

Site redesign leads to 23% increase in lead conversion for Makar properties' master-planned community.

BACKGROUND

Makar Properties is an innovative real estate investment company based in Newport Beach, California. For its 21,000 acre Banning Lewis Ranch master-planned community in Colorado Springs, Colorado, Makar selected the Bokka Group at the beginning of the project for marketing expertise.

CHALLENGE

As the project developed and especially after the Grand Opening, Banning Lewis Ranch's website became the focal point for capturing interest from potential buyers and brokers. In order to generate as many online and sales center leads as possible, the team at the Bokka Group integrated powerful web analytics to track usage behavior, visitor loyalty, and traffic patterns. This strategy directly addressed the clients concerns regarding:

- Their ongoing inability to assess user engagement and their interaction with the website
- Difficulty filtering leads to appropriate staff contact
- Manual processes that required large commitments of time and resources
- The cumbersome registration process

SOLUTION

Based upon learning derived from in-depth website analysis, it was determined that the most effective approach to address the known challenges was to redesign the website. Additionally, the Bokka Group optimized the existing email marketing strategy with a redesigned email newsletter that targeted visitors by segment – with unique templates for new visitors, previously registered subscribers, and real estate brokers.

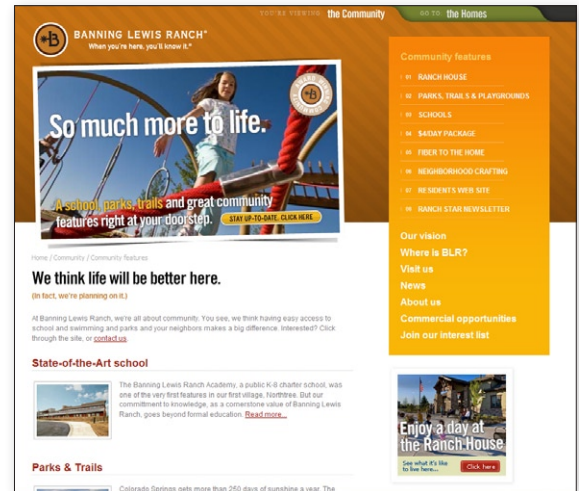
RESULTS

The website redesign solved all stated areas of concern, and went beyond to introduce a new level of functionality that paralleled the growth of the Banning Lewis Ranch community.

- A streamlined registration path eliminated previous barriers, resulting in a 23% increase in sales lead conversion within 6 months of the website redesign
- Requirements of staff and resources needed for sales lead management were greatly reduced
- New content management system now automatically notifies appropriate point of contact to initiate a sales lead system that is designed to nurture prospects toward becoming satisfied clients
- Website was segmented to provide information and interaction about the two main components of Banning Lewis Ranch:
 - * Community-based content about amenities, features, history, and vision of the project
 - * New home content about design collections, builders, floor plans, elevations and available home inventory

POST SCRIPT

The Bokka Group continues working closely with the management team at Banning Lewis Ranch to monitor their web presence. Advanced analytics and metrics constantly point out areas of strength and challenge, enabling the Bokka Group team to fine tune the system for maximum user satisfaction and sales lead conversion.



Redesigned site is flexible enough to adapt to changing user behavior, and results in better lead conversions and customer satisfaction.