

MAILER:

K. Hovnianian Homes

OBJECTIVE:

K. Hovnianian Homes faced the challenge of attracting new prospective homebuyers to the Orchids at Monroe community.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of prospective homebuyers in the market for a new home in Middlesex County NJ. The offer was designed to feature new homes in the community, allowing prospective buyers to browse the floor plans and models, while inviting buyers to the upcoming event of the Diwali Party including live entertainment and refreshments at the community. eTargetMedia strategically selected the highly targeted list of Prospective Homebuyers to reach individuals and families who are currently in-market for a new home, and skewed towards demographics that fit that target audience profile for the promotion.

OUTCOME:

The eTargetMedia email marketing campaign resulted in tremendous brand awareness while increasing traffic and driving increased visitation to the scheduled event at the homebuilder community, leading to increased leads of highly qualified homebuyer prospects for overall increased sales during the promotional period, as well as repeat initiatives due to the successful outcome.



K. Hovnianian's® Orchards at Monroe presents a:

Diwali Party

Join us on **Saturday, October 18th** from **12pm to 4pm** to tour our beautiful community with the entire family!

Food & sweets will be served while enjoying live entertainment

The Orchards AT MONROE

While you're here, learn more about our newest community.

Featuring:

- 132 distinct single-family homes
- Up to 3,125 square feet of living space
- 3-4 bedrooms, 2.5 baths
- Attached 2-car garages
- English basements

Priced from the mid \$500s

khov.com/theorchardsmonroe | 877.245.1208

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