

Boca Grove Realtor Communication

Problem

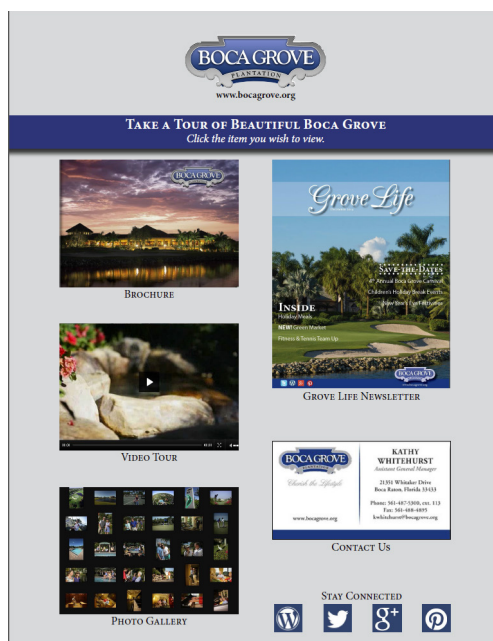
- Communication between Boca Grove and realtors was “one-way” — realtors called Boca Grove for information.
- Realtors were often given inaccurate information by other realtors.
- If realtors or prospective members requested information about membership, Boca Grove would “snail mail” the marketing kit.

Solution

- Developed an interactive digital brochure (PDF) that features the same components as the marketing kit, but can be easily shared with realtors and prospective members via email.
- Implemented a quarterly e-newsletter targeted toward realtors that featured current specials, fee schedule, club news and a link to current home listings.
- Initiated and coordinated the Boca Grove Showcase — an annual event that features multiple open houses of current home listings followed by a lavish lunch and clubhouse tours.

Outcome

- Boca Grove is now controlling the messaging between the Club and realtors ensuring realtors receive accurate membership information in a digital format that can be shared quickly and easily.
- Both the e-newsletter and the Boca Grove Showcase enable Boca Grove to create and cultivate relationships with local realtors.
- Through the Boca Grove Showcase, realtors are given an opportunity to experience the Boca Grove lifestyle, which assists them in selling homes and memberships.
- The Boca Grove realtor database increased 100% in a 12 month period.
- In 2013, Boca Grove saw a 50% increase in annual home sales compared to the average annual sales of the previous 5 years.



Interactive Digital Brochure



Realtor Open House Invitation



Realtor E-Newsletter

Blog Editorial Calendar

Problem

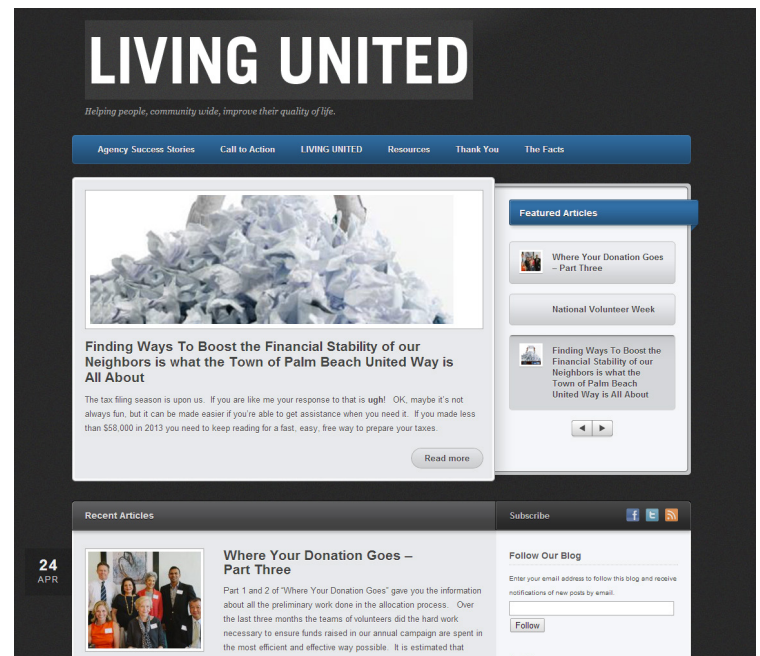
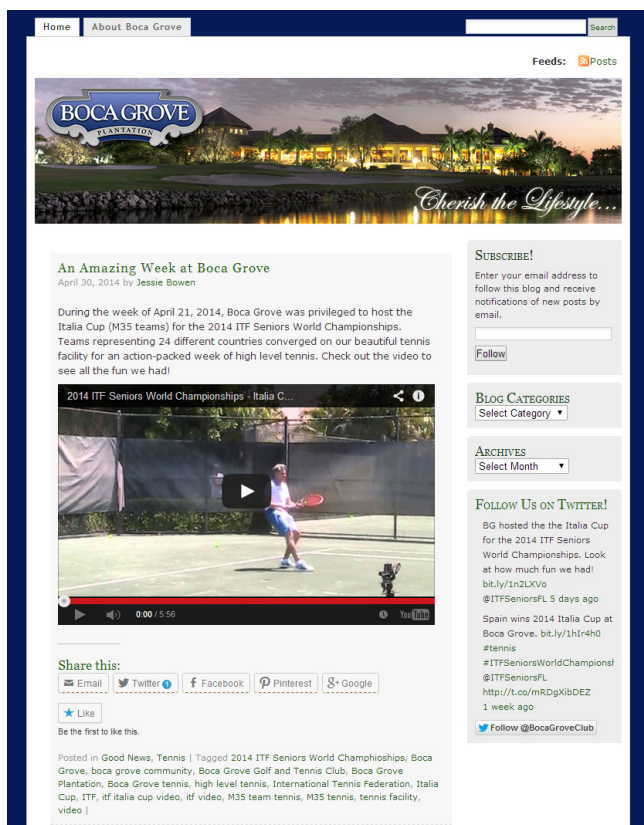
- Neither the United Way nor Boca Grove had a communication strategy that included blogging.
- The United Way didn't blog at all. Boca Grove blogged once a month, but the content was written by a third-party vendor and wasn't shared on social media — or anywhere for that matter.

