



Show me Brandermill First!

**BRANDERMILL**





# BCA MARKETING ACTION PLAN RFP GOAL

Drive Potential homebuyers to visit Brandermill as a 1<sup>st</sup> choice (“Show Me Brandermill First”) when deciding where to locate in the greater Richmond Metro Region.



# MARKETING ACTION PLAN

Based on data provided by:

- ◆ BCA Master Plan
- ◆ Electronic surveys
- ◆ Face-to-face stakeholders meetings
- ◆ Current market discussions with commercial representatives
- ◆ Review of current Brandermill marketing assets

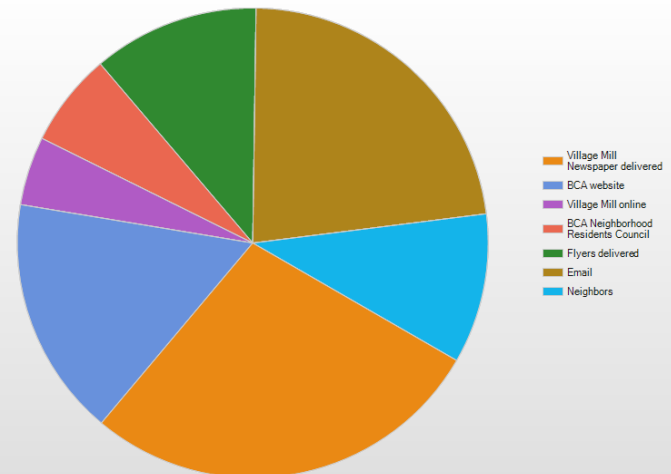
## BRANDERMILL

### MASTER PLAN

Chesterfield County, Virginia

March 2009

How do you find information/news about Brandermill?





# DISCOVERY

The lifestyle attracts people to Brandermill.

A large number of new homeowners have one or more child and are moving from the greater Richmond area. (based on survey results)

Brandermill's biggest challenge is the perception of an aging community.





# Why we need a Professional Website

*Hampton Lake* Hilton Head Island Area | Bluffton, SC

COMMUNITY VIDEOS  
MEMBER LOGIN

Home Real Estate Lake Living Area Info News & Updates Owner Stories Visit  
Contact Us

**COST OF *Lake Living***

**SNEAK-A-PEEK  
DISCOVERY PROGRAM**

**REAL ESTATE  
HOME  
FINDER**

***Exceptional Values***

Exceptional Living. Try our cost of Living Calculator. // [Click here](#)

***3 Days / 2 Nights***

Discovery visits offer seemingly limitless choices. // [Click here](#)

***Your Home is Waiting***

Homes built for Lowcountry lake living. // [Click here](#)

Named "America's Best" Community and Club, Hampton Lake offers a casual, relaxed way of life centered around a 165-acre freshwater fishing and boating lake...and incredible resort-like amenities for the whole family to enjoy. Ideally located within 25 minutes of Hilton Head Island and Beaufort, South Carolina, and Savannah, GA, more than 600 families are already enjoying the fun outdoor lifestyle in one of the most dynamic Clubs and private real estate communities anywhere. There's also more living real estate options at price points unmatched in the region. Homesites are priced from the mid \$40s; waterfront homesites from the



# The Marketing Action Begins with Optimizing the Website Content

## Site Navigation



## Website Structure



Designed to brand the community through visual impact and ease of navigation – public face of the website.



Will continue to be used for BCA property management and accounting.

**ROI**

INCREASE TARGETED TRAFFIC TO BRANDERMILL.COM

INCREASED WEBSITE USABILITY AND WAYFINDING

HIGHER SEARCH ENGINE RANKINGS





# Content Development

## ◆ Informational Articles

### Grand expansion is planned for Brandermill Woods

Posted January 22, 2013 at 4:47 PM

The long-awaited expansion of Brandermill Woods Retirement Community is scheduled to begin this spring. [\(more...\)](#)



## ◆ Videos and Image Galleries

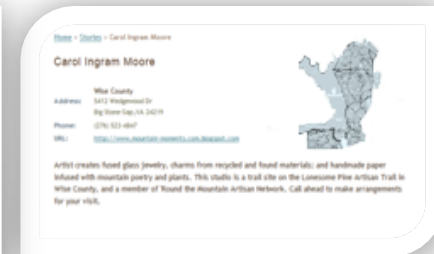


## ◆ Environmental Content



Promote the Reservoir and events being held in association with it.

## ◆ Directory Listings



ROI

INCREASED WEB TRAFFIC,  
VISITOR ENGAGEMENT

CAPTURE MORE LEADS  
FOR DIRECT MARKETING

REAFFIRM RELATIONSHIPS  
WITH COMMERCIAL PROPERTIES



# Electronic Marketing

## ◆ Web Press Releases

- Create Electronic Press Releases
- Link back to Brandermill.com
- Establish relationships with local media venues

## ◆ Email Marketing

- Collect Email Addresses
- Let Visitors Subscribe
- Target E-Mail Blasts
- Professionally Designed Email Blast

**BRANDERMILL**

If you are unable to read this, please e-mail us at [NRCInfo@BrandermillNRC.com](mailto:NRCInfo@BrandermillNRC.com) or visit the NRC web site at [www.BrandermillNRC.com](http://www.BrandermillNRC.com).

Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.

### News and Updates from the NRC

#### NRC 2013 Annual Meeting

Please mark your calendars for the NRC 2013 Annual Meeting to be held **Wednesday, January 16, 2013 at 7:00 p.m., Brandermill Woods**. Election of 2013 NRC officers will be held at this meeting.

