



HOW SOCIAL MEDIA STRATEGY, CUSTOMER-FOCUSED CONTENT AND EARLY ADOPTION DELIVERED NEXT LEVEL RESULTS

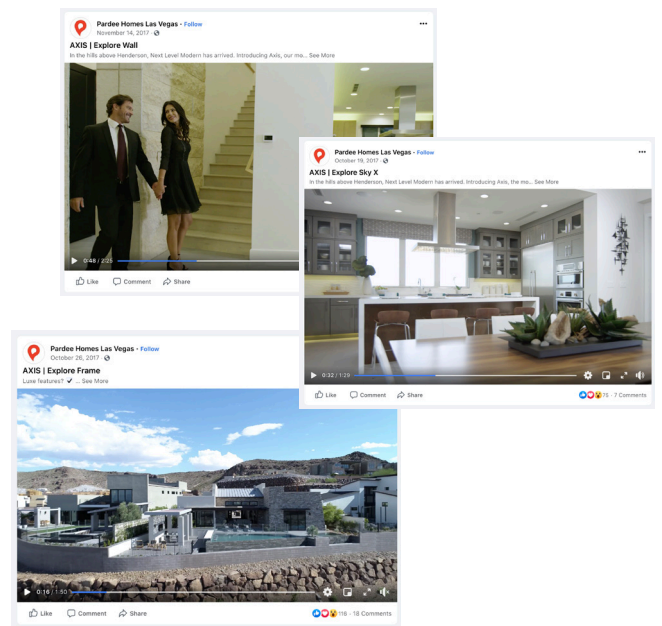
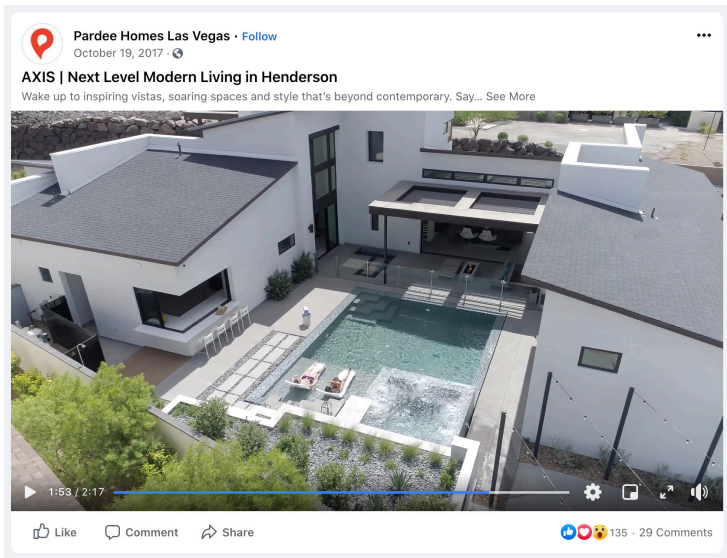


SHOW TIME

Pardee Homes Las Vegas was launching Axis, its most prestigious neighborhood to date. Every marketing effort for this new community needed to align in support of the brand’s elevated commitment to modern architecture and design – including its social media presence.

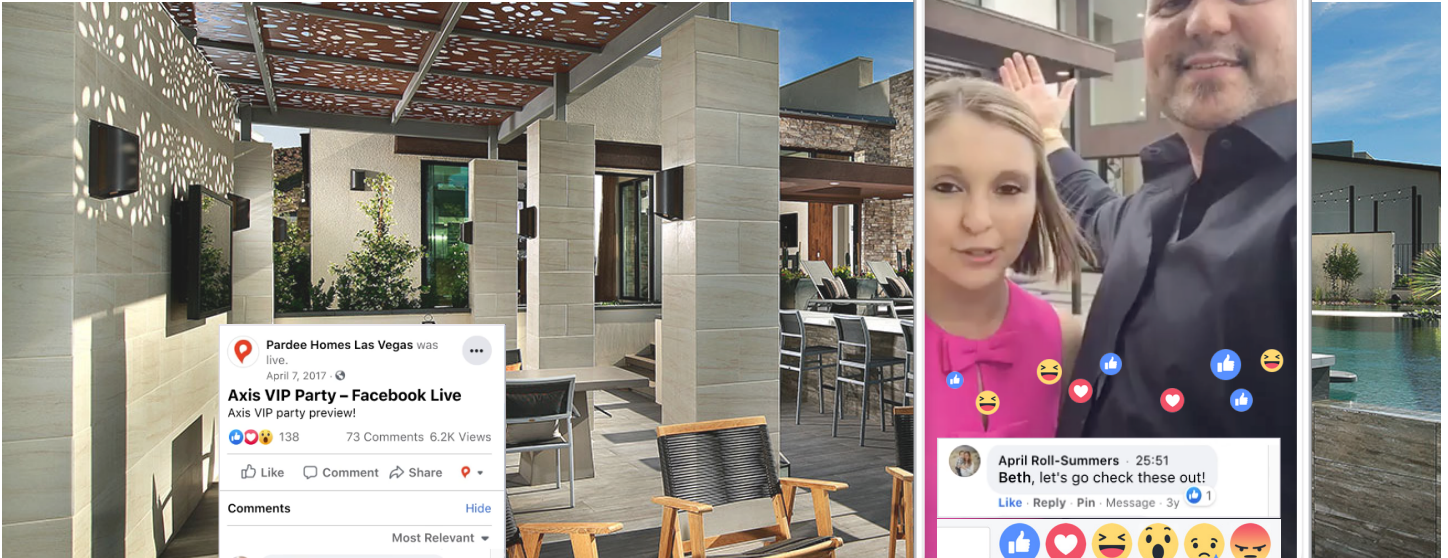
OUR ROLES

- Strategic Planning
- Launch and Grand Opening Ad Campaigns
- Social Media Management
- Event Promotion



▲ A multi-layer approach to the social media marketing included shares of existing still and video content.

