

Condos by EPIC Digital Marketing Strategy



Condos
BY EPIC

1 CONDO BY EPIC

- **Domain**

CondosByEPIC.com

- **About**

Condos by EPIC is a section of EPIC Companies (EPICCompaniesND.com). They serve as the realty department for EPIC's developed Condos.

- **Business Objective**

Condos by EPIC is dedicated to matching buyers and home seekers to newly built condos in Fargo, Grand Forks and Minot, North Dakota. Their mission is to be a resource for buyers through the condo buying process.



GOALS

● Increase Organic Traffic

CondosByEPIC.com is a new website still in the development stages. Our goal for this campaign is to increase traffic to this new site so when it is published it will have immediate traffic.

● Drive Condo Sales/Reservations

The first building housing condos will be open in January 2023. Our goal is to use this campaign to boost the sales of condos and have 7-10 sold or reserved by the time this building opens.

This campaign focus is B2C.



METRICS

We will monitor the success of this campaign based on the following metrics.

- **Google Analytics organic traffic**
- **Ranking page on Google**
- **Number of email form submissions to the website**
- **MailChimp email campaign open rates**
- **Number of quiz completions**

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BUYER PERSONAS



Cool Condo Karl

Age: 24-36

Education: Bachelor's Degree

Occupation: Software Developer

Family: Single, has 3 siblings

Communication: Emails, phone calls, text

Social Media: Instagram, Snapchat, Facebook, TikTok, Twitter

Information: Social Media, Blogs, TV, Podcasts

Karl doesn't like paying rent and wants to start earning equity on a property. Karl is debating buying a house but doesn't like the idea of doing yard work.

“

I want to gain equity on a home but will miss my apartment building's underground parking and don't know much about owning a house.

”



Retired Randy

Age: 60-80

Education: Bachelor's Degree

Occupation: Retired

Family: Married, 3 adult kids, 6 grandchildren

Communication: Phone calls, emails

Social Media: Facebook

Information: Newspaper, TV, Radio
Randy has a home he would like to sell and retire in a condo with less maintenance.

“

I'm getting too old for snowblowing in the winter, but I want enough space for my kids and grandkids to stay when they visit.

”

4 TACTICS



Educational Blogs

Blog and content creation strategy based on targeted keywords. These blogs will be published twice a month with information condo buyers are looking for. These blogs will give our buyers a reason to visit and stay on our site. We plan to track the number of views



Condo Quiz

The Perfect Condo Quiz will be the main CTA on pages. This quiz will allow the buyer to pick finishes, location, bedroom number and size to find what property has the perfect condo for them. We will track completions and save information,



Join The Waitlist

Join the wait list, call-to-action will be a secondary call to action on many pages. Offering the buyer a chance to be reached out to at a later date if the location they are looking for is still in construction.

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BUYER JOURNEY

Prospect is experiencing symptoms of a problem or opportunity.

Prospect has defined the problem and starts researching.

Prospect has decided on a solution, strategy or method of approach

AWARENESS
Stage

CONSIDERATION
Stage

DECISION
Stage

- **Educational blogs**
Buyers are investing the benefits of owning a condo.
- **Google ranking**
Searching Google for condor or home for sale.

- **Educational blogs**
Comparing options on where to buy
- **Condo Quiz**
Comparing options on locations, price, size.

- **Joining the wait list**
Deciding they would like to be contacted with more information and added to the condo wait list or reserve the condo.

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EMAIL STRATEGY

● Frequency

Condo segmented emails will be sent out once a month when the website is launched. As more information is gathered from prospects the frequency will increase to twice a month and be segmented by location (Fargo, Minot, Grand Forks).

● CTA

Condo emails will have a call-to-action of joining the condo wait list, schedule a showing, or reserve yours today. These CTAs will be used in rotation based on the content of the email.

JOIN THE WAIT LIST

● Goals

Increase conversions, boost sales and reserved number of condos. Increase open rate on emails as we grow our condos segmented email list.

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SEO STRATEGY

Search Engine Optimization

Content Curating

The website content will be curated with targeted keywords, WOW lines and strong copy. With the goal of each page grabbing your attention.

