

DIGITAL CAMPAIGN SET UP

Eglinton Village Case Study



AGENDA

1. About Eglinton Village

2. Campaign Planning

Define your target audience – who are they and where are they moving from

Setting KPIs

Campaign objectives

3. Campaign Set Up

Technical items – landing pages, campaign forms, campaign tagging

Creative assets

4. Campaign Optimisation

Check your performance data against KPIs

Identify areas for improvement

EGLINTON VILLAGE



DEFINE YOUR AUDIENCE

What data to consider?	Eglinton Village
Previous enquiry and buyer data for the project	✗
Buyer database from a similar project	✗
Experian buyer profiling	✓
Realestate.com.au migration data	✓
ABS Census Data	✓
Urbis Report	✓

What did we know about people already living in Eglinton and surrounds?



EGLINTON VILLAGE AUDIENCE

From the Census Data, Realestate.com migration data and Urbis Report:

- Above average proportion of overseas birthplace - **mainly from UK, New Zealand and South Africa**
- **Fly-in Fly-out workers and higher proportion of trades workers** who aren't reliant on commuting daily to the CBD
- Key catchment areas are **20 km surrounding Eglinton** including:
 - Eglinton
 - Alkimos
 - Butler
 - Yanchep
 - Quinns Rock
 - Ridgewood
 - Two Rocks
 - Joondalup



EGLINTON VILLAGE AUDIENCE

Experian buyer profiles

- 23% B07 Fruitful Families
- 14% H25 Prams & Trades
- 11% F18 Developing Domestics

Fruitful Families

Gen X families with many children, living in metro-fringe areas, with high income

40-44
Age
\$104,000-\$155,999
Household Income
Being Bought
Property Tenure
Major Cities
Remoteness

Key Features	Channel Exposure	
<ul style="list-style-type: none">Gen X familiesSchool-aged childrenMortgagedOuter metropolitan suburbsWell-paying white and blue-collar rolesAbove average income	<div>94 Television</div>	<div>89 Internet</div>
	<div>79 Newspaper</div>	<div>96 Outdoor</div>
	<div>113 Social Media</div>	<div>115 Radio</div>

Prams & Trades

Younger blue-collar families with many children, living in new outer-suburban housing estates, with low to average income

40-44
Age
\$52,000-\$77,999
Household Income
Rent
Property Tenure
Major Cities
Remoteness

Key Features	Channel Exposure	
<ul style="list-style-type: none">Young familiesSeveral childrenNew housing estatesFirst home ownersAverage incomeRecent movers	<div>85 Television</div>	<div>106 Internet</div>
	<div>34 Newspaper</div>	<div>94 Outdoor</div>
	<div>118 Social Media</div>	<div>111 Radio</div>

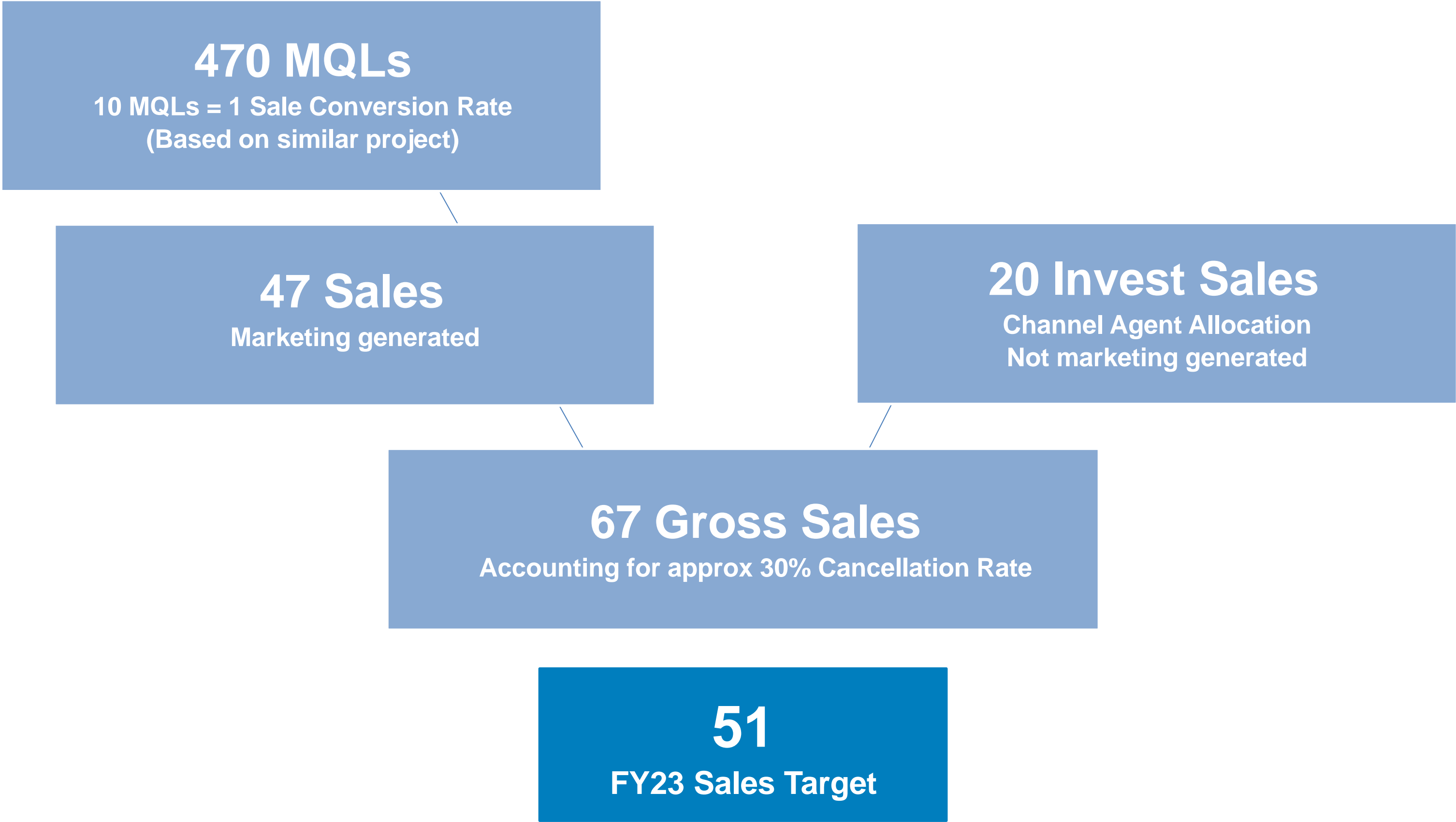
Developing Domestics

Young first-home-owner families with very young children, recently moved into new housing estates, with above average income

