



# Stockland Queensland Case Study

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# Case Study – Stockland Queensland



Stockland

## Facts

**Client** Stockland Queensland

**Location** Brisbane, Queensland

**Requirement** Content marketing workshop with the Stockland Queensland Residential Marketing Team

## Context

With land, homes, terraces and townhomes situated in vibrant communities across Queensland, **Stockland** recognises the importance of every aspect of marketing. The **Stockland Queensland** marketing team sought to capitalise on the benefits of content marketing, which they plan to accomplish by conducting an in-house workshop.

Judi Carr, director of Property Republic, was engaged to organise and spearhead the workshop in Brisbane.

## Challenges

The **Stockland Queensland** marketing team have a varied level of content marketing expertise. Some understand its benefits in driving sales and positive customer sentiment and are leaders within the marketing team. Others have less experience and confidence. Like most property marketers, there is always work to be done so saving time is a key driver.

## Primary Goal

The workshop aimed to help the **Stockland Queensland** marketing team establish their content marketing strategy. It was designed so each team member would leave the workshop equipped with a strong understanding of the importance of content marketing in nurturing customers and building meaningful relationships with them throughout their purchase decision and beyond.

At the end of the workshop, the Property Republic team would provide a Content Marketing Playbook plus a content calendar template with key dates already included and a USB packed with helpful property marketing guides.



## Process

Property Republic started the project with a proposed workshop agenda, "Plan your entire 2021 content calendar in one day."

The agenda covered the following topics:

- The benefits of content marketing
- Determine the different types of content
- Create a buyer persona
- Understand the customer lifecycle and how content can help nurture prospects to become purchasers
- Create content pillars
- Generate content ideas
- Identify the channel plan
- Learn storytelling in long and short form
- Know how to engage the audience
- Create sophisticated content on a budget including repurposing
- Establish the right tone of voice for the brand
- Work with team members to be best of breed

The **Stockland Queensland** marketing team were encouraged to register their interest to attend the workshop, along with their dietary requirements and preferred music. Registered participants received an email with an attachment detailing the workshop agenda.

The focus of the workshop was centred on establishing a solid content marketing strategy, including:

- Ensuring the content strategy effectively responded to the customer lifecycle to achieve sales targets
- Breaking down the current messaging to get the right balance between customer education and sales
- Generating content ideas and re-purposing them
- Knowing the different types of content and how to best distribute them
- Learning the value of establishing metrics

## Final Report

The workshop was successfully conducted, with Property Republic having delivered the agreed workshop outcomes. A Content Marketing Playbook was created, documenting **Stockland Queensland's** content marketing strategy, along with a range of tips and insights. This document acts as a 'source of truth' and can be re-visited by all members of the Stockland marketing team to ensure the agreed strategy stays front of mind.

## Post Workshop Feedback

At the end of the workshop, a survey was sent out to the participants. The feedback survey came back with the following results:

100%

of the participants said that the **purpose** of the workshop was **articulated clearly**

100%

of the participants said that the **workshop exercises** were **articulated clearly**

100%

of the participants rated the general **atmosphere** as **above average**

100%

of the participants gave the **facilitator** a rating of **5 out of 5**

100%

of the participants said that they would **recommend** the workshop to a friend/colleague

Surveyed participants also stated that the workshop was successful in establishing the following ideas:

- Clear goals for progress
- Creating good content
- From one great content idea you can create multiple types of content
- Focus on using content as a sales conversion tool and a 'cost saver' in terms of less lead gen
- Renewed enthusiasm for content creation
- Utilising the content we do have to stretch it out across multiple platforms
- How we can create our own nurture sequence
- Stronger team connections
- Thinking about relevant content through each stage of the buying funnel
- Types of content and consistency



**When there's a workshop,  
there's a way!**

The Property Republic team loves using workshops as a tool to achieve alignment, identify areas for improvement and opportunity, and establish a path to accomplish long-term goals. Our expertly facilitated workshops result in a unified team approach to strategy development and project success.

[View our workshop offerings](#)

# We'd love to hear from you

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