



Marketing Plan and Results 2020-2021



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Marketing Manager
HSV POA
April 19, 2021

What is Marketing's Purpose?



Business & Marketing Goals 2020

Business Goals

- Increase in new rooftops (building permits)
- Increase in amenities revenue

Marketing Goals

- Increase brand awareness among target audience
- Increase number of unique visitors to website
- Increase conversions on website – visitors to leads
 - Leads to Real Estate Partners
 - Leads to Builders
 - Discovery Packages
 - Golf Packages



Target Audience

- Empty nesters, retirees and their influencers who are nearing or planning for retirement, have pension/retirement benefits, \$50K+ household income, and have shown an interest in relocating during their retirement years.
 - Only a small percentage of retiring people want to move away from their present home.
 - Only a small percentage of those who want to move, want to move more than an hour's drive away (they want to stay in the same area).



Our audience self-selects

- We are marketing to people who SELF-SELECT as those who are considering relocating upon retirement.
- Modern media allows us to reach these people without wasting our advertising investment on members of the same age group who want to stay where they are.
- In 2019 we reached a major milestone in advertising. Digital ad spending in the US was greater than traditional ad spending
- By 2023, digital will exceed two-thirds of total advertising spending.
- How we use media and “watch TV” is radically different vs. 10 years ago.



NETFLIX

2020 Marketing Initiatives

- Increased social media presence (Jan-Dec)
- Launched Real Estate Partner Program (Jan 6)
- Partnered with Sells Agency (mid-Feb)
- Built & launched new website (June 29 launch)
- Campaign theme & creative developed (March-July)
- Lead generation advertising (Aug-Oct)
- Lead generation paid search campaign (Aug-Dec)
- Developed/deployed golf package advertising (Aug)
- Photo & video shoot (Oct)
- New Tour Video goes live on website (Nov)

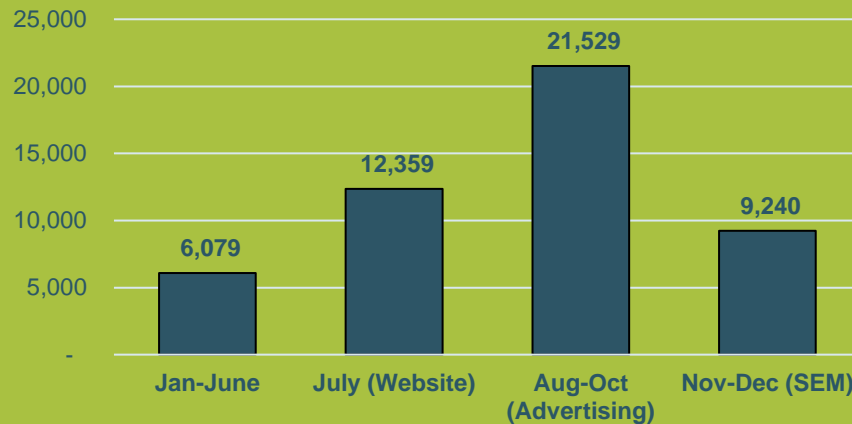


2020 Marketing Results

Building Permits

2015 – 33
2016 – 40
2017 – 52
2018 – 62
2019 – 60
2020 – 93
(+55% YOY)

Avg Monthly New Web Visitors



Real Estate Market Trends

Homes Sold

2019 – 696
2020 – 824 (+18%)

Homes For Sale (12/31)

2019 – 136
2020 – 47 (-65%)

Preliminary 2020 YE data

Real Estate Partner Program Leads

2,245

Includes leads from January & February tradeshows.

Discovery Packages

2018 – 37
2019 – 81
2020 – 133 (+64% YOY)
13.5% Conversion Rate

16 – Jan-June
117 – July-Dec

Golf Packages

2019 – 248
2020 – 341 (+38% YOY)
56 – Jan-June
285 – July-Dec

Revenue: \$433,950

Builder Leads

3,360

Web links to builder websites

265

Phone calls & emails to builders from site links.