30-34
Age
\$104,000-\$155,999
Household Income
Rent
Property Tenure
Major Cities
Remoteness

Key Features	Channel Exposure	
<ul style="list-style-type: none">Millennial families & couplesVery young childrenNew housing estatesAbove average incomeCulturally diverseFirst home owners	<div>82 Television</div>	<div>125 Internet</div>
	<div>60 Newspaper</div>	<div>110 Outdoor</div>
	<div>114 Social Media</div>	<div>117 Radio</div>

SETTING KPIS



SETTING KPIS

470 MQLs
10 MQLs = 1 Sale Conversion Rate
(Based on similar project)

47 Sales
Marketing generated

67 Gross
Accounting for approx 30%

51
FY23 Sales Target

Sufficient Budget?

At this point its worth sense checking you have allocated sufficient budget.

We worked off \$250 per MQL x 470 = \$117,500

\$250 includes asset production, management and media spend.

Used this working to increase digital budget slightly – some of which went to Bonfire, some to realestate.com.au

Being a launch phase in a highly competitive corridor and mindful of the sharp sales target, we chose to start with the higher spend and strip back if needed rather than have insufficient enquiry for launch.

CAMPAIGN OBJECTIVES

- **Primary Objective:** Drive quality enquiry for Eglinton Village sales team (marketing qualified lead)
 - Meet/ exceed FY23 retail sales target of 47 by 30 June
 - 10 MQLs: 1 sale = 470 MQLs required (94 per month)
 - Assumed 1.5% conversion rate on MQL landing pages, 32,000 traffic needed at a minimum
 - Increase conversion of enquiries to sales over time ie. improve quality of leads
- **Secondary Objective:** Build database of medium to long term leads and subscribers (Content Marketing Program) to be converted through the HubSpot email nurture program
- **Tertiary Objective:** Increase brand awareness for Eglinton Village and educate the market on key USPs

Allocate a specific KPI for Bonfire – what percentage of MQLs should come from Bonfire activity. Eglinton was approx 65%

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Make Bonfire aware of
any other activity you
are running e.g.
radio, outdoor,
realestate.com.au

BRIEF DIGITAL ACTIVITY & WORK WITH BONFIRE ON RECOMMENDATIONS

Eglinton Village brief and supporting docs [linked here](#)

CAMPAIGN SET UP

- Plan out your required ad types and channels, Eglinton example:

	Channel	Goals	Messaging	Budget Split
Bottom of Funnel – Marketing Qualified Leads	Google Ads	MQL form submissions	<ul style="list-style-type: none">Land from \$xHouse and land packages from \$x	60%
	Google Display Remarketing			
	Meta Ads			
Middle of Funnel – Consideration - Leads	Google Ads	eBook downloads	<ul style="list-style-type: none">First home buyers guideHouse and land package guide	30%
	Google Display			
	Meta Ads			
Top of Funnel – Awareness - Leads	Google Display	Impressions, reach, engaged views – building a remarketing audience	<ul style="list-style-type: none">Coastal land now selling/ lifestyle messaging	10%
	Meta Ads			
	Youtube Ads			

