

# A Client Growth Success Story:

Ryan Homes at Brunswick Crossing





# Introduction

Brunswick Crossing is a residential community located in Brunswick, Maryland, about 40 miles from Washington, D.C.

In January 2015, Ryan Homes, a leading national builder, engaged Illumine8 Marketing & PR to develop an Inbound marketing strategy that would drive Brunswick Crossing's marketing and lead generation program, enable the sales team and improve sales.

The result of the partnership was a sales turnaround that transformed Brunswick Crossing into a flagship Frederick County residential neighborhood that is now one of the top 5 highest selling communities in Maryland.



# The Challenges

When Ryan Homes engaged Illumine8, there were several key challenges facing this collaborative partnership:



## Challenge #1: **A compressed timeline**

Due to the nature of the residential development process, Ryan Homes was only able to partner with Illumine8 five months ahead of a planned community relaunch in May 2015.



## Challenge #2: **A dormant marketing program**

Word-of-mouth, an aging website with good bones and some existing brand awareness resulted in some ongoing web traffic. However, with sales in a lull, the community needed a more formal, integrated Inbound marketing program to deliver the traffic and leads necessary to sustain sales and consistently reach or exceed sales goals.



## Challenge #3: **An aging website**

The Brunswick Crossing website was functional but lacked the marketing tools necessary for Illumine8 to capture, convert and track leads generated by the new Inbound marketing program.

# The Process

Illumine8 efficiently and quickly launched a formal, integrated Inbound marketing program.

The first 30 days were critical to the first milestone lead generation event's success. The entire team understood the limitations of the existing website and the urgency to do what it could to make it more functional from a lead generation and conversion standpoint.

Illumine8 took the lead on several key initiatives that ultimately led to success.

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## Branding

Illumine8 created a marketing and brand refresh plan to generate interest for the Brunswick Crossing product relaunch event in May.

Illumine8 refreshed The Ryan Homes at Brunswick Crossing brand by recasting its product offering as the "R4 collection."

Illumine8 capitalized on the chance to combine product (models/R4 marketing) with lifestyle marketing. Messaging emphasized the combined benefits of living in an elegant, well-built home while enjoying access to an outstanding lifestyle and first-class amenities.





## 2

### Development

Because a full website redesign was not possible due to time constraints, the Illumine8 team strategically targeted and optimized high impact pages to drive conversions without disrupting the existing website design.

To better support the roll out of the brand relaunch campaign, and take advantage of HubSpot's capabilities, Illumine8 created a series of landing pages that matched the existing website design.

These landing pages would bridge the gap between Inbound tactics and the limited capacity of the existing website to capture and help convert leads.

## Integrated Campaign

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In only 30 days, and just four months before the brand relaunch in May, the marketing program was ready for launch. Over the next four months Illumine8 managed, tracked and adjusted an Inbound, integrated campaign that included:



Refreshed email templates and a targeted email campaign that promoted lifestyle and a strategic rotation of available homes



Dynamic HubSpot landing pages built with smart content forms to support the email campaign's list build efforts



Consistently implemented, keyword-driven blogging



SEO optimization and organic traffic strategies



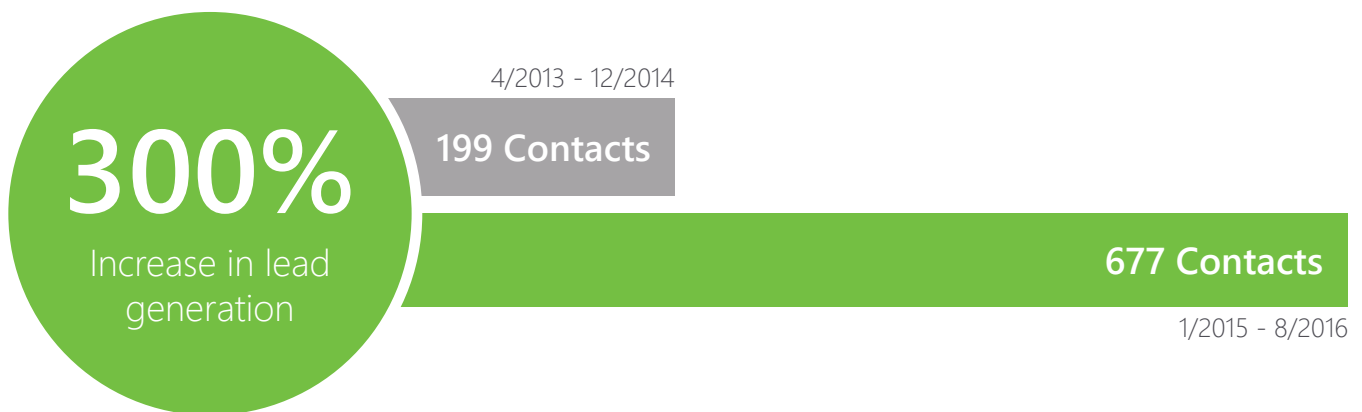
Paid digital advertising and print advertising



Marketing for onsite events supported by Inbound and outbound efforts

# The Results

From January 2015 to August 2016, the Illumine8 and Ryan Homes at Brunswick Crossing collaboration yielded the following results:



During this same timeframe, customers increased from **2** to **52**.





