

PROJECT SPOTLIGHT:

KOLTER HOMES LEAD ACQUISITION

A Florida homebuilder, Kolter Homes brings more than two decades of experience in homebuilding to each of its neighborhoods throughout the Southeastern United States. The company is committed to building valued residences and “Creating Better Communities.”

In DeLand, Kolter launched Cresswind at Victoria Gardens, a private, gated, active adult community located 20 minutes from New Smyrna Beach and 30 minutes from Orlando.

A longtime member of the Greater Orlando Builders Association, and the lead agency for the Central Florida Parade of Homes, our homebuilder division led the marketing efforts, including:

Brand Positioning

Kolter had strong corporate brand standards, but messaging needed to resonate with the target audience and convey the points of difference and unique selling points of the community. For the target, proximity to continuing education, libraries, hospitals and grocers were all strong selling points—location, location, location.

KOLTER HOMES®



INDUSTRY
HOME BUILDING



AUDIENCE
POTENTIAL HOMEOWNERS
IN CENTRAL FLORIDA



CATEGORY/TACTICS
BRAND POSITIONING
STRATEGIC PLANNING
CREATIVE DEVELOPMENT
SALES COLLATERAL DEVELOPMENT
LEAD GENERATION



Print Ad



Outdoor Signage



Billboard

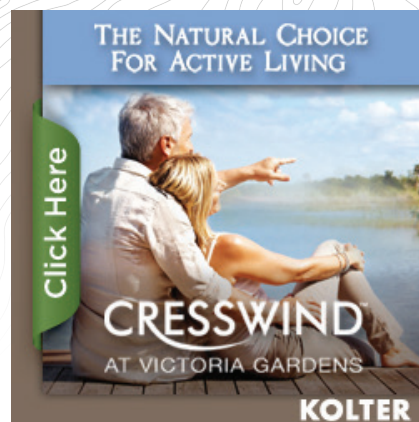
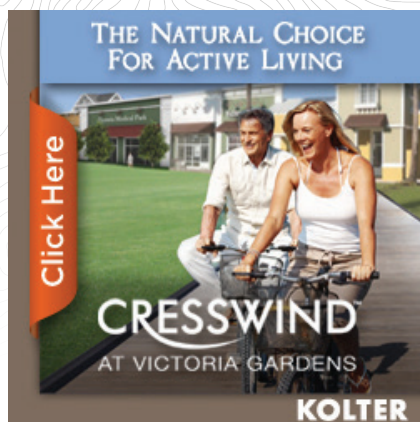
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Print Collateral



Print Ad



Digital Ads

Creative Development

Primarily concentrating on strategic print advertising, with digital and outdoor also supporting our efforts. The incorporation of beautiful photography was key to the creative development.

Sales Collateral Development

Both B2B and B2C collateral was developed, from realtor brochures to consumer fliers, elevation sell sheets and maps. A full range of complementary collateral was essential in yielding ROI for Kolter.

Lead Generation

Utilizing IP address caching, an opt-in email marketing campaign, geo-fencing and recorded series of phone numbers, we were able to track activity from awareness through the sales funnel, to conversion, providing a measured cost per acquisition, or in this case, a "cost per close," under the industry standard.