CAMPAIGN SET UP

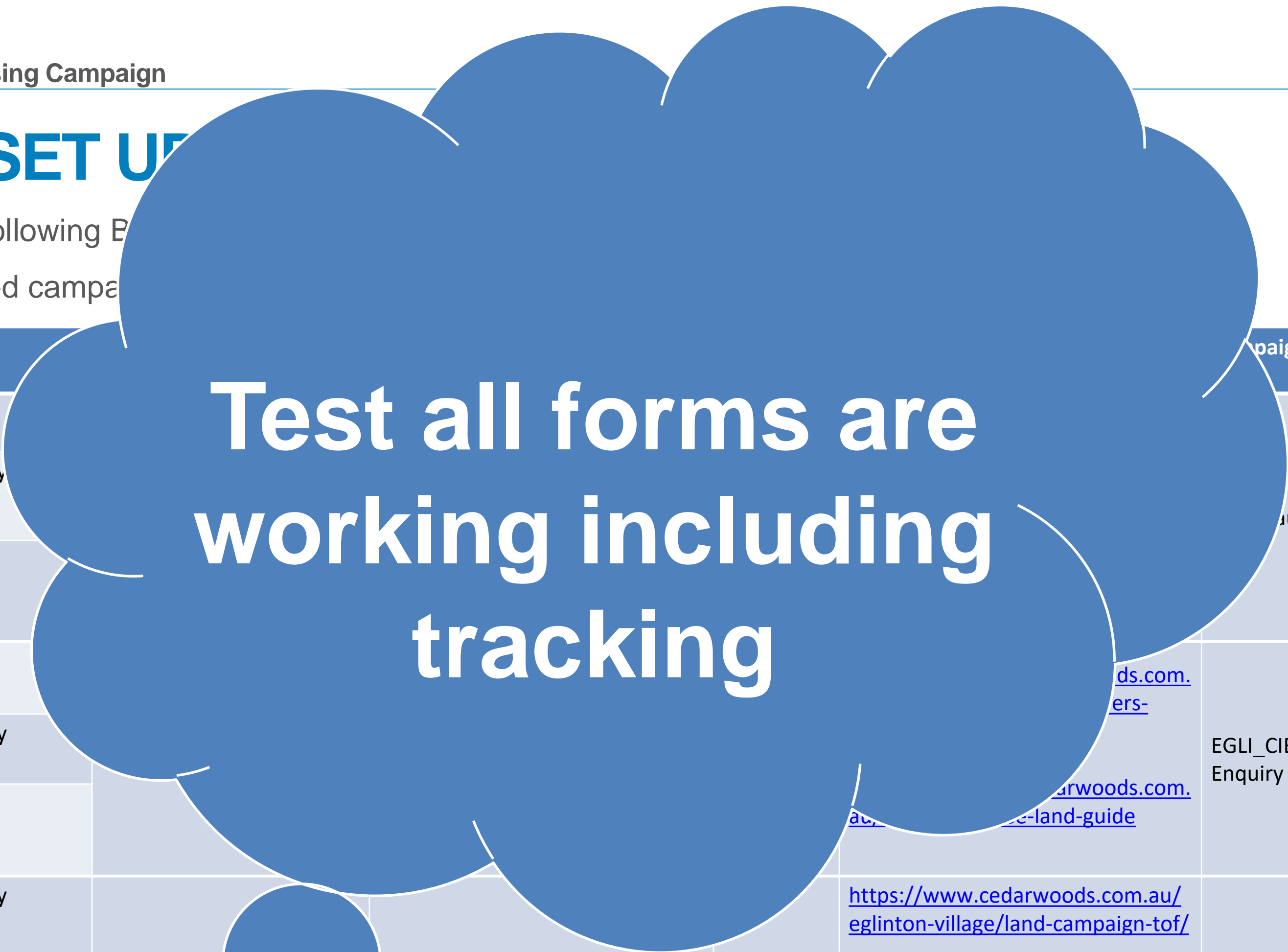
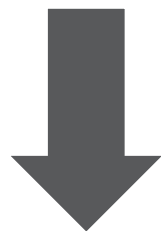


- Create landing pages following Bonfire recommendations
- Create forms and related campaign tags to match your campaign needs

	Channel	Goals	Messaging	Budget Split	Landing Pages	Campaign Tagging on Form
Bottom of Funnel – Marketing Qualified Leads	Google Ads	MQL form submissions	<ul style="list-style-type: none">▪ Land from \$x▪ House and land packages from \$x	60%	https://www.cedarwoods.com.au/eglinton-village/land-campaign/	EGLI_Launch_Bottom of Funnel
	Google Display Remarketing				https://www.cedarwoods.com.au/eglinton-village/house-and-land-campaign/	
	Meta Ads					
Middle of Funnel – Consideration - Leads	Google Ads	eBook downloads	<ul style="list-style-type: none">▪ First home buyers guide▪ House and land package guide	30%	https://resources.cedarwoods.com.au/eglinton/first-home-buyers-guide	EGLI_CIB Nurture Project Enquiry
	Google Display				https://resources.cedarwoods.com.au/eglinton/house-land-guide	
	Meta Ads					
Top of Funnel – Awareness - Leads	Google Display	Impressions, reach, engaged views – building a remarketing audience	<ul style="list-style-type: none">▪ Coastal land now selling/ lifestyle messaging	10%	https://www.cedarwoods.com.au/eglinton-village/land-campaign-tof/	EGLI_Launch_Top of Funnel
	Meta Ads				https://www.cedarwoods.com.au/eglinton-village/house-and-land-campaign-tof/	
	Youtube Ads				https://www.cedarwoods.com.au/eglinton-village/brand-campaign/	

CAMPAIGN SET UP

- Create landing pages following Eglinton Village Brand Guidelines
- Create forms and related campaign tagging



Bottom of Funnel – Marketing Qualified Leads	Channel		Campaign Tagging on Form		
	Google Ads		Launch_Bottom of Funnel		
	Google Display Remarketing				
	Meta Ads				
Middle of Funnel – Consideration - Leads	Google Ads		https://www.cedarwoods.com.au/eglinton-village/brand-campaign/	EGLI_CIB Nurture Project Enquiry	
	Google Display		https://www.cedarwoods.com.au/eglinton-village/brand-campaign/		
	Meta Ads		https://www.cedarwoods.com.au/eglinton-village/brand-campaign/		
Top of Funnel – Awareness - Leads	Google Display		https://www.cedarwoods.com.au/eglinton-village/land-campaign-tof/	EGLI_Launch_Top of Funnel	
	Meta Ads	Impressions, engaged views, remarketing	https://www.cedarwoods.com.au/eglinton-village/house-and-land-campaign-tof/		
	Youtube Ads		https://www.cedarwoods.com.au/eglinton-village/brand-campaign/		
		Coastal land now selling/ lifestyle messaging	10%		

CAMPAIGN SET UP

- Be critical about your ad creative – 50% of your campaign's success relies on your creative
 - Provide a number of variations to test
 - Follow best practice specifications provided by Bonfire e.g. square, portrait, animation, carousel, html5, youtube video
 - Eglinton digital assets [linked here](#)


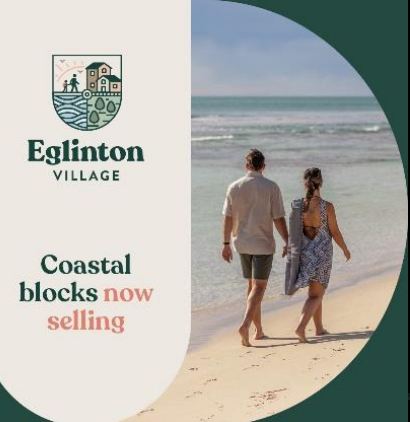

WA Performance Media / Social

How well are individual creatives performing?