Each web pages title, meta description will be updated with highly active content to attract clicks.

Blog Writing

Blog planning strategy will be implemented with the targeted keywords.

[LINK TO BLOG PLANNING WORKSHEET](#)

Short Tailed Keywords

- condos
- condos for sale
- real estate for sale
- condo buying process
- perfect condos
- new condo
- quality condo
- Rent or buy
- Real estate investments
- new home
- buy a home

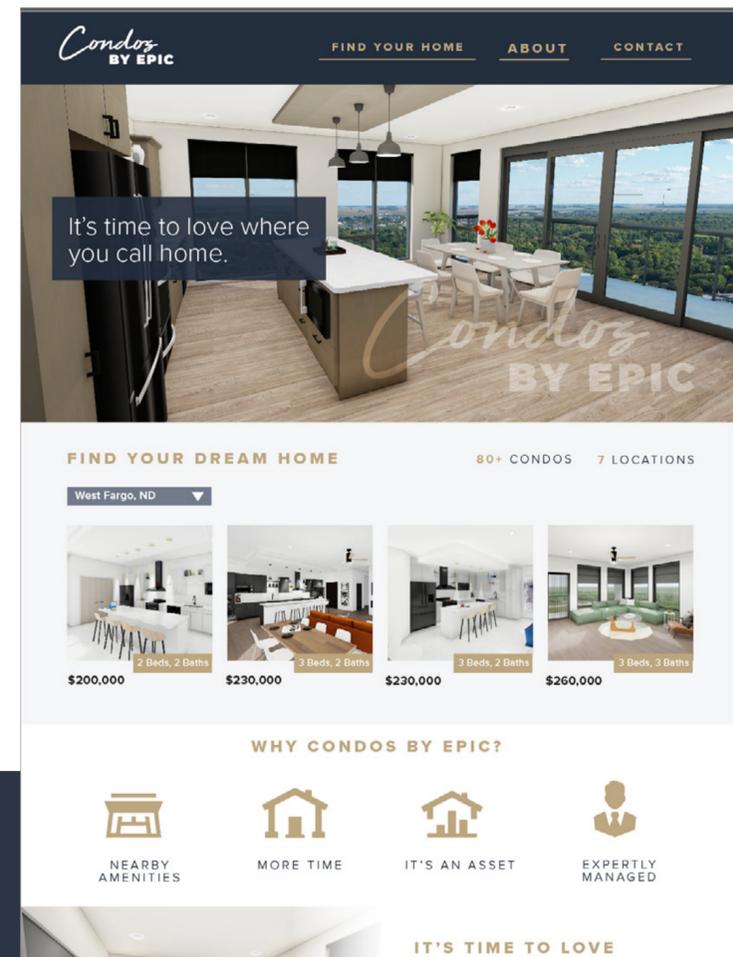
Long Tailed Keywords

- condos for sale in fargo
- condos for sale near me
- best condos real estate options
- why buy a condo?
- Is buying a condo better than buying a house?
- Fargo housing options
- Real estate investments
- how do I invest in real estate?
- Is a condo a good investment
- Investing in a condo
- Own and air bnb
- ohy should I own an air bnd
- Real estate investments near me

Monster Pages

Create 2-3 Monster landing pages, full of keywords and valuable content.

They will be highly visual with 3D renderings and video tours of condos and a big CTA button to join the wait list or subscribe.





CRO STRATEGY

Conversion Rate Optimization

● A/B Testing

To make sure our content is being responded to well and quality leads are being gained we will test conversion pages with A/B testing. Making sure the CTAs are easy to find, our website is easy to navigate and our visitors are not left wondering what to do next.

By creating to separate pages with different CTAs we can identify which one leads to more conversions.

● Bounce Rate Goal

Using Google Analytics we will monitor the bounce rate on this new website to be sure visitors are finding the information they need and are able to navigate successfully.

● Research

After a conversion is made in the buyers journey we will ask the buyer questions and analyze how we can make the buyer journey easier. How did you hear about us? Where did you find us? What was easy about our website? Did you find anything difficult to navigate?



