



Panorama Portarlinton Case Study

property
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Case Study – Panorama Portarlington

PANORAMA
Portarlington

Facts

Client Panorama Portarlington

Location Portarlington, Victoria

Project

Panorama Portarlington is a residential community located along Geelong-Portarlington Road. The community is situated overlooking the Portarlington township and will enable many homesites to take advantage of 180-degree views to Port Phillip Bay, the You Yangs and the city skyline.

Requirement

Property Republic is responsible for overseeing and executing all project marketing efforts for Panorama Portarlington. This includes marketing and sales strategy, lead generation and lead nurturing, as well as facilitating the creation of all digital and printed marketing material and signage.

Context

Having owned the land for over 30 years, the family-owned Olive Tree Developments have decided to turn the land into a vibrant coastal community. In order to make their vision a reality, Olive Tree Developments enlisted the expert project management of ThinkSolve Development Solutions. ThinkSolve reached out to Property Republic to take control of the marketing for this project.

Challenges

The development has a limited number of available lots and a large amount of demand. In consideration of this, it's imperative that all interested purchasers have a fair and equal opportunity to obtain a lot. This has posed various challenges, particularly regarding the email nurture process during stage release periods.

Primary Goal

The primary goal is to generate quality project leads and convert them from prospects to purchasers. To achieve this, Property Republic aims to raise brand awareness through social media, and to drive traffic to the project website. The website is designed with the objective of encouraging people to register their interest in receiving project information via email. Prospects will then be added to the Panorama database and receive email communications designed to increase their interest and ultimately influence them to purchase.

Other Goals

Another goal is to provide the audience with a valuable and uplifting customer experience. While the ultimate goal is to sell the project lots, it's unrealistic to expect everyone who interacts with the campaigns to purchase. We aim to make the customer experience positive for all prospects, regardless of their purchase decision.

Process

Awareness

To create awareness about this project, Property Republic and our content marketing extension, Content Republic, developed a social media strategy which includes ad campaigns and posts across Facebook and Instagram. A Google Ads search campaign is also active, to increase brand awareness.

Interest

The objective of the social media strategy is to direct prospects to the Panorama Portarlington website. Ads are optimised for landing page views, and each include a strong call to action (CTA) with a link to the website. The ad messaging and CTAs are designed to encourage the audience to register their interest in the project on the website.

Once prospects register their interest, they will be added to an email database and receive a series of nurture emails. These emails aim to create interest amongst the audience by providing them with valuable and interesting information about Panorama Portarlington.

Property Republic also assisted with launch of the Panorama Portarlington Sales Studio. The Sales Studio is intended to provide a place for prospects to experience the site and surroundings, in order to solidify their interest. Property Republic facilitated the sales studio design and fit out, as well as the creation of marketing collateral for the space such as signage, masterplan and brochures.

Conversion

It was decided that a ballot system would be conducted for the sale of the first and second stage releases. The ballot system is the fairest and most transparent way to sell these stages to the public. The ballot was conducted through an online survey where contacts were able to select up to five lot preferences.

The email marketing surrounding each release was designed to encourage interested prospects to enter the ballot. These emails provided contacts with a variety of documents detailing important

information about the release. This included the plan of subdivision, engineering plan, price list, design guidelines, release brochure, project brochure and contract of sale. By providing contacts with this information, they are given all the necessary details to make an informed purchase decision, thereby encouraging them to enter the ballot.

Final report

Both the first and second stage releases were met with great success. The number of ballot registrations exceeded the number of available lots in both releases. Furthermore, every lot was listed as a preference by at least one participant. Ultimately, all lots in both stages were sold out.

Feedback



We have been extremely happy with how the marketing strategy at Panorama has rolled out. Property Republic set clear objectives and helped us understand why they're important, how they'll deliver on them and how we can measure their success.

Being a small independent project, above all we appreciated Property Republic's transparent approach and their ability to deliver a tailor-made marketing strategy for our project and budget.

They are willing to be agile and take on new requests or challenges outside their original scope, in an effort to ensure a seamless customer experience and improve conversion rates, such as coaching our sales agent and assisting with website development and many other launch activities.

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We'd love to hear from you

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