22 Feb 2023 - 30 Jun 2023

WA | Project Selection: Eglinton

(1)

Ad Creative	Ad name	Impressions	Clicks	CTR	Website leads	Cost per website lead
	BoFu: Land - Aerial Static	1,064,098	19,037	1.79%	261	\$50.61
	BoFu: Land - Generic Static V3	30,087	395	1.31%	18	\$30.07
	BoFu: Land - Aerial Static	79,672	1,268	1.59%	15	\$63.12
	BoFu: House & Land - Generic Static V3	8,770	140	1.6%	6	\$28.23

**WELL DONE ON A
SUCCESSFUL LAUNCH –
WHAT'S NEXT?**

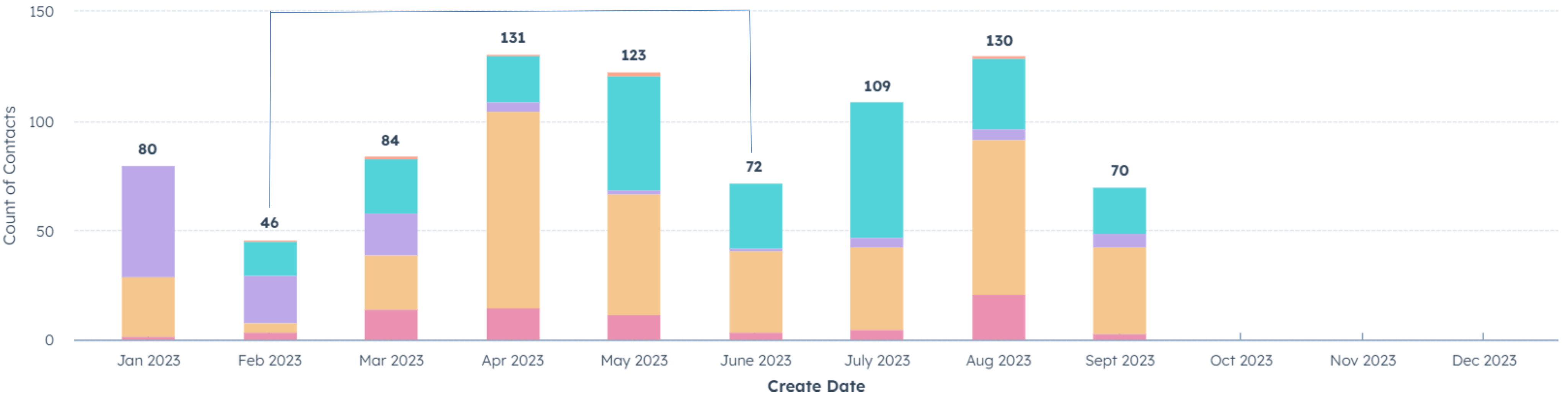
MONITOR PERFORMANCE AGAINST KPIS AND SALES TEAM FEEDBACK

456 Enquiries

Egli Sync LCS This Year ⓘ

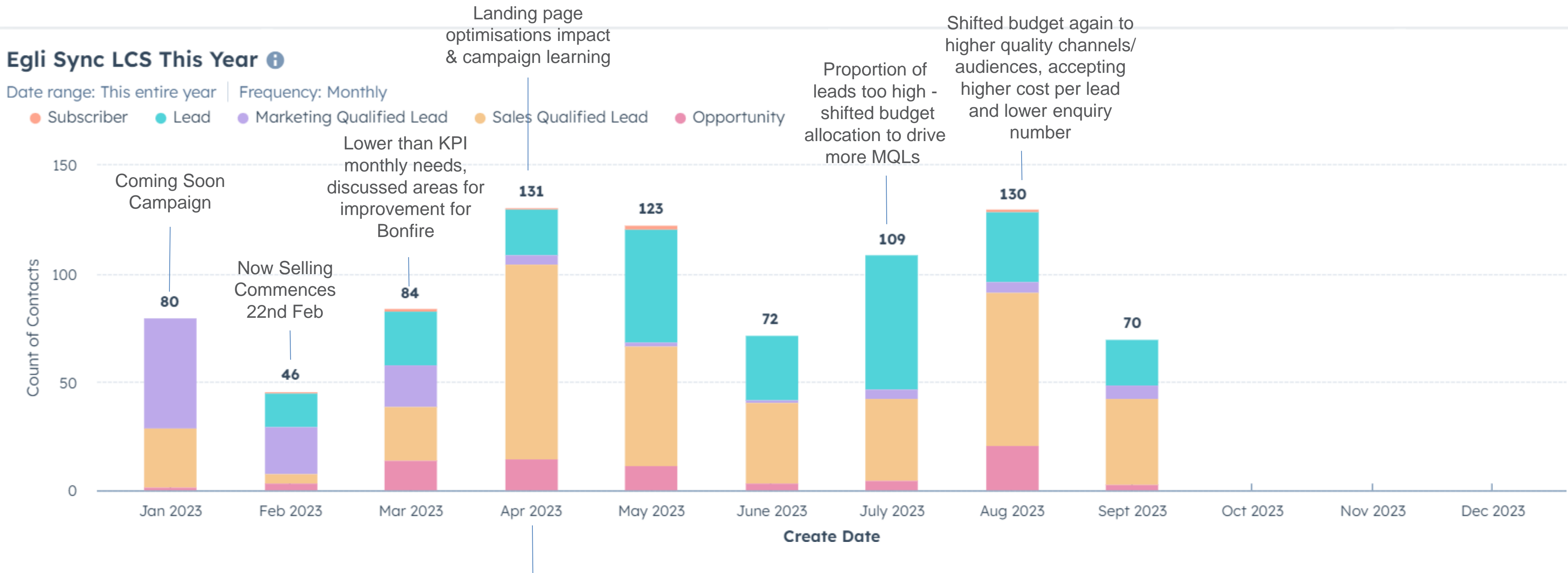
Date range: This entire year | Frequency: Month