ANALYTICS

● Dashboard

Google Analytics dashboard will be utilized to measure the websites:

- Total visitors
- Location
- Entering Page/Exiting Page
- Demographics
- Source Channel (Organic, direct, social media, email, ect.)
- Behaviors

● Measurement

Google Analytics we will compare with the previous months data to start since this is a new website and hope to see:

- 10% increase in traffic
- 5% increase in email submissions/subscribers
- 10% drop in bounce rate
- 5% increase in page views

● Conversions

We will monitor conversions to determine the behaviors of users on the site.

- Number of mobile conversions
- Events or micro conversions completed
- Pages that lead to a conversion

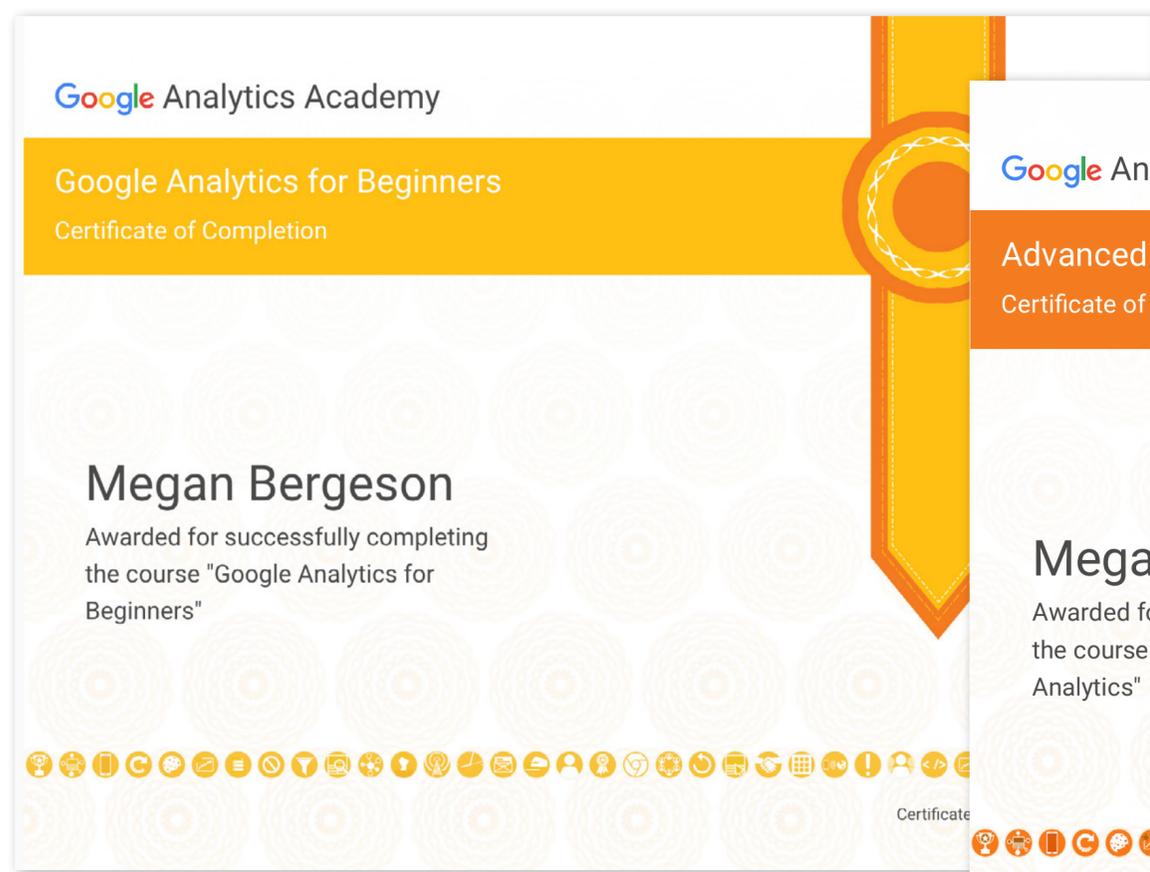


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