Solution

- Created a blog on WordPress for the United Way.
- Took Boca Grove's blog in-house and moved it to a social platform (WordPress).
- For both organizations, established an editorial calendar for blogging on a regular basis (at least once a week).
- Blog posts were shared on all social media platforms to reach new audiences and encourage engagement.

Outcome

- The blog content and the increased frequency in which we blogged helped search engine rankings.
- The blogs assisted in increasing social engagement.
- By bringing Boca Grove's blog in-house, we saved \$10,000 annually. We later reallocated that money to obtain a media database for better media targeting.



townofpalmbeachunitedway.wordpress.com

Evolution of Emory Law Collegiate Postcard Campaign

Emory Law executes an annual direct mail campaign targeted toward current undergraduate students. Current Emory Law students are featured on postcards wearing their undergraduate collegiate attire. The back of the postcard includes a brief biography of the Emory Law student and their email address. Postcards are mailed to prospective students who attend those particular universities encouraging them to apply to Emory Law. This is a highly segmented campaign the consists of approximately 50 unique postcards.

Problem

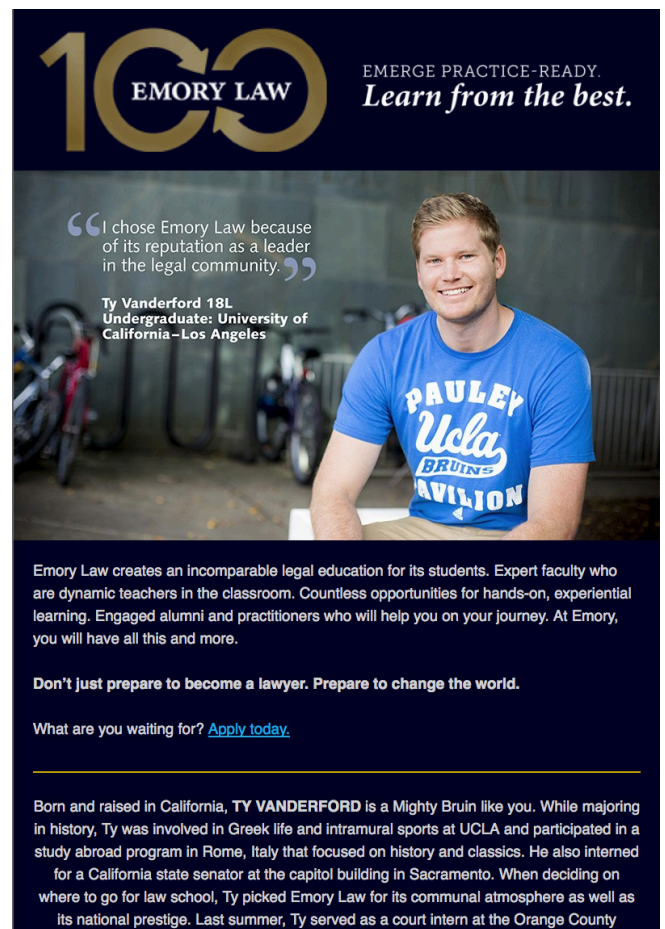
- The target audience receives and consumes their information online — not via “snail mail.”
- There were no metrics in place for measuring the success of the direct mail campaign.