The Nominating Committee is pleased to present the following slate of officers:

Chair	.....	Mamie McNeal
First Vice Chair	.....	Job Herbst
Second Vice Chair	.....	Kathy Cantrell
Secretary	.....	Carla Barnes
Treasurer	.....	George Lawson

#### Highlights of December 20, 2012 MPOC Meeting

It was requested that MPOC members comment on the first draft of the Marketing Plan submitted by a Touch of Technology. NRC Chair McNeal asked if, from a procedural standpoint, a discussion held by MPOC members on a first draft of any project was appropriate, especially if the BCA committee sponsoring the project had not had the opportunity to comment on it first. Marketing Chair Peterson confirmed that he received the draft report at the same time that the rest of the MPOC members did. CCC Chair Cardea agreed that each sponsoring committee should review and comment on first draft before it coming to MPOC for comments. Natural Resources Chair Schrecognost felt that MPOC discussion on this first draft did not usurp any responsibilities from the Marketing Committee on taking responsibility for the project. Peterson did affirm that his committee had met two days before to review this first draft; no remarks were given about any comments made by the Marketing Committee members.

#### Discussion on First Draft of Marketing Plan

MPOC members were asked how they felt the first draft of the Marketing Plan as submitted by a Touch of Technology fulfilled the objectives of (1) improving Brandermill's web presence, (2) maximizing exposure through social networks, and (3) driving people to the BCA web site through promotions and advertising.

Peterson read a prepared statement which included in part, "It has been determined [by the





# Marketing Metrics



## Full Marketing Integration

Integrate current marketing programs such as flyers, welcome kits, and mailers with online marketing activity.

Traditional  
Mobile  
Digital  
Social Media  
AdWords



## Website Metrics for Success

Visitor Data – Who are your visitors

Site Performance – Does it meet your goals?

Usability – Is it intuitive and useful?

Site Usage & Patterns – How is the site being used by the target market?

**ROI**

INTEGRATION OF MARKETING EFFORTS  
CREATES EFFICIENCY AND REDUCES  
BCA RESOURCE REQUIREMENTS

KEEPING THE WEBSITE UP-TO-DATE  
ENCOURAGES VISITORS TO ENGAGE  
WITH THE COMMUNITY



# Social Media

## BLOG

- Residents
- Business Owners
- Administrative Staff

### Brandermill Blog

## Social Media Integration



- Facebook
- Twitter
- Pintrest

Mobile Site  
Mobile Apps

### Mobile Development

## ROI

PROVIDES INFORMATION ON HOW CUSTOMERS INTERACT, SHARE INFORMATION, AND RESEARCH PRODUCTS

ENCOURAGES THE BCA TO PARTICIPATE IN CONVERSATIONS ABOUT THE COMMUNITY

EDUCATES POTENTIAL HOMEBUYERS AND BUILDS RELATIONSHIPS



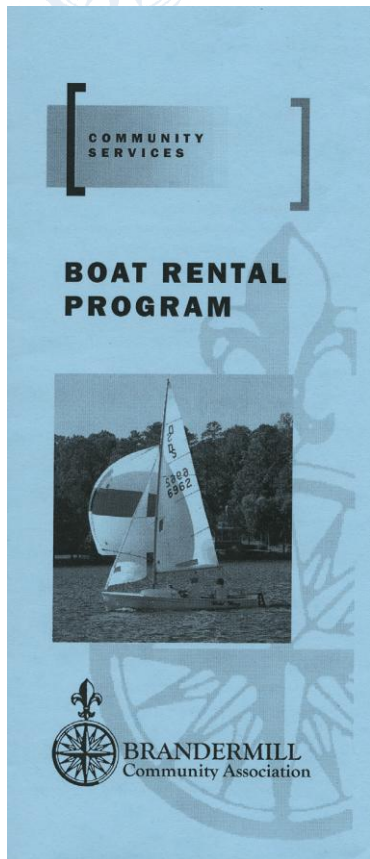
# Website Cost and Schedule

## TOTAL ESTIMATED BUDGET

2013 Budget Allocation – \$39,650

Deliverable	Schedule	Cost	Notes
Discovery Process	Feb – Mar 2013	\$4,500	
Design Build	Mar – Jul 2013	\$15,000	
QA to Launch	August 2013	\$3,000	
Training & Support	Aug – Sep 2013	\$7,500	
SEO Advertising	Aug – Dec 2013	\$900	3-Month Ad-Word Campaign
Website Maintenance	Oct – Dec 2013	\$3,750	Quarterly Cost
Photography	May   Aug   Sep 2013	\$5,000	For General Marketing Use

# Print Marketing Campaign



Welcome Kit

Business Cards

Brandermill Booklet – put online

Brochure – put online



# Print Cost and Schedule

## TOTAL ESTIMATED BUDGET

2014 Print Budget Allocation: \$24,800

Deliverable	Schedule	Cost	Notes
Welcome Kit	Jan – Mar 2014	\$1,900	layout/design/ print of 500
Business Cards	Jan – Mar 2014	\$600	design/print
Brandermill Booklet	Jan – Mar 2014	\$12,000	layout/design/ print of 5000
Brochure	February 2014	\$3,500	layout/design/ print of 1000
Speakers Bureau	February 2014	\$1,200	
Advertising Templates	Jan – Mar 2014	\$600	



# Return On Investment

Aimed to increase...



pride in ownership



property value



commercial activity



experience Brandermill



public awareness