



Image courtesy of Ingenda Communities

Discover Downsizing Case Study

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Case Study – Discover Downsizing



Facts

Client Discover Downsizing

Location Australia

Project Discover Downsizing is an initiative that houses and provides information to help potential downsizers decide their next move and discover the benefits of living in a downsizing community.

Requirement Discover Downsizing requires a range of content-related services, including blog, email and social media content creation, social media scheduling and management, as well as Facebook ads and re-targeting to grow Discover Downsizing's email database and social community.

Context

Discover Downsizing came into fruition when the Residential Land Lease Alliance (RLLA) formed a joint venture with the Caravan Industry Association of Australia (CIAA) to target the latter's database of over 175,000 over 50s caravanners in Australia.

A survey that had been sent out to the CIAA database found that a significant percentage of recipients wanted to learn more about downsizing communities and their benefits.

The joint venture team engaged the Content Republic team, Property Republic's content marketing extension, to deliver content and social media marketing services with the aim of growing

the **Discover Downsizing** database and educating its target audience about the benefits of downsizing to a Land Lease Community.

It was agreed that Content Republic would create social media, email marketing and blog content, manage their social media platforms, and run retargeting ad campaigns on Facebook.

Challenges

The primary objective of the initiative is to create content that will help **Discover Downsizing** build and grow its database. However, to maximise the benefits of consistent and valuable content, there needed to be a solid strategy in place. Otherwise, content is just stuff.

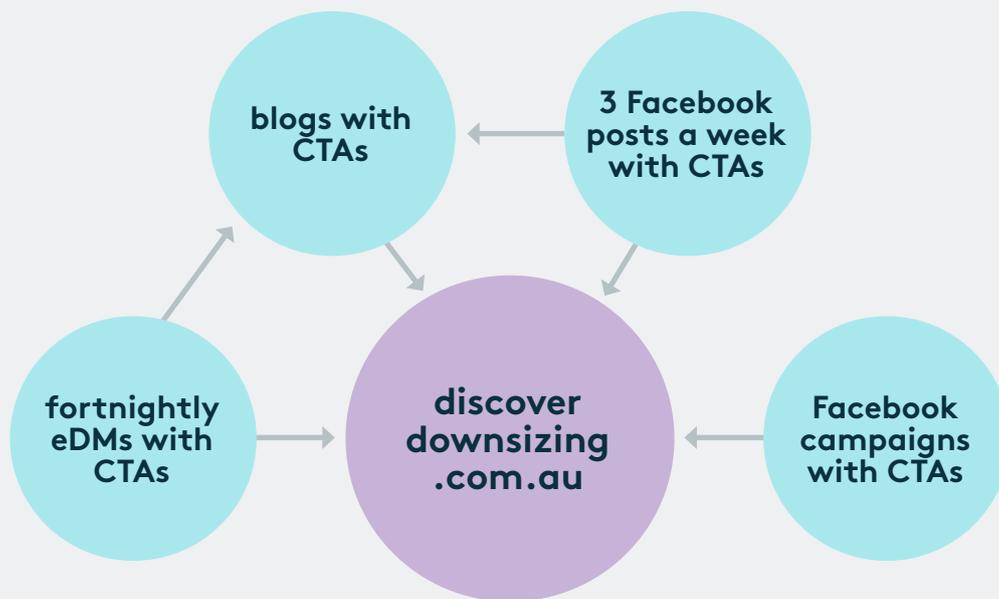
Primary Goal

The primary goal involves building and growing an interested audience for **Discover Downsizing** and educating them on the benefits of downsizing into a Land Lease Community. The intention is that **Discover Downsizing** will become a hub of information for over 50s who wish to learn more about downsizing options, how Land Lease Communities differ from retirement villages and their many advantages.

Other Goals

The client also set a goal of reaching 5,000 likes on **Discover Downsizing's** Facebook page by the end of August 2021.

Using the Existing Database



Process

The process began with two workshops – a Value Proposition and Scope of Works workshop, as well as a 90-Minute Content Strategy workshop. This was where the goals and objectives of the content marketing activities were identified.

Content Republic approached the initiative in two phases.

Phase One

Phase one involves utilising the existing database and creating valuable and educational content with strong Calls to Action (CTAs) to visit **Discover Downsizing's** website.

The process started with the creation of content pillars after the Content Strategy workshop, which enables a deeper coverage across a range of core topic areas while creating an efficient information architecture in the process.

The Content Republic team identified and developed several pillars for the client's consideration as well as a range of content topics, ideas and thought starters.

Phase One also involved finalising the strategy around the social media campaigns, including the imagery, budget, and social media management.

Phase Two

This phase is all about attracting a new audience for **Discover Downsizing** and activating the community.

This is achieved through creating relevant and valuable content around the pros and cons of downsizing into a Land Lease Community. It also includes education pieces around freeing up capital, lifestyle benefits, moving into brand-new homes with fantastic amenities, and understanding what a Land Lease Community is all about. The content covers blog posts, social media posts and eDMs. Social media ads were also created.

The Content Republic team create, schedule and boost the social posts as well as build and run social media campaigns. The latter included a Page Likes campaign that aimed to generate 5,000 page likes for the client.

The social posts and eDMs link back to the website to ensure a steady stream of traffic.

Every week, a report is sent out to the **Discover Downsizing** team to keep them up to date with the results of the campaigns and the performance of the social posts. A regular monthly meeting with the Content Republic team also takes place to ensure that the goals and strategies are on track.

Key Outcomes

Content Republic has developed a streamlined strategy that encompasses the main goals of **Discover Downsizing** – growing and educating its online community about downsizing and its many benefits through creating timely, relevant content for different platforms (blogs, eDMs, social media) and running social campaigns.

In August 2021, the goal of reaching 5,000 page likes on Facebook was achieved. Social media boosting campaigns also helped to increase audience engagement, creating conversations around downsizing.

Feedback



Content Republic constantly creates high-quality digital content that is designed to resonate strongly with our target audience. Starting our relationship with a strategic workshop has set us up for long term success, and importantly established a consistent brand voice across all channels. Their systems and reporting mechanisms are efficient, and our regular briefings ensure that we maintain a great working dynamic focussed on results. Thank you, Content Republic, for helping us shine online!

Stuart Lamont
Chief Executive Officer
Caravan Industry Association of Australia

We'd love to hear from you

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