(July 1 – Dec. 31)

2021 Marketing Goals

- Drive existing home sales, lot sales and building permits with the goal of 125 new rooftops in 2021.
- Support internal marketing efforts to grow amenities usage and revenue from current residents.
- Drive growth in golf revenue from guests, primarily through package sales.
- Continuous improvement and maintenance of website.
- Continue to build photo and video library assets.
- Achieve marketing goals with no increase in marketing expenses.



2021 Marketing Strategies

- Remain flexible and agile to adjust to pandemic related issues.
- Continue to get our message in front of prospects while market conditions are favorable.
- Analyze and optimize sales cycle, including possibility of adding new options for short tours and visits, day tours and visits, and single-night Discovery Packages.
- Continue strategies/tactics that performed well in Q3&4 of 2020.
- Expand PR efforts & test new geographic markets (e.g., California).
- Continue to focus on data-driven marketing initiatives & reporting.
- Continue to work with Sells Agency, whose multi-disciplinary team provides the expertise the POA team needs to be successful.

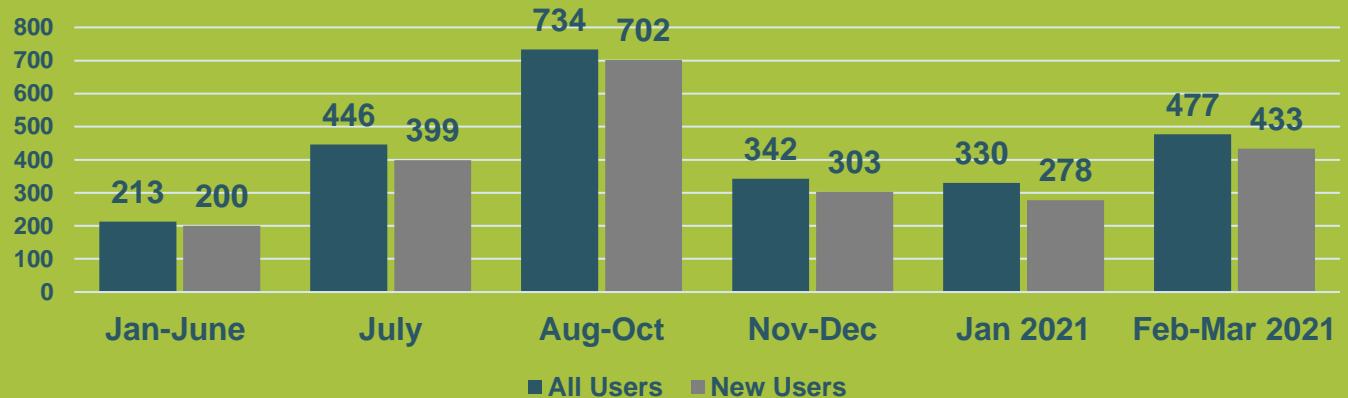


2021 Marketing Results through March

Building Permits

2015 – 33
2016 – 40
2017 – 52
2018 – 62
2019 – 60
2020 – 93
2021 YTD – 32

Average Daily Non-HSV Website Visitors



Real Estate Partner Program Leads YTD

267

Discovery Packages

2018 – 37
2019 – 81
2020 – 133
2021 YTD – 52

Real Estate Market Trends

Homes Sold

2019 – 696
2020 – 824
2021 (thru 3/31/21) – 155

Homes For Sale (on 12/31)

2019 – 136
2020 – 47
2021 (on 3/31/21) – 19*

** Active listings, not under contract or accepting backup offers.*

Golf Packages

2019 – 248
2020 – 341
2021 YTD – 148

2021 YTD Revenue:
\$300,297

2021 Marketing Budget: Media

- Media: Brand/Discovery Packages
 - Ideal-Living (digital + print) \$ 21,900
 - Privatecommunities.com \$ 5,500
 - Paid Search (11 months) \$112,700
 - Display(5 months) \$ 20,000
 - Facebook (5 months) \$ 56,900
 - Online Video (5 months) \$ 25,000