Prior to broadcast, we mapped a strategy and had several rehearsals with our client. We promoted a broadcast date and time, and counted down during the time leading up to the Facebook Live tour, which provided a behind-the-scenes tour during the invitation-only VIP event prior to Grand Opening.



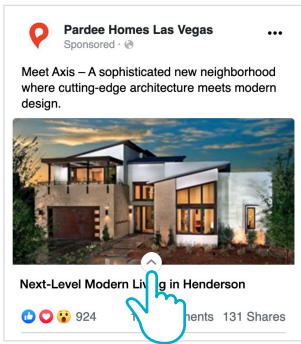
Real-time and post-event engagement added to the excitement, and expanded reach during and after the Axis VIP Party.

CHALLENGES

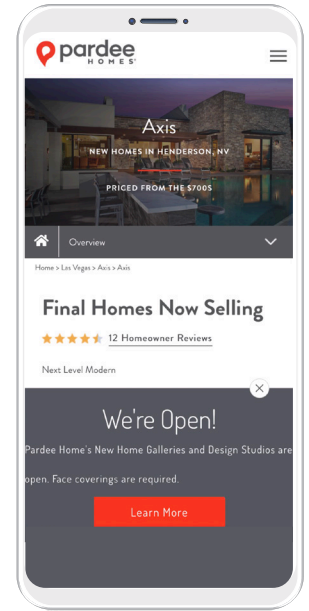
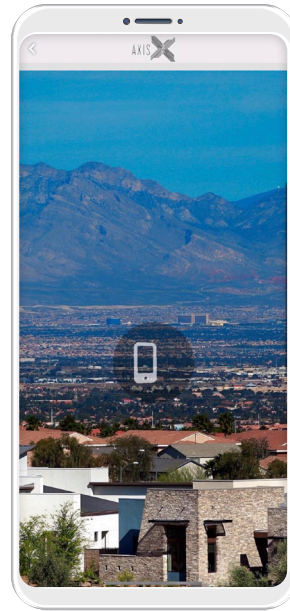
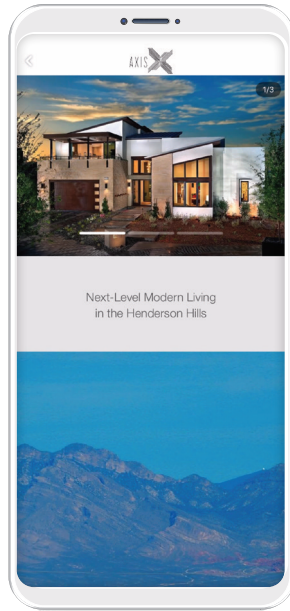
Few brands, and even fewer homebuilders, had begun using the relatively nascent Facebook Live when Axis was ready for launch. For the most part, brands that were using the tool hadn't yet figured out how to maximize it for results. With the right strategy and execution, Facebook Live could be the perfect vehicle for a behind-the-scenes reveal of this groundbreaking neighborhood perched atop the hills in Henderson, Nevada. Facebook's other newest tool at the time, the Instant Experience ad (formerly Canvas ad) could keep the momentum going, driving impressions and traffic to the website.

INSIGHTS

We learned from research that Facebook Live often was impromptu with low engagement, and only moderate results. We knew "sneak peek" content consistently and reliably generated interest. We also knew Pardee's prospective buyers were likely to engage with product photography. Yet, the dramatic, contemporary models at Axis needed to be seen to fully appreciate them, and still photos would never do justice for these homes.



The Instant Experience ad showcased the Axis product beautifully, and kept viewers engaged with the post for an average of 26 seconds.



STRATEGY

Our strategy was to leverage existing assets such as drone and lifestyle footage, VIP interviews and gorgeous model photography into fresh, compelling social content designed to resonate with the discerning Axis buyer—and that would position Pardee Homes in the Las Vegas market as the definitive builder of modern homes.

Modern homes called for modern social media tools, strong creative and a thoughtful approach to advertising campaigns built to attract buyers who were most likely to find Axis appealing. We studied what worked and didn't work with Facebook Live and the Instant Experience ads, and crafted a high-performance social media strategy that would provide a better customer experience than what was currently in the competitive market.

RESULTS

Priority objectives were to elevate brand awareness, specifically for Axis, and to drive website traffic through link clicks. Both were accomplished, with the Instant Experience ad (Canvas ad) garnering an average view time of 26 seconds.



IMPRESSIONS

688,191

POST REACTIONS

2,308



LINK CLICKS

11,442

TAKEAWAY

It pays to be an early adopter – when you execute well. We delivered great results for our client with Facebook Live and Instant Experience, because the content was engaging and because the algorithm rewards the use of new Facebook or Instagram products and features.