Subscriber Lead Marketing Qualified Lead Sales Qualified Lead Opportunity



52 Net Sales

MONITOR PERFORMANCE AGAINST KPIS AND SALES TEAM FEEDBACK

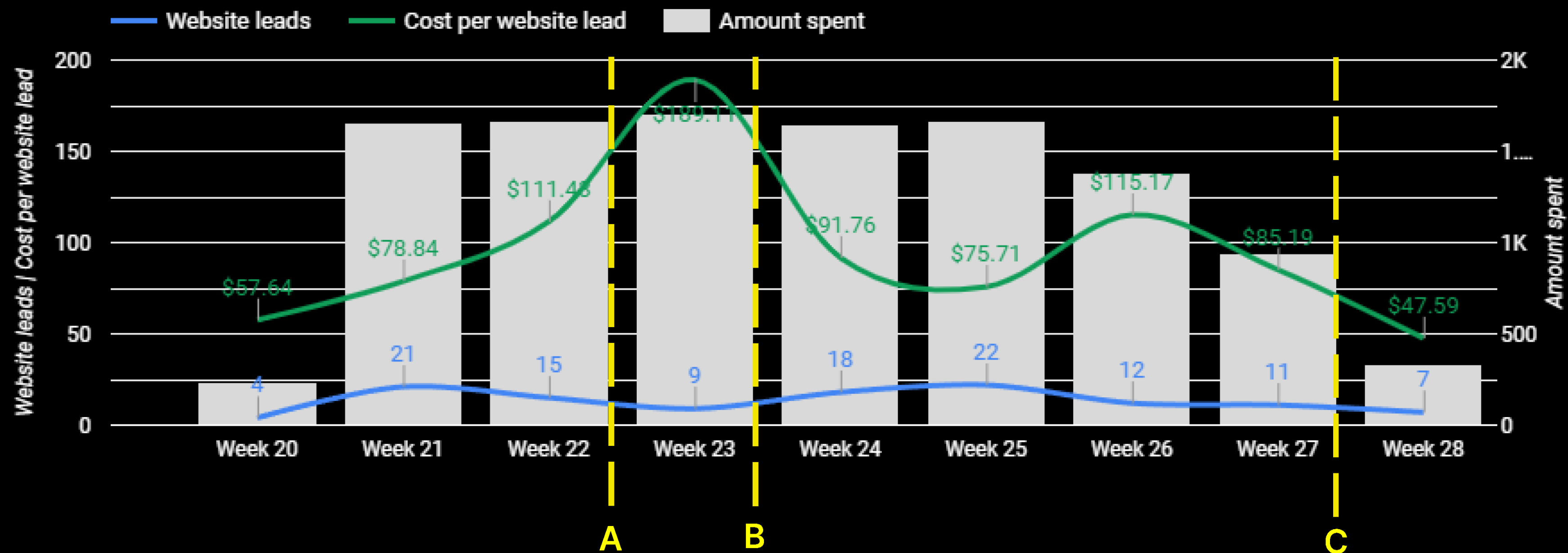


Sales feedback – too many MQLs of not high enough quality. Worked with Bonfire to identify where the low quality enquiries were coming from and decided to send these to lead landing pages to be nurtured.

THANK YOU

**A FEW EXTRA RESOURCES
TO FOLLOW**

Eglinton: Effects of Pricing Changes on Meta Ads



A: Land 'From' Price Increased by \$39K

B: Land 'From' Price Decreased by \$21K

C: Land 'From' Price Decreased by \$22K

- Insight: Prices are a large motivator for the Eglinton Target Market
- Action: Testing various ads with vs. without 'from' pricing in Ad Copy



Digital Marketing Dashboard

Eglinton - Google Ads Summary



Eglinton - Google Network Performance

Feb 1, 2023 - Jul 31, 2023

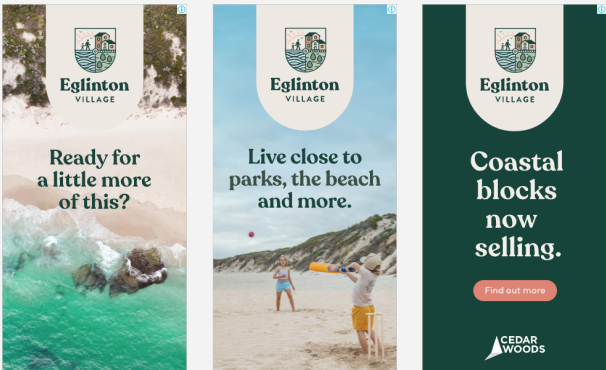
Display Activity

Cost	Impressions	Landing Page Views	Cost/LP View	CTR	Avg. CPM
\$6,532	856,495	6,163	\$1.06	0.72%	\$7.63
📈 N/A	📈 N/A	📈 N/A	📈 N/A	📈 N/A	📈 N/A