Solution

- Created a digital version of each postcard to send to prospective students via email.
- Used MailChimp (CRM) to send all digital postcards because of it's reporting capabilities so the data can be reviewed and analyzed.

Outcome

- Emory Law has clear metrics to help measure the success of the campaign (ROI).
- The data provides important data that can be analyzed to determine how the campaign can be adjusted and improved.
- The admission team can further engage with prospective students who may have clicked through the email, but did not apply.



2016 Collegiate Postcard
(direct mail)

2016 Digital Collegiate Postcard
(email)

JD Admission Viewbook Redesign

Problem

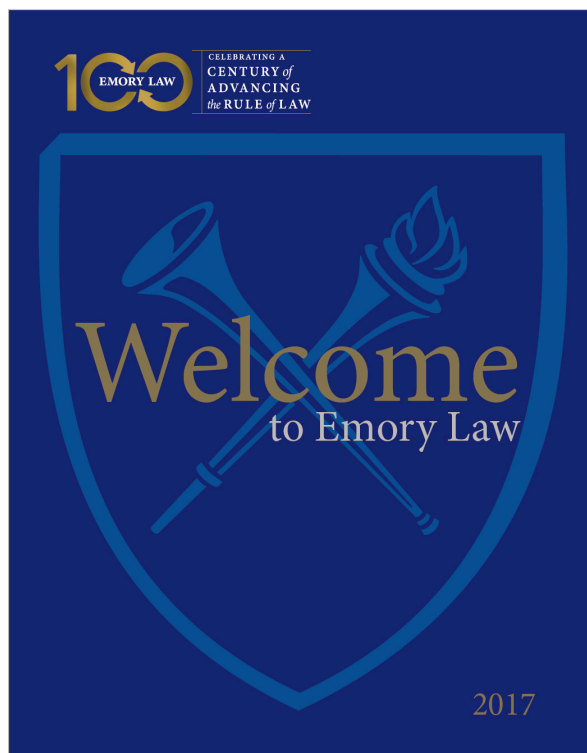
- Emory Law was overdue for a redesign of their viewbook. We needed to elevate the visual impact of the piece and bring it in line with the broader Emory University branding guidelines.
- Admission team was apprehensive. Being alumni of Emory Law, they have deep ties to the school and still consider themselves as the target audience.

Solution

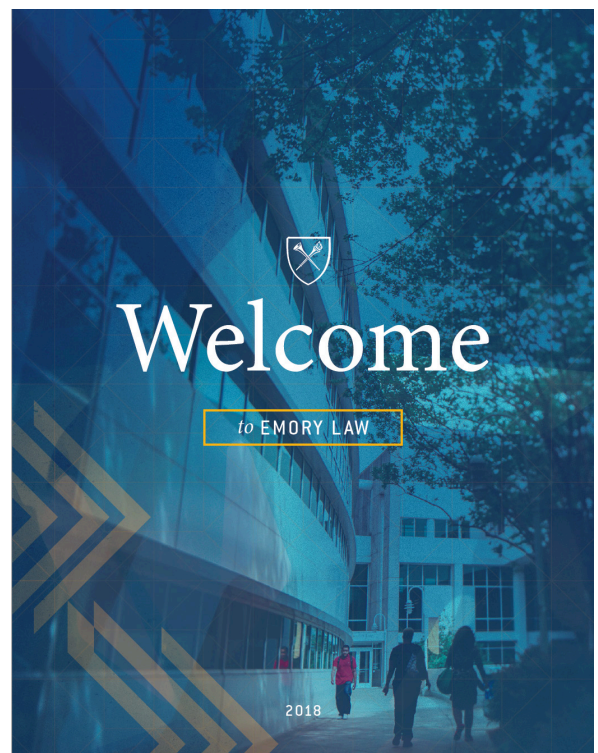
- Hosted a student focus group (mostly 1Ls) to help determine the design direction. Students were presented with 5 possible cover options and ranked them based on their preference.
- The students also gave feedback on what they liked and did not like about each cover.

Outcome

- Gained client buy-in — the admission team agreed to proceed with the cover design that the students preferred most.
- Emory Law will soon have a viewbook that is on-trend with today's design standards and consistent with Emory University's brand guidelines.



2017 Viewbook Cover



2018 Viewbook Cover