

Construction company reaches prospective home buyers through email marketing.

Porter Davis Homes are Melbourne's 3rd largest volume builder that construct around 1,600 homes per year. They have over 35 display homes located across Melbourne offering a range of designs and price points that attract over 8,000 people every month.

PORTER DAVIS
HOMES

The Challenge

The problem Porter Davis faced was the large volume of people that visit the displays and request more information. Buying a new home is the biggest decision making process anyone will ever make, so ensuring the prospect has the information they desire to make an informed choice about what to build and who to build it is very important.

The sales people were only focusing on the people that were there and ready to buy that day. The ones that wanted more information or had just started learning about building a new home were often pushed aside.

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Richard Bray, CRM Project Manager, Porter Davis Homes



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The Solution

In order to better capture and communicate to prospects that visit the display homes, lead capture forms were created that would allow the sales team to capture prospect information. This information was then entered into Act! and allowed the sales people to segment their database into a variety of different categories such as interested home design, budget, land estate interest and purchase timeframes.

Act!'s emarketing tool was used to communicate, filter and qualify leads. By continually sending out emails to leads regarding new house designs or new land estates, we could measure email opens and create hot lists which ranked the lead depending on what they had clicked on in the email. This was an essential follow-up tool for the sales consultants because it eliminated the fear of 'cold calling'.

The Results

"The first major benefit was that we could manage all EDM communication in-house and no longer needed to rely on a marketing agency to do this. This was costing us a fortune in HTML design and we had to work around their schedule and wait for things to be done" explains Richard Bray, CRM Project Manager. "When the agency did handle this, we had no record back to the database of the emails they have received which now happens automatically with Act!."

"One of the biggest benefits is that now everything is being created centrally by marketing with the ability to send on behalf of other sales people." Relationship selling is very important in the property industry and people will buy from the most knowledgeable and trust worthy sales people. Emarketing with Act! helps create this relationship and delivers the message in a professional and sophisticated manner.

Improvement Highlights

- ✓ Improved customer communications
- ✓ In-house emarketing
- ✓ Record of marketing history
- ✓ Huge savings on agency fees
- ✓ Lead relationship building
- ✓ Reduced 'cold calling fear'

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