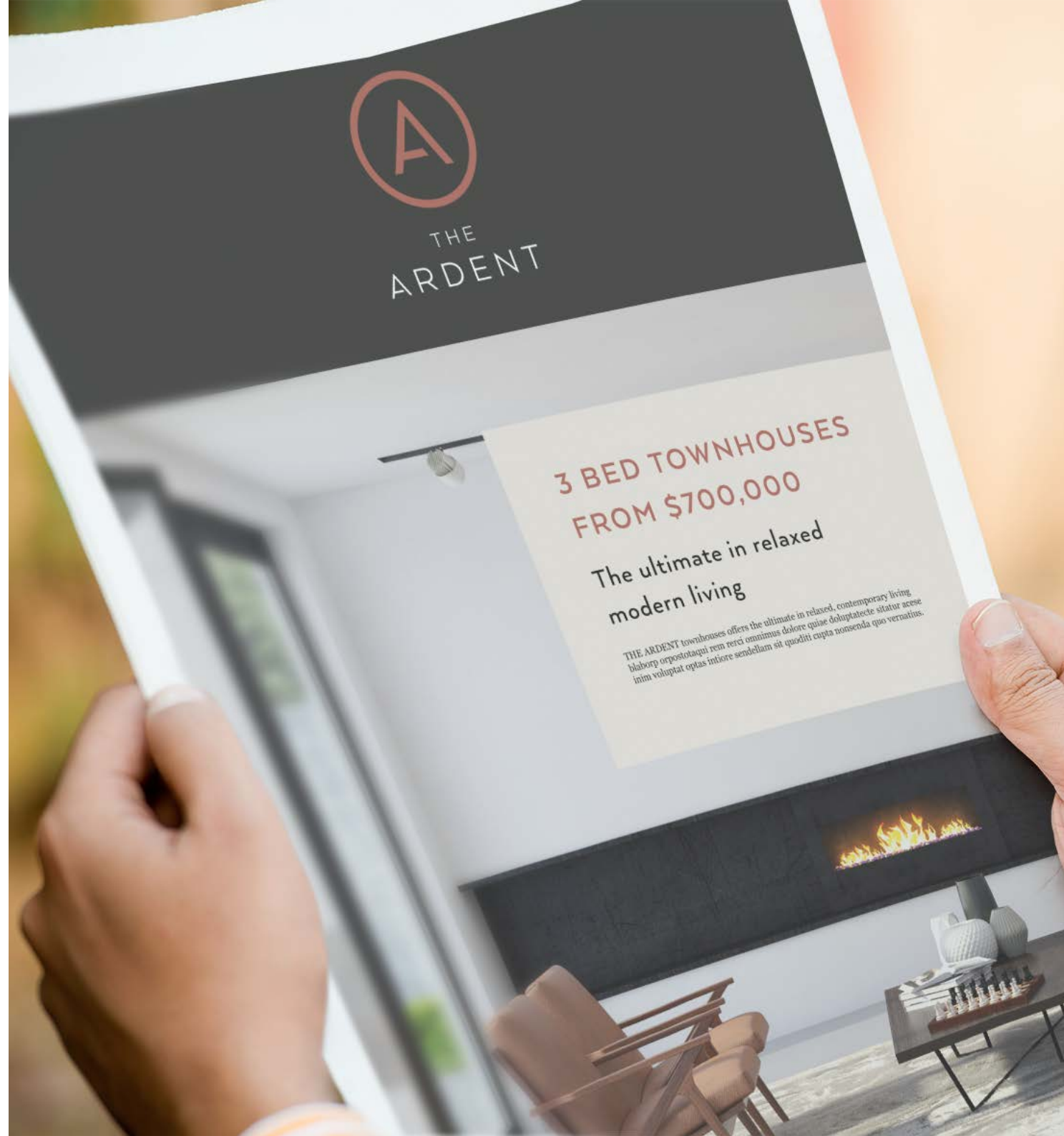
A lead capturing campaign is intended to focus on getting results. Creating a well designed landing page gives your audience just the right amount of information and also entices them to enquire to know more. The landing page is one of the key tools deployed in a digital media strategy. Other components can include Facebook ads, Google Adwords, REA and Domain.



