

Are You Ready For Home Buying Season?

We made this handy check-list to help you ensure that all of your customer touchpoints are in-line and your marketing efforts are ready. Ready to sell more homes, that is!

Check your marketing plans against our list of 12 must-do's for increased sales this season:

- 1. Inspiring community, property and floor plan descriptions
- 2. Attractive interior and exterior pictures and videos
- 3. Accurate list of community and area attributes
- 4. Clearly defined competitive differentiator messages
- 5. Optimized conversion pages and effective call's-to-action
- 6. Regional and local SEO keywords and supporting content
- 7. Recent, engaging posts and content in social media
- 8. Paid advertising and remarketing in search, display and social
- 9. Promotional, incentive and wayfinding materials
- 10. Email marketing and lead management campaign
- 11. Syndicated press releases and content marketing
- 12. Clear goal measurement and key performance indicator metrics

Got it all covered? Just in case you don't, we can help. We're experts in homebuilder marketing and customer experience. We love to create inspiring, engaging and informative experiences that help you sell more homes.

So, even if you just have a question, reach out to us. We're happy to assist.



Call 800.536.6637 Email sales@astralcom.com Visit astralcom.com/homebuilders