



CUSTOMISING EMAIL MARKETING

Universal Homes celebrates over 55 years of building thousands of quality, outstanding value homes in New Zealand. It takes years to establish a reputation as solid and reliable as Universal Homes who are proud of their history and commitment to continued innovation, design excellence, value for money and future proof building solutions.

TRAFFIK
DIGITAL
WAS
ENGAGED
TO:

Build and implement a robust email marketing system.

Having embarked upon a digital strategy with Traffik Digital, the challenge was to build a robust email marketing system, that would;

- + Send a **thank you for visiting email** to every person who visited a Universal Homes show home, every week.
- + Email templates needed to comply with Universal Homes brand standards, however reflect visually the show home each visitor had visited, in the estate they visited, by the sales person they met.
- + Send **monthly estate email** marketing to showhome visitors and new residents.
- + Send **quarterly Universal Homes** company marketing material and generic updates.
- + Send ad hoc **"new release" emails**, notifying persons of new homes just released, within the users specified criteria.

STRATEGY:

INTEGRATION

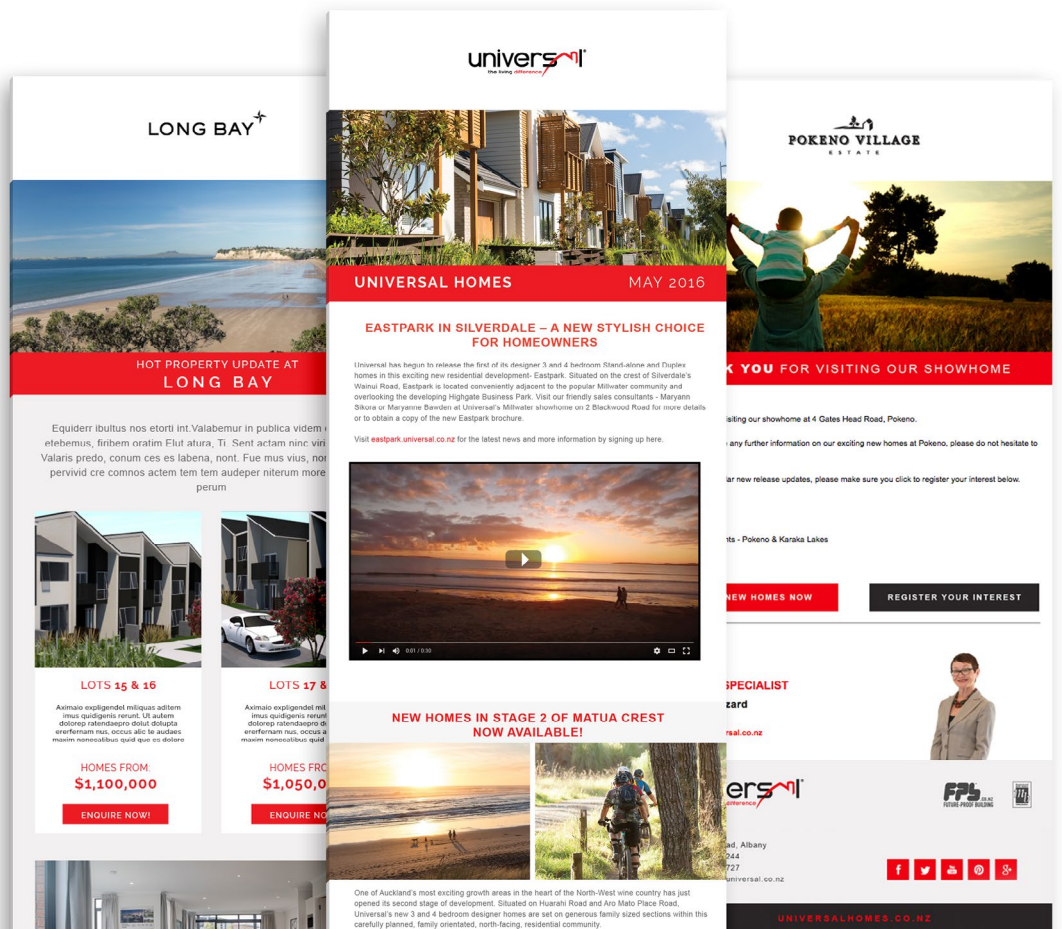


MARKETING



CONCEPT DESIGN:

Simple, clean, fresh, brand compliant design.



RESULTS:

OVER A 12 MONTH PERIOD

+600%	-BOUNCE BACKS	+DIRECT SALES	1,600%
DATABASE SIZE	MORE ACCURATE DETAILS GAINED FROM CUSTOMER, REDUCING BOUNCE BACKS.	DRIVEN AND CREDITED TO NEW RELEASE EMAIL AND OVERALL MARKETING.	INCREASE IN WEBSITE TRAFFIC

Source: Universal Homes CRM, 2015 vs. 2014.