- Golf Packages
 - Facebook (4 months) \$ 4,800
 - Paid Search (4 months) \$ 3,200
- Total Media \$250,000**



Meet the Sells Agency Team

ACCOUNT SERVICES



MIKE SELLS
CEO
Mike@sellsagency.com

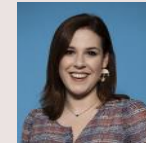


KRISTEN BURGEIS
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PUBLIC RELATIONS



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CREATIVE SERVICES



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MEDIA BUYING/PLANNING



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PIXEL PERFECT CREATIVE



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VIDEOGRAPHY



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BRONSON CRABTREE
Junior Videographer
Bronson@sellsagency.com



Sells Agency Scope of Work

Agency services to be covered by the retainer include, but are not limited to:

- Graphic design
- Art direction
- Preparation and delivery of final art elements
- Copywriting
- Creative direction
- Project management
- Account management
- Marketing counsel
- Advertising development
- Collateral development
- Public relations program development & deployment
- Digital advertising campaign development
- Social media consultation
- Website development, maintenance, updates, ongoing technical support and SEO
- Media planning, buying, billing and reconciliation for any agency-placed media plans, primarily digital media
- Preparation of ongoing reporting
- In-house video production services
- In-house photography services



explorethevillage.com

Totally redesigned marketing and member sites in mid-2020.



Take A Quick Tour

The Natural Choice for Living Your Best Life!

Watch this video for a glimpse at life in Hot Springs Village! If you like what you see, then that's just the beginning - book a Discovery Package to fully appreciate all that our community can offer.



WHY HSV

The Advantages

Are you connected?

Explorethevillage.com/members

The screenshot shows the 'MEMBERS SECTION' of the Hot Springs Village website. At the top, a navigation bar includes links for MEMBERS, SEARCH, CALENDAR, CAREERS, and social media icons. Below this, a secondary bar contains WELCOME, FIND A HOME, VISIT US, and GOLF & RECREATION, LIFESTYLE, COMMUNITY. The main header features the Hot Springs Village logo and the text 'MEMBERS SECTION'. A green navigation bar below the header contains links: MEMBERS HOME, SERVICES, GOVERNANCE, GOLF & RECREATION, FORMS, and CONTACTS. The main content area is titled 'MEMBERS' and includes a link to 'Click here to see active member advisories.' Below this, a message states: 'The following items require you to LOGIN to your member account. Please click any of the below boxes to be taken to the login page.' This is followed by a grid of six green buttons: Assessments & Utilities, Gate Access, Passes & Registrations, Book A Tee Time, Golf Lottery, and Reserve A Court. Below the grid, another message says: 'Please use the grid below to find some of the most popular Members Items. You can also use the navigation in the green bar to find all Member pages.' This is followed by a second grid of six green buttons: Recreation & Golf Calendar, Event Tickets, Sign Up for E-News, Committee Calendar, Clubs & Organizations, and News. To the right of the main content is a 'Quick Links' sidebar with a list of links: Active Advisories, Golf Calendar, Course Conditions, Pickleball Conditions, Tennis Conditions, Gate Access, Vacation Watch Form, Subdivision Record Plats, Local Weather, Contact HSV POA, and Property Owners Handbook. Numbered callouts 1 through 4 point to specific elements: 1 points to the 'MEMBERS SECTION' header, 2 points to the 'CONTACTS' link in the green bar, 3 points to the 'Click here to see active member advisories.' link, and 4 points to the 'Recreation & Golf Calendar' button in the bottom grid.

MEMBERS SECTION

MEMBERS HOME SERVICES GOVERNANCE GOLF & RECREATION FORMS CONTACTS

MEMBERS

[Click here to see active member advisories.](#)

The following items require you to **LOGIN** to your member account. Please click any of the below boxes to be taken to the login page.

