



Lifestyle Communities Case Study

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Case Study – Lifestyle Communities



Facts

Client Lifestyle Communities

Location Melbourne, Victoria

Requirement Develop a cost-effective content solution for Lifestyle Communities' portfolio of 20+ projects

Project Lifestyle Communities creates industry-leading land lease communities that enable working, semi-retired, and retired people to live a well-connected life of luxury at a truly affordable price.

Context

The **Lifestyles Communities'** marketing team is responsible for creating, scheduling and publishing at least two Facebook posts per week for each one of the 14 established and six developing communities. They are also required to create at least one EDM per month per project.

They reached out to Property Republic to find a consistent and cost-effective solution to ensure that high-quality and consistent content is created.

Challenges

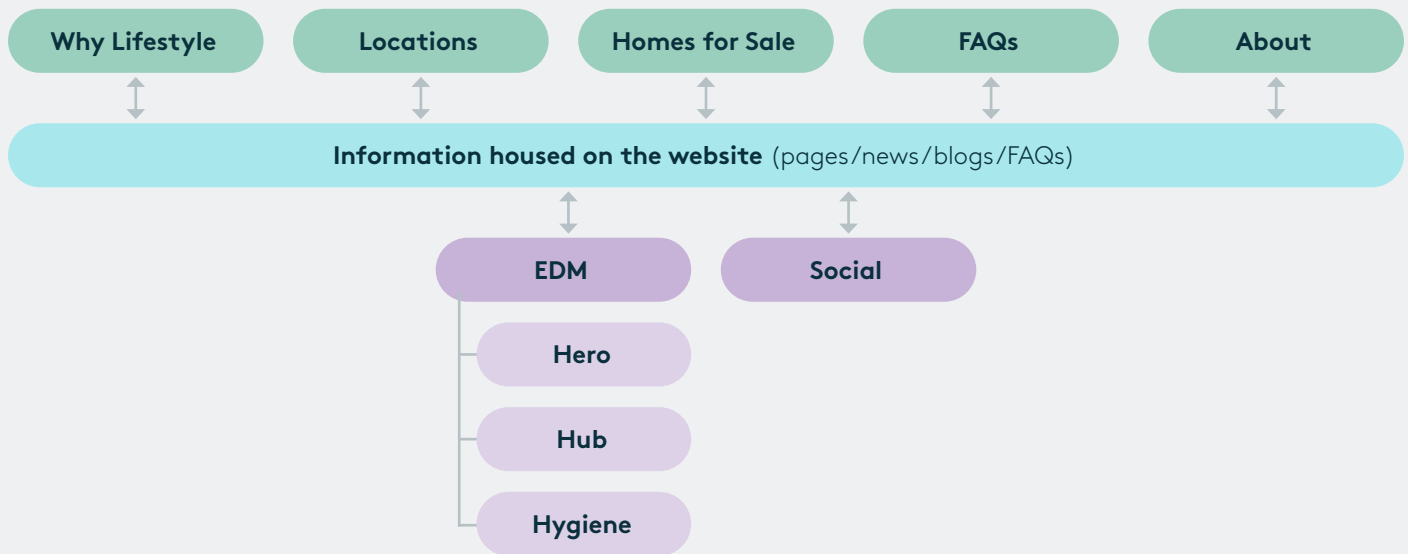
There is always a need to promote a product (for example, a home for sale in a particular community) but best practice is to educate the audience first and sell second.

Another challenge faced involves the diversity of content – not every community wants to post the same information.

There is also a need to determine and refine a consistent tone of voice.

Primary Goal

Lifestyle Communities wants to create quality content for all 20 communities with the aim of driving traffic to the website and building engagement among prospects and residents. This solution for planning, creating and scheduling content across their portfolio of 20+ projects need to be user-friendly and time efficient.



Process

The Property Republic team approached the content solution strategy by designating the **Lifestyle Communities** website as the home for all content, with every eDM paragraph and every social post linking back to the main article or product on the website.

This approach helps improve search engine optimisation, give prospects a greater opportunity to explore what's on offer at **Lifestyle Communities** and build authority.

Lifestyle Communities had provided their existing pillars and worked with the Property Republic team to identify three pillars as the primary focus – Affordable, Downsizing and Homes & Gardens. From these, packages based on each pillar were developed to get the most out of each piece of content. They were referred to as 'pillar packages.'

Each pillar package included the following elements:

- 3 blog articles
- 9 social posts, each linking back to the website
- 5 eDM paragraphs, each linking back to the website
- A content calendar for each project
- Two free posts every month for special holidays, e.g., Mother's Day, Christmas Day

On top of these pillar packages, the **Lifestyle Communities** team was advised to send through information for weekly adhoc posts, for which they were sent a reminder every Monday morning. Once Property Republic received this information, they would create the adhoc posts in accordance with the content schedule.

In addition, all social media and eDM content was placed in an excel spreadsheet (referred to as the Content Matrix). From here, every month each marketing manager could select the posts they'd like to feature in their community's content plans. The Property Republic team would then populate each content plan with their selections.

Every week, the Property Republic team liaised with the **Lifestyle Communities** team to ensure that relevant and timely content was created and shared.

Judi Carr met with relevant members of the team each month to review the process to make sure that it was streamlined and mutually beneficial to both parties.

When it was raised by a **Lifestyle Communities** team member that tracking which posts had been featured in the previous month's content calendar was a challenge, the Property Republic team developed a simple solution – within the Content Matrix, they greyed out the posts that were used in the previous month, so that the marketing managers could identify them and avoid featuring the same posts two months in a row.

The Outcome

Property Republic developed a dynamic content strategy solution featuring social posts, blogs and eDM paragraphs that respond to the client's primary pillars, key messages and tone of voice. Not only were they able to create a content bank for **Lifestyle Communities'** team to populate their monthly content plans, but they also developed a cost-effective and time efficient process.



Want to learn more about our Content Matrix?

If your property business has multiple projects, communities, homes or branches that require content creation, our Content Matrix could be the perfect solution!

[Click here or call 0417 930 125](#)

Feedback



The Lifestyle Communities team has a longstanding relationship with Property Republic. More than a consulting team, Property Republic is our trusted content partner, offering expertise working with brands that deliver best-in-class property and customer experience; both of which underpin our proposition at Lifestyle Communities. The team at Property Republic delivers an effortless end-to-end process; they are reactive and proactive in equal measure and they are active listeners with an innate ability to turn a problem into an opportunity. Most recently, Property Republic developed a comprehensive social, blog and eDM content bank to support our project marketers and their portfolio of 20+ communities. The result was a clever, intuitive and user-friendly process that will ensure a consistent tone of voice across all relevant communications. Lifestyle Communities will continue to partner with Property Republic at every opportunity, thanks to the value they consistently add to our team and our brand.

Carmen Petropulo
Head of Marketing
Lifestyle Communities

We'd love to hear from you

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