

McClatchy Client Success Story

A diverse media mix leads to an increase in new home sales and improved brand awareness

At a glance

Paired with our ongoing expertise, Landmark 24 Homes, home builders in Georgia, are able to consistently sell new homes utilizing a blend of many different tactics.

“McClatchy has been the best digital marketing partner Landmark 24 Homes could ask for. They are supportive in every way and also a joy to work with. Great partners and even better people.”

- Marketing Manager
Landmark 24 Homes

CHALLENGES

Landmark 24 Homes, like many other home builders across the nation, are facing a complex and challenging landscape characterized by supply chain disruptions, rising material costs & increased interest rates. Additionally, this local home builder is competing with larger national brands to maintain and grow their market share within Savannah, GA.

SOLUTION

As a way to combat current housing market conditions and the pressure of national brands competing in the same market, McClatchy helped develop a multi-faceted advertising campaign that included content creation such as blog and video production. We used a combination of audience segments in order to expand our reach and position Landmark 24 Homes as the #1 local builder in southeast Georgia. We coupled that with lead generating tactics such as search engine marketing and email marketing to drive a large volume of high-interest users to the Landmark 24 Homes website.



Facebook Advertising



Programmatic Display, Native & Audio



Digital TV



Email Marketing



Search Engine Marketing

SUCCESS

Landmark 24 Homes' marketing plan exemplifies a holistic approach to boosting sales and market share in the highly competitive home building industry. By understanding their audience, enhancing their online presence, engaging with the community, and continuously optimizing their strategies based on data, the company achieved impressive results.

McClatchy