

Wayne Homes turns to the Bokka Group to boost leads by 300%. New home sales from web leads increase 38% in 30 days.

BACKGROUND

In 1973, construction began by newly formed Wayne Homes in Wayne County, Ohio using the simple philosophy of Building Better for Less. Since then, more than 17,000 homes in four states have been built. Today, as a leading home building company in the region, Wayne Homes has embraced new media marketing, and has turned to Bokka Group recently to assist them in optimizing their web presence, lead generation and sales lead conversion.



A streamlined registration process is one of the many ways lead registrations and web-generated sales were increased.

CHALLENGE

- Potential buyers were requesting information online, but adequate tracking and qualification of leads was lacking
- Questions and requests for information were not being attended to in a timely manner
- Manual reporting of statistics impeded analysis and action related to web lead generation and conversion
- Difficulty existed in quantifying the goals of online and offline marketing campaigns

SOLUTION

The Bokka Group team focused on sales lead qualification as the upstream solution to solve Wayne’s challenges. A staged strategy was mapped that included:

- Creation of a robust tracking system for all phone numbers used in online and offline marketing
- Development and implementation of a Sales Chat feature with an online sales consultant to facilitate near constant support availability for site visitors
- Analyzing and simplifying the fields and keystrokes required for customer requests
- Crafting custom landing pages and intuitive home page messaging to encourage visitor curiosity
- Transition to enterprise-level web analytics software to eliminate incomplete and manual reporting

RESULTS

By concentrating on sales leads and providing the appropriate level of follow up, the percentage of home sales attributable to their website increased 38% within 30 days of the implementation strategy. Additional benefits continue to accrue:

- * Sales leads increased by as much as 300% month-over-month
- * Online registration completions have increased by 65%
- * Instant response from the new online sales consultant directs inquiries efficiently for optimal handling
- * Telephone number tracking provides key information for assessing caller and sales personnel behavior
- * Industry-leading analytics tracks website data to generate clear pictures of online and offline campaigns

POST SCRIPT

A valuable but unplanned improvement has coincided with Bokka Group’s work with Wayne Homes: Visitor time on their website has nearly doubled. Wayne Homes’ commitment to quality has led to many awards, including the 2010 National Housing Quality Award (NHQ) by Professional Builder. It is this single-minded focus that ensures that their web presence is never completely finished as teams from Bokka Group and Wayne Homes continuously innovate online construction for this premier new home builder.