Top 5 Engaged Campaigns

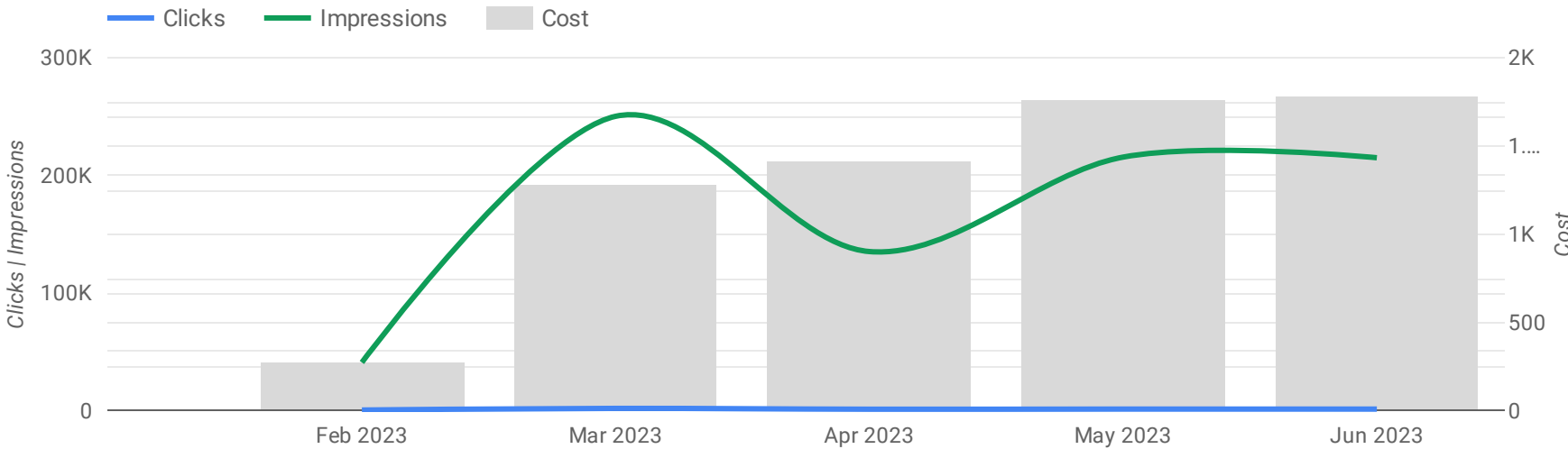
Campaign	Cost	Clicks	Avg. CPC	CTR	All conv.
WA Eglinton - Display: Consideration (MoFu)	\$4,392.7	4,272	\$1.03	0.83%	17.27
WA Eglinton - Display: Awareness (ToFu)	\$1,044.91	1,435	\$0.73	0.68%	1
WA Eglinton - Display: Remarketing (BoFu)	\$1,094.85	456	\$2.4	0.36%	4
Grand total	\$6,532.46	6,163	\$1.06	0.72%	22.27
1 - 5 / 5					

Top Engaged Creative (Feb-July 2023)



Ad group	Clicks	CTR	Impr.	Avg. CPM
Affinity & In Market Audiences	34	3.4%	999	\$52.94
Keyword Targeting	185	4.23%	4,378	\$67.72
Grand total	219	4.07%	5,377	\$64.97
1 - 2 / 2				

Engagement Over Time



YouTube Activity

Cost	30 Second Views	Landing Page Views	Cost/LP View	Video view rate	Avg. CPV
\$1,810	37,297	300	\$6.03	22.92%	\$0.05
📈 N/A	📈 N/A	📈 N/A	📈 N/A	📈 N/A	📈 N/A

Top 5 Engaged Audiences

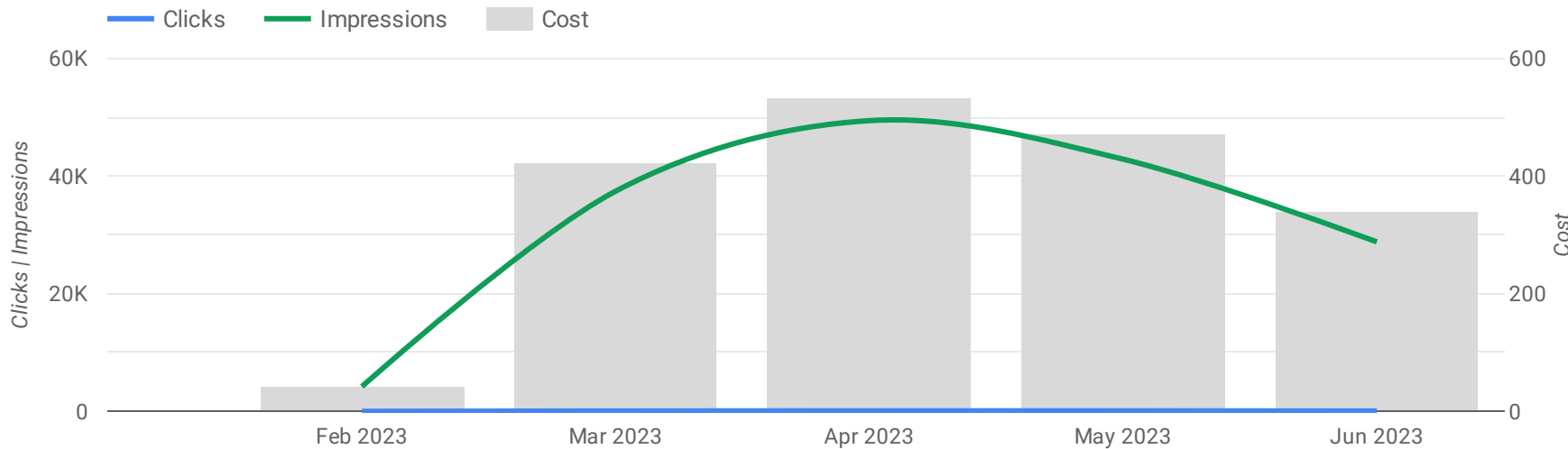
Audience	Cost	Clicks	Avg. CPC	CTR	30 Sec Views	View Rate
Developing Domestics (+ 25-34 Above Average Income)	\$457.09	61	\$7.49	0.15%	10,083	24.32%
Fruitful Families (+ 35-44 Above Average Income)	\$1,251.37	225	\$5.56	0.2%	24,829	22.14%
Prams & Trades (+ 35-44 Low-Average Income)	\$101.78	14	\$7.27	0.15%	2,385	26.2%
Grand total	\$1,810.24	300	\$6.03	0.18%	37,297	22.92%
1 - 3 / 3						

