

MAILER:

KB Home

OBJECTIVE:

KB Home faced the challenge of reaching a new prospect base of qualified prospective homeowners to drive foot traffic to scheduled new community events at various new KB Home communities located primarily in the southeastern states, as well as educating future homebuyers about current incentives and resources available to them to make now the right time to buy a home.

SOLUTION:

eTargetMedia implemented a highly effective, targeted series of email marketing campaigns, utilizing our specialty Prospective Homebuyers File, segmenting various audiences based on the focus of the incentive including young families, first time homebuyers, military and retired military, service professionals, and real estate professionals, each geo-targeted around a selected mile radius of the community for increased event attendance.

OUTCOME:

The email marketing initiatives resulted in significantly above industry average open and click through rates for email to acquisition lists. The campaigns increased traffic to the client site, increased visitation from new and repeat visitors to the website, and generated qualified leads of prospect homebuyers as well as an increase in event attendance for each community event. The campaigns resulted in heavy continuation list usage due to strong results.

HOW TO BUY A HOME

ADVERTISEMENT



**Saturday, March 19
noon-2pm**

EVENT HOSTED BY **KB HOME**

**Lunch will be served.
Free gift for attending!**

Join us for an informative afternoon and we'll answer these questions and more:

- How much home can I afford?
- What are the tax advantages of owning?
- What financing choices are available?
- What do I need for a down payment?
- What are the benefits of owning a home that's been built just for me?



Space is limited! Click here to find a location and RSVP for this event!

Click here to sign up for updates and offers from KB Home.

888-KB-HOMES Building quality new homes since 1957. kbhome.com

If you have any questions, please call us at 888-KB-HOMES or email us at kbhomes@kbhome.com (please do not reply directly to this email).

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