

MARKETING PLAN



Ardent Homes & Designs Ltd

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1. Business Summary

1.1 The Company

Ardent Homes & Designs Ltd plan to build executive homes on the outskirts of Lincoln, Lincolnshire. These will be high end properties with the overall goal to sell all the properties available.

1.2 Mission Statement

We have included 3 examples here:

1. Our mission is to create luxury bespoke homes by setting the highest standards within the build and design process.
2. Our mission is to create your own bespoke luxury home, not just build you a house.
3. We believe in a bespoke approach to home ownership. Our mission is to understand your needs, preferences, and lifestyle to provide you with a home that is uniquely yours.

1.3 Vision Statement

We have included 3 examples here:

1. To provide bespoke luxury homes that are exclusive and sophisticated.
2. Our vision is to be the leader in luxury property development, creating iconic properties that represent elegance, innovation, and sustainability.
3. We strive to design and build exceptional living spaces that exceed expectations, delivering unparalleled quality, and an extraordinary lifestyle for our discerning clients.

2. Goals

2.1 Business Goals

To create a luxury housing brand that attracts high value clients to buy top of the range custom bespoke houses. The company is to be exclusive and sophisticated, setting the highest of standards when it comes to residential housing. When people mention Ardent Homes, they know it means pure quality.

2.2 Buyer Persona

High net worth or high earning individuals looking to purchase exceptional, sophisticated, and bespoke homes that are over £650,000.

3. SEO Strategy

3.1 Keyword Research and Planning

Keywords are an essential aspect of SEO. They are the words and phrases likely to be used by clients when they search for your services on Google. By identifying the keywords used within your industry, you can then optimise your website content relating to the keywords to maximise traffic to your site. Using the information supplied in the questionnaire, we have used the Keyword Planner Tool to include the number of searches but also the keyword competition. Table 3.1 provides a summary of average monthly searches, and keyword competition for keywords based on information provided in the client questionnaire. Popular keywords will have higher competition so therefore we advise implementing these at a later date once the website has started to establish a Google search ranking presence using lower competition keywords.

Table 3.1 - Organic Keywords: Average monthly searches and keyword competition

Keyword	Avg. monthly searches	Keyword Competition
bespoke homes	500	20
custom built houses	500	17
executive houses	500	4
custom home builders	500	5
custom homes	500	11
custom built homes	500	17
designer built homes	0	Unknown
designer custom homes	50	0
dream homes custom build	0	Unknown
executive housing estate	50	0
executive new build homes	50	43

executive new homes	50	53
executive new homes for sale	0	Unknown
executive style house	50	0
getting a custom home built	0	Unknown
having a custom home built	0	Unknown
high end custom home builder	50	2
home builders custom homes	500	5
luxury custom built homes	50	0
modern custom built homes	0	Unknown
new build executive homes	50	37
new custom home construction	50	0
new executive homes for sale	50	31
unique built homes	0	Unknown
unique custom built homes	0	Unknown
sought after homes	Unknown	Unknown
beautiful custom home	0	Unknown
bespoke built homes	50	57
bespoke custom homes	0	Unknown
bespoke home building	500	1
bespoke houses	500	4
bespoke luxury homes	50	0
bespoke new homes	50	76
best custom home	50	0
build your dream home with us	50	0

3.2 Competitor Research

Competitor Research allows businesses to learn from what their competitors are doing well; avoid the elements they aren't doing well and identify any gaps that can be taken advantage of within keywords. Unfortunately, in this case the named competitor (*Grey Willow Developments*) website was unavailable, so we have found four similar companies within the area for the comparison.

Table 3.2 - Competitor Research: Keywords including site position (1 being the best position on a Google search)

			Site Position			
Keyword	Hereward Homes	Ardent Homes	Hollingworth Developments	Distinctive Developments	Avg. Monthly searches	Keyword Competition
hereward	24	0	0	0	1600	38
property developers near me	0	0	0	19	720	53
hereward housing	1	0	0	0	480	12
luxurious mansions	71	0	0	0	480	55
new homes lincolnshire	56	0	0	0	390	18
new builds lincolnshire	56	0	0	0	260	18
new homes in lincolnshire	56	0	0	0	260	16
new homes lincolnshire uk	92	0	0	0	260	12