Top Engaged Creative (Feb-July 2023)



Ad group	Clicks	CTR	Views	Avg. CPV	View Rate
Developing Domestics - B...	61	0.15%	10,083	\$0.05	24.32%
Fruitful Families - Broad	225	0.2%	24,829	\$0.05	22.14%
Prams & Trades - Broad	14	0.15%	2,385	\$0.04	26.2%
Grand total	300	0.18%	37,297	\$0.05	22.92%
1 - 3 / 3					

Engagement Over Time



Ad Landing Page Best Practice

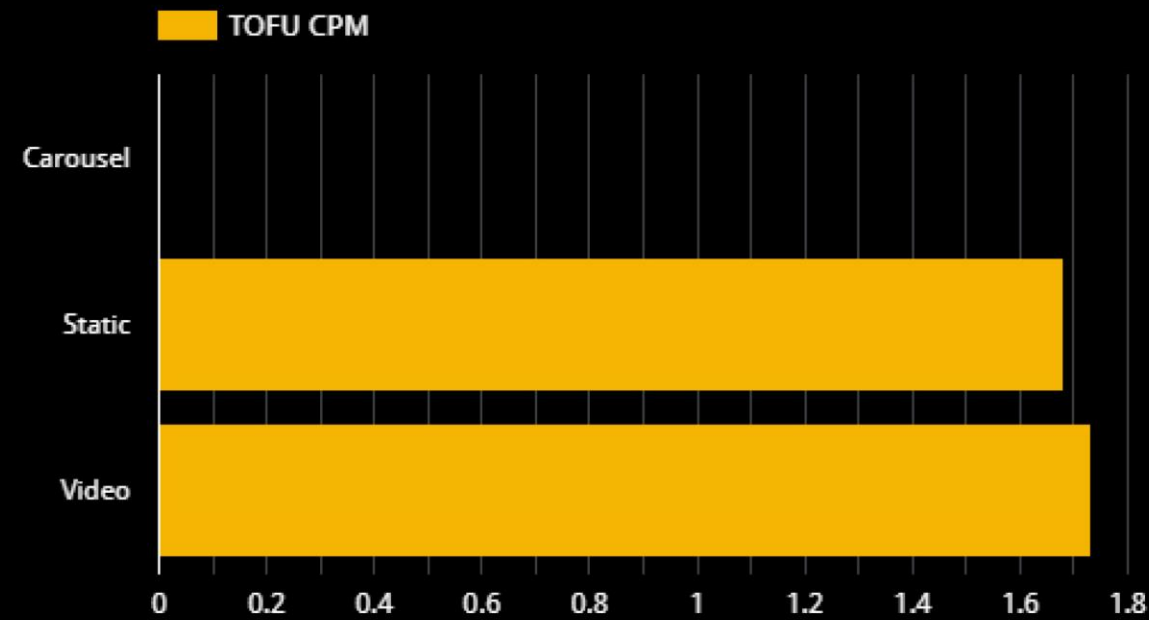
General Recommendations:

- Page Titles & H1 Tags which match the main traffic-driving keyword of the page
 - Eg. "Land for Sale, Eglinton"
- Form & Call to Action (towards top of the page)
- Minimum of 1x paragraph of high quality content
- Relevant Favicon
- Good to Average Page Loading Speed (run through here: <https://pagespeed.web.dev/>)
- Footer link to Privacy Policy
- Note: Best Practice applicable to **Paid Ads** only landing pages

