

MAILER:

Landsea Homes

OBJECTIVE:

Landsea Homes faced the challenge of increasing new home and townhouse sales in 16 Orlando communities.

SOLUTION:

eTargetMedia planned and executed a strategic email marketing campaign that targeted prospective home buyers in two demographic groups. The first demographic group targeted young home buyers between the ages of 25 to 35 years old who were shopping for their first homes. The second group targeted married couples between the ages of 25 to 45 years old with children in the home. An annual household income of \$50k-\$150k per year was selected and the campaign was geo-targeted to Florida cities and counties within close proximity to Orlando, including Orlando, Palm Bay, Ormond Beach, Lake County, Orange County, Seminole County, Volusia County, and Brevard County. The creative featured Landsea Homes special promotion offering summer savings of up to \$20,000 in incentives for email recipients who completed a pre-qualification form.

OUTCOME:

The email campaign delivered an extremely high open rate and a strong click through rate making this a very successful email acquisition campaign. Traffic to the Landsea Homes website increased as a direct result of the campaign and pre-qualification inquiries also increased.

LANDSEA HOMES 2022 BUILDER of the YEAR



Now is the time to make your move. Purchase a new Landsea home in select Orlando communities now through July 31 and receive up to \$20,000 in incentives* to use how you want. Whether it's to reduce closing costs, lower or lock in your interest rate, eliminate mortgage insurance or personalize your home with designer upgrades, this is your chance to get the home you deserve. Click or call to get started!

CALL (888) 827-4421 FOR DETAILS

GET PRE-QUALIFIED

SAVINGS AVAILABLE IN 16 ORLANDO COMMUNITIES

Single-Family Homes & Townhomes
1,509 - 4,417 Sq. Ft.
From the Low \$300,000s

Find Your New Home >

LandseaHomes.com [f](#) [i](#) [v](#) [p](#)

LANDSEA HOMES
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