new houses in lincolnshire	55	0	0	0	260	17
new housing developments in lincolnshire	45	0	0	0	260	17
developers near me	0	0	0	69	210	54
hereward homes	1	0	0	0	170	26
new build homes lincolnshire	45	0	0	0	170	16
new build houses lincolnshire	57	0	0	0	170	12
new homes for sale in lincolnshire	94	0	0	0	170	10
new property developments lincolnshire	45	0	0	0	170	17
new homes stone	58	0	0	0	140	9
ardent estates	0	46	0	0	110	28
luxury modern houses	62	0	0	0	110	22
new homes in stone	60	0	0	0	110	14
new houses for sale lincolnshire	74	0	0	0	110	10

new houses lincolnshire	53	0	0	0	110	12
ardent house	0	8	0	0	90	13
ardent limited	0	72	0	0	90	25
ardent ltd	0	77	0	0	90	23
contemporary new build houses	81	0	0	0	90	22
house developers near me	0	0	0	73	90	73
lincolnshire new builds	58	0	0	0	90	17
new home developments lincolnshire	27	0	0	0	90	9
new houses for sale in lincolnshire	73	0	0	0	90	10
new housing developments lincolnshire	52	0	0	0	90	16
property developer near me	0	0	0	30	90	47
small new build developments	52	0	0	0	90	15
building developers uk	0	0	0	88	70	40
development companies	0	0	0	75	70	33

house developers uk	0	0	0	77	70	38
luxury home developers uk	61	0	0	0	70	22
new builds in lincolnshire	56	0	0	0	70	16

For table 3.2, we have highlighted the site position of these keywords in red, 1 being the best position on a Google search. We have filtered out irrelevant keywords that are present on all four of these sites. As you can see *Hereward Homes* have, by a long margin, a high number of effective keywords compared to the other three competitors. In total their site boasts 252 relevant keywords, with *Ardent Homes* at 35, *Distinctive Developments* at 13 and *Hollingworth Developments* at 6. We recommend tailoring your content to include the relevant keywords within the above table, i.e. those with high search scores / low competition.

3.3 Off-Page SEO

As Ardent Homes & Designs Ltd are new business, off-page SEO (backlinks) are not present. Backlinks are links from other websites that point to your domain, and they are one of the top three most important factors when it comes to Google ranking. Key sources and partner companies are the best way to get backlinks.

3.4 Local SEO

Local SEO is a powerful tool that helps businesses reach potential customers who are searching for a product or service within a specific location, in this case buyers searching for a new home. When potential buyers begin their property search, they will often have a location in mind. By including search terms like “new homes near Lincoln” or “executive homes Lincoln” within your website copy, you will ensure your website appears in the search results when these queries are made. We have conducted keyword searches for ‘Wellingore’ however, due to the niche area there is very little data to analyse. We therefore recommend utilising the ‘near Lincoln’ keywords.

Implementation

- Use location specific keywords (see table 3.4)
- Include location specific pages on your website.
- Create and optimise your Google My Business listing.
- Collect reviews from customers.

Table 3.4 - Summary of local keywords including Lincoln/near

Page type	Page	Keyword	Volume (Average monthly search within a 12 month period)	Keyword Competition (0 being low, 100 high)
Pillar page	houses for sale lincoln	houses for sale lincoln	5400	21
		for sale in lincoln	1300	20
		houses to buy lincoln	590	19
		house for sale in lincoln	590	22
		homes to buy lincoln	480	19
		lincoln houses	480	20
		lincoln for sale	390	17
		latest houses for sale in lincoln	320	22
		homes for sale lincoln	260	18
		house in lincoln	170	18
		homes for sale in lincoln	140	17
		lincoln house sale	90	17
		buy lincoln	90	19
		homes in lincoln	70	17
		high quality houses in lincoln	0	0
	houses for sale lincoln Total		10370	

Sub page	new builds lincoln	new builds lincoln	320	15
		new homes lincoln	320	15
		lincoln new houses	140	11
		lincoln new housing developments	140	14
		new build homes lincoln	90	8
		new homes in lincoln	90	15
		new construction homes lincoln	70	13
	new builds lincoln Total		1170	
	new homes lincolnshire	new homes lincolnshire	320	13
		new builds lincolnshire	260	16
		new homes in lincolnshire	210	16
		new build homes lincolnshire	110	11
		new homes lincolnshire uk	110	16
		new housing developments in lincolnshire	110	17
		new homes for sale in lincolnshire	90	10
		new build houses lincolnshire	70	16

		custom built houses in lincolnshire	0	13
	new homes lincolnshire Total		1280	

3.5 Campaign Management

As the website and business are new to Google, it is important to regularly complete site audits and competitor research to continually optimise your site content for the organic keywords. We advise a full site audit annually, with more frequent audits on a quarterly basis. These are especially important after Google release updates or if you see a change in your online presence.

