

You Can't Swing a Hammer With Both  
Hands Tied Behind Your Back:

**Marketing Self-Help for Builders**

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Ross Robbins, MIRM, CMP, MCSP  
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Marketing  
Branding  
Buyers  
Budgeting  
Creative  
Media  
Measurement

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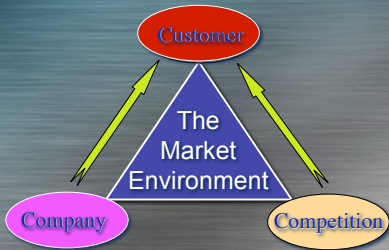
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### The Environment of Success



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### What is Marketing?

Product Strategy  
Production Strategy  
Sales Strategy  
Marketing Strategy

Place   Product   Price   Promotion

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## What is Branding?

Product Strategy  
Production Strategy  
Sales Strategy  
Marketing Strategy

Branding is a strategic approach to  
Promotion

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## The Coach Defines Brand

- A BRAND is the culmination of an expectation tied visually to an identity
- An Identity is the result of valid experience
- The Experience must have market awareness to be valid
- In other words, a Brand cannot exist without the passage of time and an adequate percentage of the total market having visual and real experience of it. The bigger the market the more individual experiences are required to achieve it. See attached.

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1. How long will its products last?
2. What is the price range?
3. What is the quality level?
4. How many locations?
5. How does the sales person dress?
6. Describe the sales experience.

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Branding is strategic  
Branding is comprehensive  
Branding is perceptual

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Strategy Defines the Brand

It establishes the reason for being  
It formulates policies to establish objectives  
It establishes goals to achieve the company purpose  
It determines the efforts to achieve the objectives  
It positions the company in the market

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Strategy Defines the Brand



Branding Communicates Strategy

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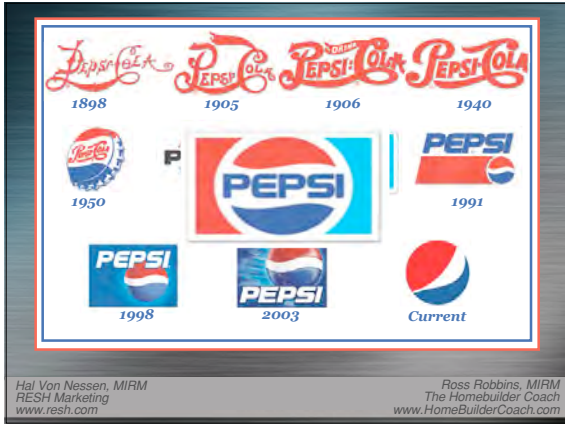
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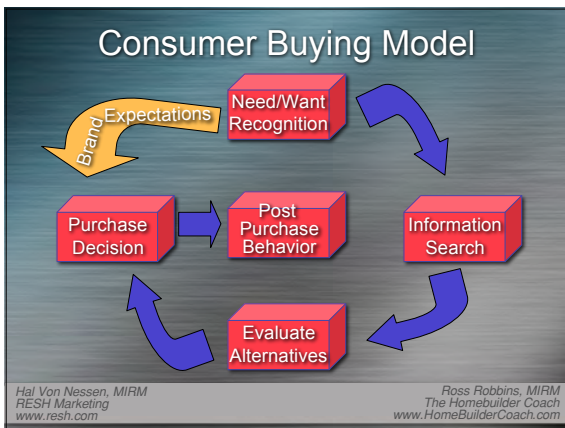
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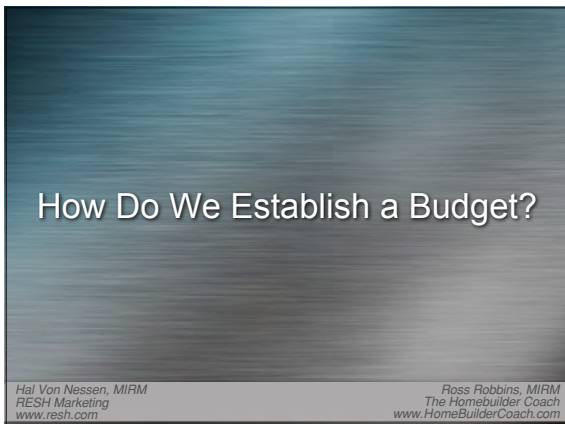
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## Percent of Sales Method