The screenshot shows a landing page for 'THE ARDENT' modern townhouses. At the top, the logo 'THE ARDENT' is displayed. Below it, a large image of a modern living room with a fireplace and a sofa is shown. The text 'MODERN TOWNHOUSES FROM \$700,000' is overlaid on this image, along with an orange 'ENQUIRE' button. Below this, a white box contains the text 'NOW SELLING' in a red-bordered box. Underneath, there is a small image of a townhouse at night, followed by the text 'Don't miss this opportunity. Set within an idyllic inner city location, this development offers exceptional modern living. A superb level of design and style permeates throughout these townhouses.' To the right of this text is a small image of a dining table. Below that, another paragraph of text reads: 'Find yourself entering a secure and light filled living space. Each residence offers secure entrance from the street level. Private courtyards offer quiet spaces to retreat. Modern and finely detailed finishes add a sophisticated level of luxury throughout.' At the bottom of the page, a large image of a modern kitchen with a central island is shown. Below this image, the text 'REGISTER YOUR INTEREST' is displayed. Underneath, there are three input fields for 'FIRST NAME', 'LAST NAME', and 'MOBILE', followed by an 'EMAIL' field. At the bottom, there is a red 'ENQUIRE' button.

Print - Newspaper

Advertising in the newspapers when combined with an online strategy can also produce results. Newspaper campaigns are more focused and narrow than in previous times but choosing the right target market can make it an effective tool to get your brand or project consistent awareness.



Email marketing

Communication with your audience shouldn't be limited to just a website, landing pages and print. An email marketing strategy including a lead nurturing campaign gives your project a top-of-mind awareness. We build a lead nurturing campaign that sends emails to a user based on their behavior and delivers timed and targeted information leading them through the buying process.

The advertisement is a vertical rectangular layout. At the top is a dark grey header with a logo consisting of a white 'A' inside a red circle, with the text 'THE ARDENT TOWNHOUSES' below it. Below the header is a large photograph of a modern living room with a fireplace, a sofa, and a chair. Underneath the photo is a white box with a red border containing the text 'NOW SELLING'. Below that is the text '3 BED TOWNHOUSES FROM \$700,000', followed by two paragraphs of descriptive text. To the left of a smaller photo of a dining area is a text block. At the bottom, there is a white box with the text 'FIND OUT MORE' and an orange button with the text 'ENQUIRE NOW'.

THE ARDENT TOWNHOUSES

NOW SELLING

3 BED TOWNHOUSES FROM \$700,000

Set within an idyllic inner city location, this development offers an exceptional modern living. A superb level of design and style permeates throughout these townhouses.

Choose from two and three bedroom homes. Each one with private courtyards. Visit our display and see for yourself today.

REFINED AND RICHLY
DETAILED FINISHES INHABIT
EVERY LIVING SPACE.

FIND OUT MORE

ENQUIRE NOW

Why Torn Marketing?

In our many years as marketing professionals, on the client side, we have employed (and sacked) more marketing agencies than we can count. Why? Because they could never deliver on their promises.

Sick of spending our budgets on agencies that delivered high CTR and low ROI, we decided to do it ourselves. That's when we decided to create Torn Marketing.

And boy are we glad we did! 4 years later, we continue to smash industry targets and have grown our clients' revenue.

Torn Marketing's edge in the property space begins by thinking strategically and demonstrating successes in measurable ways to our clients.

Get in touch

We'd love to chat. Book a quick phone or zoom meet and great to talk about your next project.

1300 867 665 | info@tornmarketing.com.au

“Torn Marketing are outstanding operators. Very strategic and wanting to make sure that ROI is maximised. Nothing is a hassle and they are always looking ahead. An extremely impressive team, completely invested to achieve the best outcome.”

Ben Halsall – Buxton

Thank you

Torn Marketing

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