



Marketing Strategy

Wardell Homes is committed to delivering five-star customer service and using emerging technologies to differentiate itself in the competitive market of newly built homes. Our primary target market includes individuals aged 18-35, aligning with the average age of first-time homebuyers in the UK. Our unique selling proposition is the integration of augmented reality (AR) and 3D viewing technologies to enhance the customer experience.

1

Target Audience

- Demographics:** Ages 18-35 but not restricted to.
- Psychographics:** Tech-savvy, value convenience and innovative solutions, prioritise quality customer service.
- Behaviours:** Frequent users of digital platforms, engaged with interactive content, research extensively online before making purchase decisions.

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Market Analysis

- Increasing demand for innovative and tech-driven home buying experiences.
- Growing importance of online and virtual tools in real estate due to digital transformation.
- Key competitors include other home builders offering standard viewing options.
- Competitors often lack advanced technological features like AR and 3D viewing, providing Wardell Homes with a competitive edge.

3

Brand Positioning

- Unique Selling Point (USP):** Wardell Homes leverages cutting-edge AR and 3D technology to offer a unique, immersive home viewing experience, coupled with unparalleled customer service.
- Brand Messaging:** "Experience the future of home buying with Wardell Homes – where innovation meets exceptional service."

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Marketing Objectives

- Boost AR viewing engagement.
- Show how Wardell Homes is at the forefront of innovation.
- Make the company memorable by marketing the AR feature.

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Marketing Platforms

- Make use of traditional marketing platforms in public spaces such as billboards and banners.
- Utilise platforms like Instagram, Facebook, and TikTok to share engaging content, including AR demos and virtual home tours.
- Launch targeted ads on Google and social media platforms highlighting the AR and 3D features.
- Send newsletters and promotional emails to a targeted list of potential buyers, emphasizing the unique technology and customer service.

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Metrics & KPI's

- Website traffic and user engagement.
- Number of AR and 3D viewings.
- Customer satisfaction ratings and feedback.

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Review & Adjustments

- Conduct quarterly reviews of the marketing strategy's performance.
- Use data analytics to make informed adjustments to campaigns and tactics.
- Stay updated with emerging technologies and market trends to keep Wardell Homes at the forefront of innovation.