Based on a percentage of total gross sales at full build out

Gross sales projected based on the average sales price of homes



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## Competitive Parity Method

Surveys the promotional budgets of competitors

Establishes a budget to match  
Is useful when entering a new market

Targets a reasonable share of market sales



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## Task/Objective Method

- Itemizes the costs of the time, materials, and resources
- Used to establish a total budget or sub-budget for special promotional event
- Has no necessary relationship to gross sales
- Contributes to a larger, sales-driven budget

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## Per Unit Method

- Assumes advertising expenditures are constant over time
- Obscures the cause and effect relationship between the promotion dollars and sales revenue
- Makes it easier to budget for a projected level of sales
- Helps sort out the particular price point or product based on the traffic generated by the advertising

$$\text{\$ per unit} \times \text{\# units} = \text{Promotional Budget}$$

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## Marketing Budget as a % of Sales

- The Coach recommends:
  - Target Marketing Expenses 6.0
    - Sales Commissions – Internal 1.5
    - Brokerage Commissions 2.0
    - Advertising/Promotion 1.0
    - Model Homes 1.0
    - Website/Other 0.5

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## Budgeting Tips

- Using more than one budget method has value.
- The result of two methods should resemble each other.
- Analyze differences to determine why.

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## What is your U. S. P.?

- Ask your buyers why they chose you
- Ask your lost sales why they didn't
- Understand what you do that others don't
- Your special "something" may be:
  - A product (Hard to protect for long)
  - A place (Hard to replace when finished)
  - A process (Almost impossible to copy)

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## Creative Platform Sections

- Product definition
- Problem statement
- Target audience description
- Objective statements
- Major consumer benefit
- Usable benefits
- Creative strategy

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## Ceating a Mesage

- | Print :     | Electronic :   |
|-------------|----------------|
| Headline    | Gain Attention |
| Sub-Head    | Promise        |
| Major Image | Support        |
| Minor Image | Description    |
| Body Copy   | Directions     |
| Directions  | Identifiers    |
| Identifiers | Legal Info     |
| Legal Info  |                |

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## How Do We Choose Media?

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## Media Alternatives

<p><b>IN-HOME</b></p> <ul style="list-style-type: none"> <li>Print</li> <li>Broadcast</li> <li>Internet</li> </ul> <p><b>INTRUSIVE</b></p> <ul style="list-style-type: none"> <li>Broadcast</li> </ul>	<p><b>OUT-OF-HOME</b></p> <ul style="list-style-type: none"> <li>Outdoor</li> <li>Signage</li> <li>Other</li> </ul> <p><b>NON-INTRUSIVE</b></p> <ul style="list-style-type: none"> <li>Signage</li> <li>Print</li> <li>Internet</li> </ul>
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## Cost per Impression

Cost per thousand is the appropriate way to compare costs.

All media can provide circulation figures.

Compare costs between competitors within the same media type alternative (e.g., radio to radio, print to print).

Consider the media type impact on the target audience when comparing the CPM of one media type to another.

Plan on three or more individual impressions to prompt customers to respond positively.

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## Wasted Impressions

- Housing decisions are local - usually within a 5 mile radius
- Many of the impressions from Mass Media are wasted as they reach those who are not your target
- You may be better served by a higher CPM that reaches those you want

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## Cost per Impression

Cost per Thousand Calculation

Ad unit cost	÷	Audience (in thousands)	=	CPM
\$32	÷	58.3	=	55¢

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## Media

+	Costs	-
<div style="display: flex; align-items: center; justify-content: space-between;"> <span>Personal ←</span> <span>→ Mass</span> </div>		
-	Delivery	+

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*How do we measure our results?*

*Cost per impression*  
*Cost per traffic unit*  
*Cost per sale*

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*Impressions - Traffic - Conversions -Sales*

*100,000      100      1/10      10*

*CPM = \$125      Budget = \$12,500*

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