4. PPC Strategy

PPC (Pay Per Click) has been found to be the most effective way of ‘kick starting’ brands efficiently. There are a number of ways you can use this channel to reach your ideal audience. How PPC is structured – you have the campaign at the top level, containing ad groups a level below which are the actual ads. Campaigns and ad groups can be determined by the different keywords and locations you wish to include.

For the following PPC strategy we will include Search Ads, Display Ads and Video Ads.

4.1 Search Ads

Table 4.1 – Search Ad Suggestions

Campaign	Ad Group 1	Ad Group 2	Ad Group 3	Landing Page	Demographics	Negative Keywords
Executive Homes Keywords	Exact [executive houses], [executive new build homes], [new build executive homes], [new executive homes for sale]	Phrase “executive houses”, “executive new build homes”, “new build executive homes”, “new executive homes for sale”	N/A	Executive homes	30+ UK based	Affordable housing, one bedroom houses, cheap houses, houses in irrelevant locations (i.e Nottinghamshire), competitor houses/names
Luxury/Bespoke Homes Keywords	Exact [luxury new build homes], [bespoke luxury homes], [bespoke built	Phrase “luxury new build homes”, “bespoke luxury homes”, “bespoke built		Luxury Bespoke Homes	30+ UK based	Affordable housing, one bedroom houses, cheap houses, houses in irrelevant locations (i.e

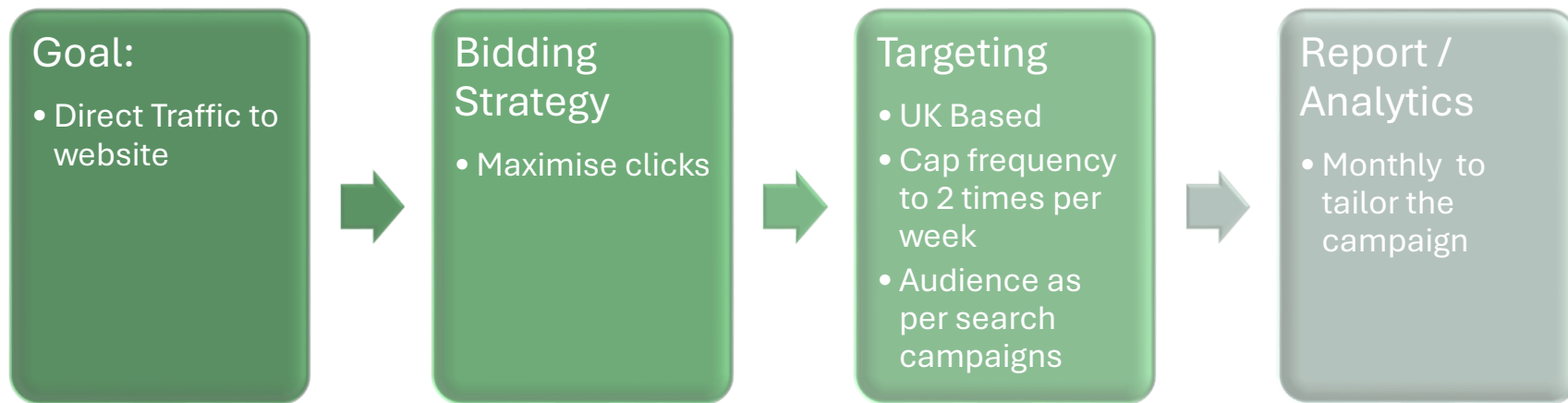
	homes], [bespoke houses], [bespoke new homes]	homes”, “bespoke houses”, bespoke new homes”				Nottinghamshire), competitor houses/names
Near Locations	Phrase - Executive Homes near Lincoln “Executive homes near Lincoln”	Phrase – luxury homes near Lincoln “luxury homes near Lincoln”	Phrase – Bespoke Homes near Lincoln “bespoke homes new Lincoln”	Near Lincoln	30+ UK based	Affordable housing, one bedroom houses, cheap houses, houses in irrelevant locations (i.e Nottinghamshire), competitor houses/names

Table 4.1 shows suggestions for keyword ad campaigns. As a starting point, we recommend the spend to be between **£5-10 per day, per campaign** to understand the response to these ads by using monthly analytics. This data can then be used to optimise the campaigns to narrow down the both the search and negative keywords, improving ROI from PPC advertising.