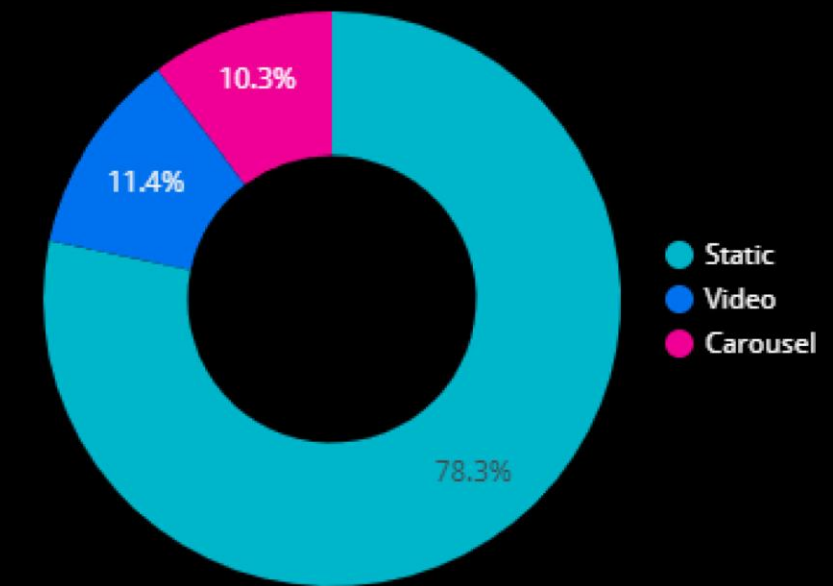
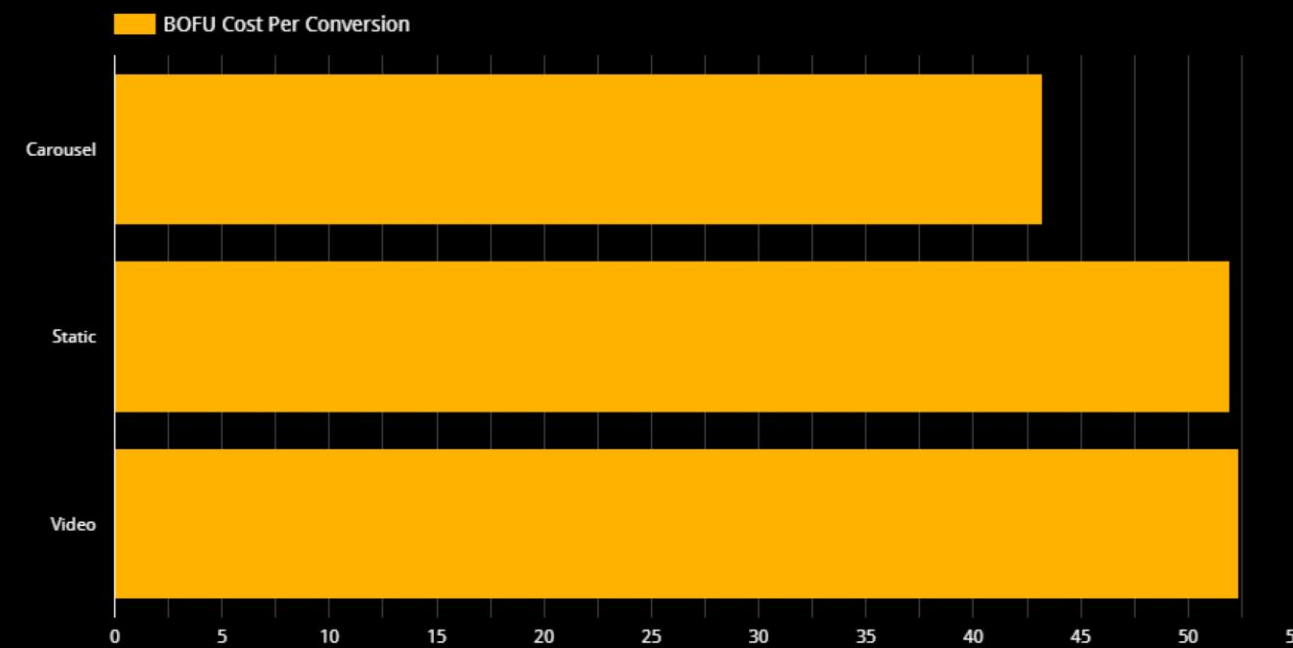
Top of Funnel Page Content	Middle of Funnel Page Content	Bottom of Funnel Page Content
<ul style="list-style-type: none">• Education-driven page copy• Content talks about the location of the Project/Estate• Include general pricing (so users can base whether this is within their price range)• Opportunity for 'softer' goals that can be used for remarketing later (such as video views)	<ul style="list-style-type: none">• Emotional-driven page copy• Content sets reader up to imagine the new lifestyle they'll be able to live when they move to this Project/Estate• More detailed information on the Project itself, including maps, the types of lots available etc• Opportunity to directly contact sales team (eg. Form), or download a softer conversion action (eBook)	<ul style="list-style-type: none">• Action-driven page copy• An opportunity here to set yourself apart from Competitors with the inclusion of USPs & demand• Easily laid out 'next steps' with a CTA and form directing users to become a Marketing Qualified Lead (and what to expect once they fill out the form)• The perfect spot to put a map which zooms in onto each available lot & price

WA | Meta Ad Format Breakdown

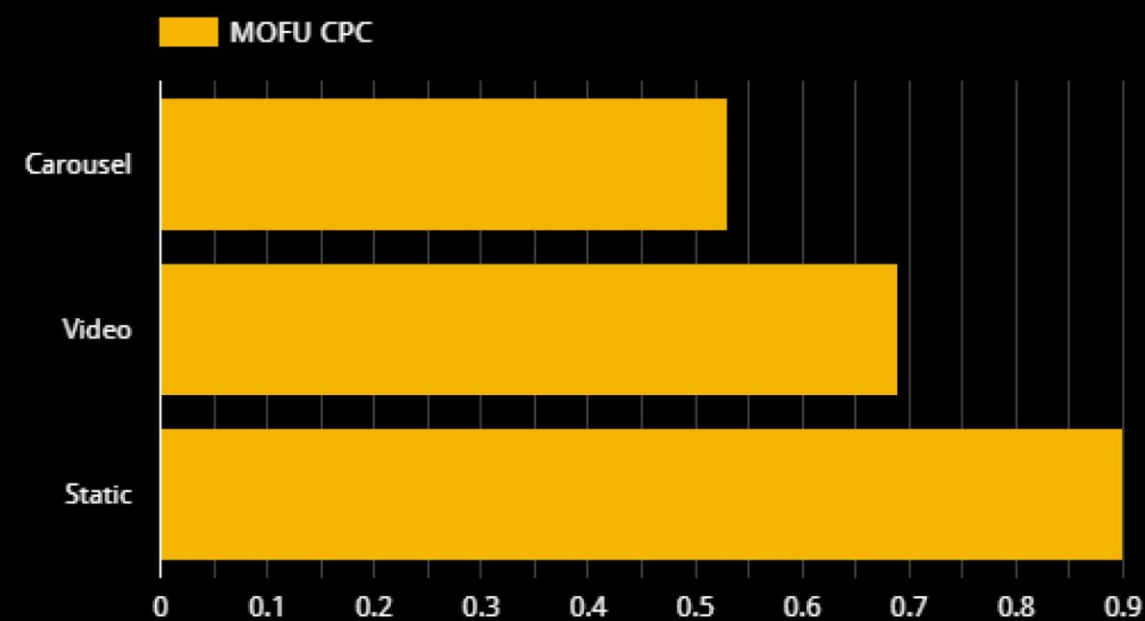
TOFU Campaigns



BOFU Campaigns



MOFU Campaigns



We've pulled July's data from all of WA's Meta Ads, to identify top performing formats based on their position within the Funnel. Here's what we've identified;

- **TOFU:** Static Ads have the cheapest impressions.
- **MOFU:** Carousels & Videos have the lowest Cost Per Link Click.
- **BOFU:** Carousels produce the cheapest Conversions, however Statics contribute to the largest volume of Conversions – so a mix of formats is best here.



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