# Afterward: Survive to Thrive

Today, Brunswick Crossing continues to thrive, enjoying brisk sales across its product lines. Moreover, the integrated, Inbound marketing program instituted during the brand relaunch period continues to produce.

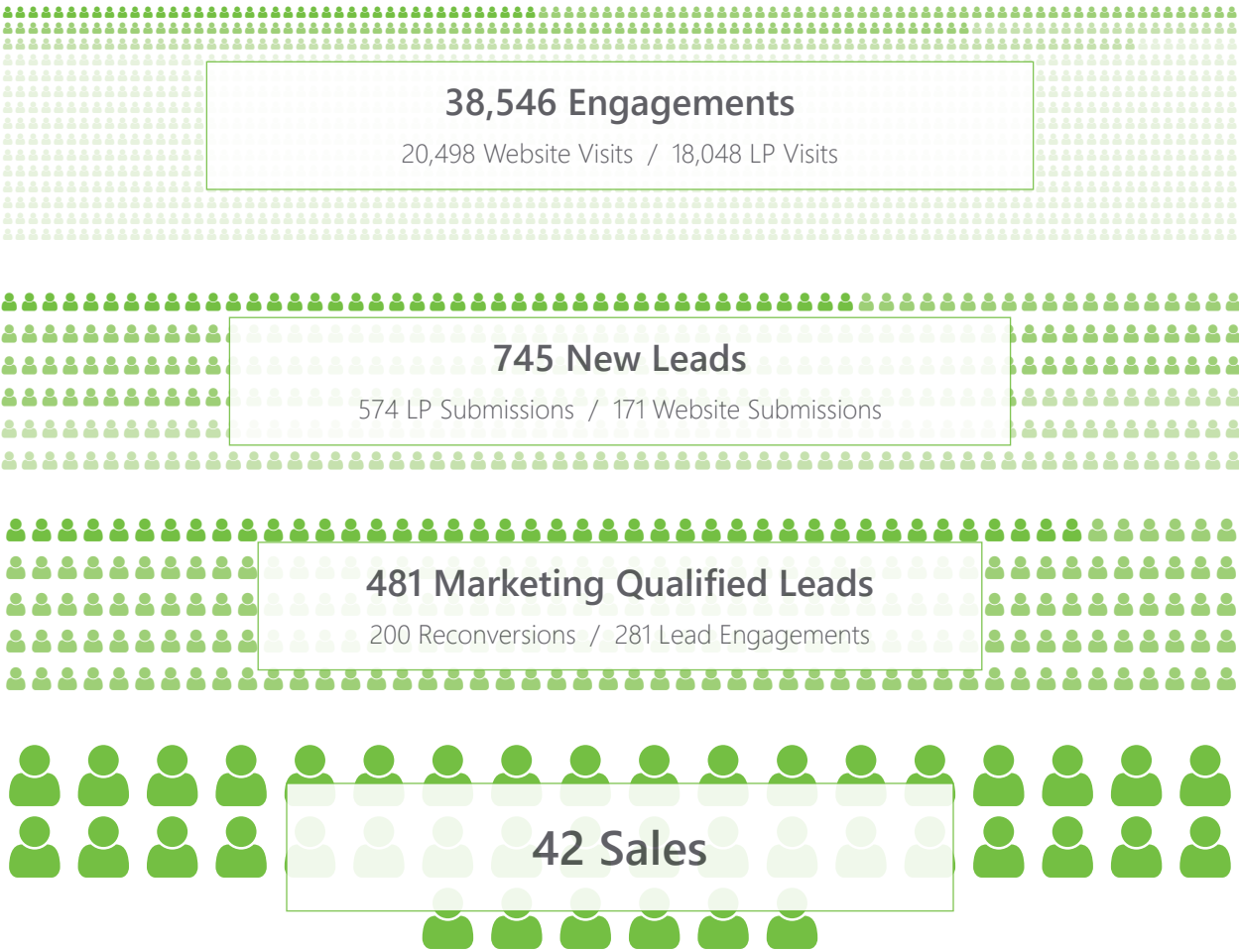


of all sales (job to date), originated from BrunswickCrossing.com.



of all homebuyers (job to date), engaged with BrunswickCrossing.com during the sales process.

## The Funnel (2016)







# Conclusion

Through skillful integrated Inbound campaign development and implementation, and highly-targeted, persona-driven tactics, Brunswick Crossing has been transformed from a struggling residential development to a thriving neighborhood that is now **one of the top 5 selling communities in the state of Maryland.**



## About Illumine8

Illumine8 is an Unbound Marketing business solution that combines the power of business development strategy, marketing creativity and customer focused sales to deliver sustainable and measurable results.

Our clients are growth minded, strategic partners that can benefit from our Unbound Marketing practices. We are your partner of choice for holistic business strategies achieved through the latest digital marketing communications and creative practices.

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