4.2 Display Ads

You can increase your visibility by displaying ads on websites and platforms that your target audience visits, such as news sites, social media, or industry blogs. Additionally, display ads can help you create a consistent and recognisable image for your business, as well as demonstrate your expertise and credibility in the commercial real estate market. Moreover, you can customise and tailor your display ads to your specific audience based on factors like location, demographics, interests, behaviour, or intent. Lastly, display ads can offer you valuable data and insights on your campaign performance such as impressions, clicks, conversions, and cost per action which can be used to track your return on investment and optimise your budget.

Please see below an example plan for a display campaign.



We recommend starting with one display campaign to run alongside the search campaigns aimed at remarketing the advert to viewers that have already taken an interest in Ardent Homes & Designs Ltd.

4.3 Video Ads

By using Google's Video Ads service, you can provide your users with compelling video campaigns with a range of formats across YouTube and across video partner sites. We recommend using skippable in-stream ads for Ardent Homes & Designs Ltd. Using this method with show the users content before, during or after other videos across Google video partners, these types of ads are ideal for sales, leads, website traffic, and awareness and consideration. There isn't a maximum length for videos however, the recommendations state between 30 seconds and 3 minutes, this is because when using Cost Per View bidding (CPV), you will only pay

for when a viewer watches 30 seconds of your video, or the entire duration if it is less than 30 seconds in total. There is an option to Maximise conversion bidding for target Cost-Per-thousand Impressions (CPM) which would also be a good option for Ardent Homes & Designs Ltd.

4.4 Campaign Management

Due to the nature of the business, it is important to tailor the search keywords, negative keywords and demographics as it becomes apparent where the most Return On Investment (ROI) is possible. Producing monthly snapshots alongside 4-6 monthly audits will enable the business to get the most out of their ad campaigns and to take actions if any corrections need to be made. For the audits we will review your ad copy, complete recent competitor research and recommend how to optimise your campaigns.

5. Social Media Strategy

Social media is an important part of everyday lives and is not to be ignored when completing a marketing strategy for property developers. It is important to tailor each platform to your target audience - doing this will ensure your pages are being seen by the right followers at the right time. Therefore, we recommend the use of Facebook, Instagram and LinkedIn.

How to build your followers and customer base using social media:

- Understand your audience – it's not just about knowing who your ideal audience is, you need to delve deeper to find out what they like or dislike, the preferred channels, what they like to look at online etc. For example, LinkedIn is best for finding high net worth users so we must understand what time of day they are on the platform and schedule your posts accordingly.
- Tell your story – building your brand by telling your followers who you are, why they should choose your business, your values/goals and USP's. Followers are more likely to engage if they understand more about the person/people behind the business.
- Build relationships – social media helps you to interact directly with your audiences. From answering questions to providing updates, communicating regularly will help to build a level of trust with your followers.
- Choose the right hashtags – Instagram in particular relies on the correct hashtags for greater brand exposure. Regularly analysing your hashtags will help you to understand which offer your business most value.
- Utilise your network – interacting with your suppliers. Like, follow and comment on their posts, and involve them in your content.
- Track your performance – understand what makes your followers tick, what posts get the most engagement, was the engagement from the physical post or could it be from the time of day, or was the ad targeted at a certain demographic? All of these questions help to build a stronger more valued presence.

5.1 Facebook

With the current demographic of 30+, executive, high end purchasers it is likely that Facebook will be one of their chosen social media channels. Facebook will be best used as a shopfront to show exterior and interior images that help to drive engagement and keep your brand in front of the right people. Facebook advertising will be a powerful asset at the beginning of the campaigns as it will help to

showcase the initial ideas/brand. For this to be effective you will require high quality imagery and videos that catch the eye instantly to encourage viewers to engage with the posts. Alongside this, static posts 1-2 times a week will keep the page in the forefront of follower's minds without being overpowering.

5.2 Instagram

Instagram is one of the most popular social media channels for property developers, it is estimated that 9 out of 10 property developers have an Instagram account. The use of high quality photos, videos and high-quality 3D renders will attract steady engagement before the properties have been built, allowing potential buyers to highlight interest at an early stage of the build. Posting on Instagram should be at least 3 times a week including posts, reels and stories.

5.3 LinkedIn

As discussed above, LinkedIn will offer the most value in engaging high-net worth customers. LinkedIn is also the ideal channel to grow your network by making relevant industry connections, creating informative posts, and keeping your followers updated. The use of longer posts and articles will be beneficial to Ardent Homes & Designs Ltd to establish a high-end brand aimed at professional buyers. As with Facebook and Instagram it is important to include quality images alongside your scheduled content. We recommend posting only on weekdays 2-4 times a week on the company page, with a view to engaging with relevant industry content to help boost credibility and brand authority.