Assessments & Utilities	Gate Access	Passes & Registrations
Book A Tee Time	Golf Lottery	Reserve A Court

Please use the grid below to find some of the most popular Members Items. You can also use the navigation in the green bar to find all Member pages.

Recreation & Golf Calendar	Event Tickets	Sign Up for E-News
Committee Calendar	Clubs & Organizations	News

Quick Links

- Active Advisories
- Golf Calendar
- Course Conditions
- Pickleball Conditions
- Tennis Conditions
- Gate Access
- Vacation Watch Form
- Subdivision Record Plats
- Local Weather
- Contact HSV POA
- Property Owners Handbook



Village Digest & Social Media



Village Digest

a weekly update for Hot Springs Village Property Owners

April 16, 2021



[Click for Golf News](#)



[Click for Public Services News](#)



[Click for Lakes News](#)



[Click for Entertainment News](#)



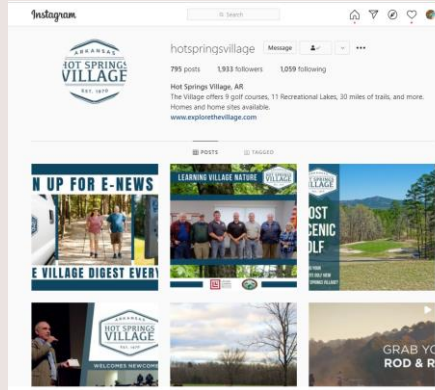
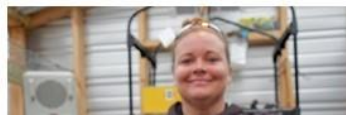
[Click for Dining News](#)



[Click for Recreation News](#)

Growing Gold: POA Employee Nurtures Flowers, Beautifies Our Village

Carrie Avaritt, POA Recreation Maintenance Operator/Crew Leader is



Brochure Wall at POA

- Brochures on
 - Churches
 - Clubs and Organizations
 - Services



Newcomers Meetings



Next Newcomers Meeting
Wednesday, May 26
10:00 -11:30 AM
Woodlands Auditorium



TELL YOUR FRIENDS!



[BACK HOME](#)

DISCOVERY PACKAGES

Summer Special: Get \$50 off the price of your Discovery Package when you schedule a visit between July 1 and August 31, 2020. Schedule today. Limited time offer.

[SCHEDULE A DISCOVERY PACKAGE](#)

Choosing one of our Discovery Packages is the best way to experience all we have to offer here in Hot Springs Village, Arkansas. We are located in the foothills of the Ouachita Mountains and situated only a 45-minute drive from our capital city, Little Rock, and a 20-minute drive from Hot Springs National Park. Whether you enjoy golf, lakes, tennis, pickleball or simply nature, Hot Springs Village has a Discovery Package that will fit any lifestyle. Hot Springs Village offers 11 recreational lakes, 9 golf courses, 30 miles of hiking trails, a new outdoor pool, and a first-class fitness center with indoor pool.

In between enjoying all the amenities that Hot Springs Village offers, visitors will be given a guided tour of the community by a representative of one of our local real estate agencies. This tour will give you a first-hand overview of the lifestyle you'd enjoy as a property owner.

All Discovery Packages include:

- Customized accommodations
- Dinner at one of our high-quality restaurants
- Access to our Fitness/Wellness Center, including tennis and pickleball courts
- Option to enjoy a round of golf at one of our championship golf courses
- Additional real estate tour available with real estate partner agent and/or current resident

Schedule A Visit

Whether it's a VIP 3-Day Discovery Package or a quick day trip, check out Hot Springs Village the way you want! Click below to get started!

[SCHEDULE A VISIT](#)

Why HSV

From the scenic surroundings to the cost of living to the world-class golf and pickleball, there are a LOT of reasons to love Hot Springs Village!

[EXPLORE MORE](#)



FREE Amenities Tour

- Customized to show you what interests you most.
- Contact Kevin Sexton
 - ksexton@hsvpoa.org
 - 501-922-5560

