

A blurred background image of a business meeting. Several people in business attire are gathered around a table, looking at documents and a laptop. The image is semi-transparent, allowing the text to be clearly visible.

Worcester Investments

2019 Marketing Strategy

Multi-Channel Marketing Strategy

Worcester Investments



12 YEARS OF QUALITY INVESTMENTS

Worcester Investments specializes in the acquisition, renovation, development, and management of apartment communities in the Kansas City Metro. Our portfolio consists of 3,200+ multifamily units, acquired from 2007 through 2018

SPECIFIC GOAL

Marketing Goal

Bring in new investors (Fund & Syndication)
Finding people who want to invest in real estate

Current WI Revenue 20MM
Current 100 current investors





KEY METRICS

Key Performance Indicators (KPIs)

Key metrics in determining the overall performance and health of our content marketing program include social shares, site traffic, CTR (click-through-rate), retention metrics, post engagement (comments), bounce rate, email subscribers earned, completed registration forms, sales leads, etc.

KPI's

Key Performance Indicators



#1

RAISE 20 M - FUND

Raise 20 M in the fund - 2019 (200 new investors) Average \$100,000



#2

RAISE 10 M - SYNDICATION

Raise 10 M in syndicated (direct) investors (50 new investors)



#3

LINKEDIN

LinkedIn followers 245 followers - to 750 followers



#4

TWITTER

Twitter - 509 followers - to 1000 followers

A red dart is shown in the center of the frame, hitting the bullseye of a target. The target has concentric rings, and the background is a dark, bokeh-filled gradient. The text 'TARGET MARKETING' is overlaid in large, white, bold letters.

TARGET MARKETING

Determine our Target Audience

Target Audience

Target Audience Personas

BUSINESS OWNERS



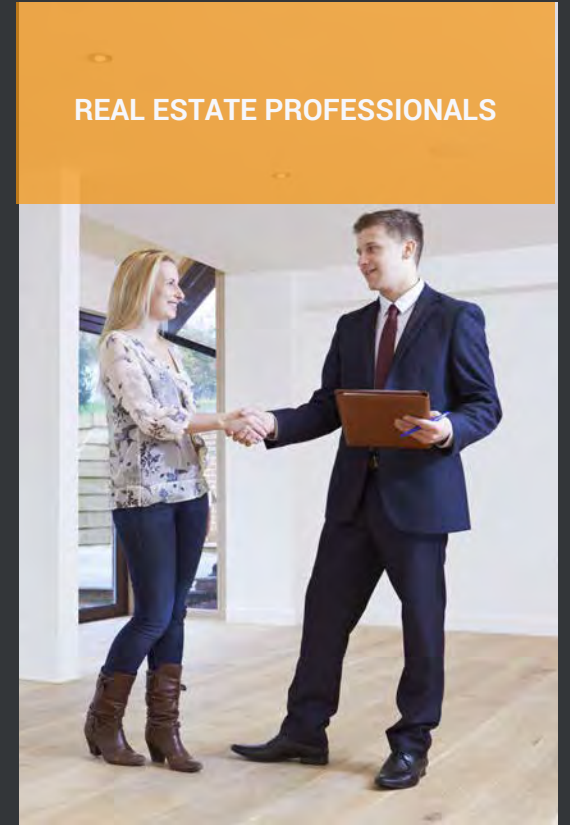
CPA'S



DOCTORS AND DENTISTS



REAL ESTATE PROFESSIONALS







Why implement a multichannel marketing strategy?

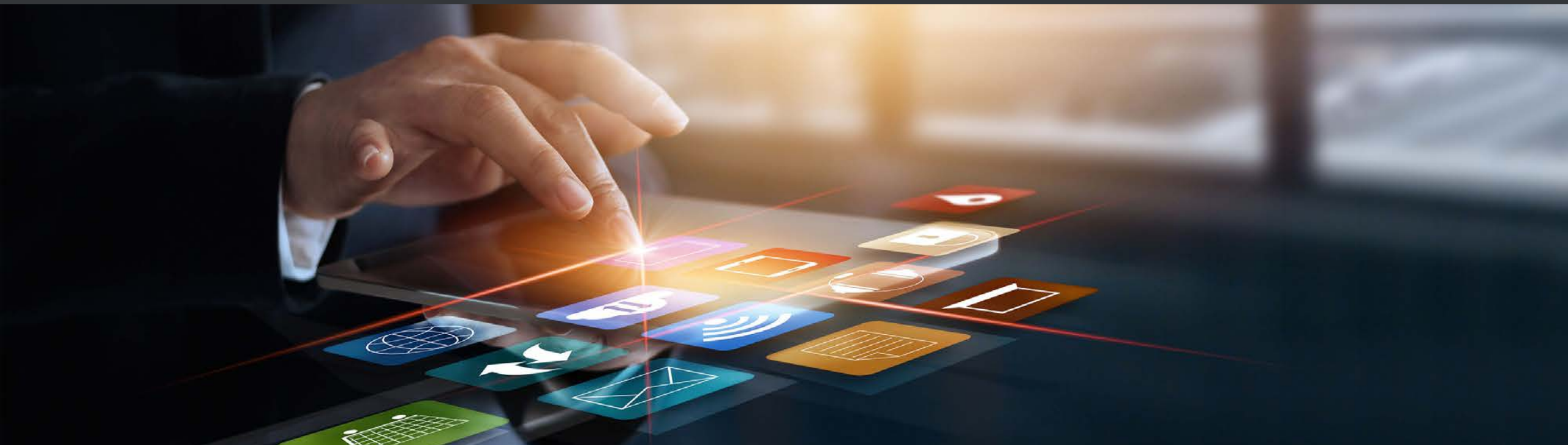
Developing a Multi-Channel Marketing Strategy comes with a pleasing ROI. On average, multi-channel marketing and selling increase revenue by 38%, 120%, and 190% with each additional channel.

CROSS-CHANNEL

Multi-Channel Marketing

The best brands sell to their customers wherever they consume content.

Cross-channel engagement involves integrating multiple marketing channels, using a combination of indirect and direct communication, to seamlessly interact with your target audience offering a unique experience that benefits the consumer.



Six actionable steps to keep our audience engaged



Lunch & Learn

Bring people in for luncheons, dinners. Share expertise with prospects and current customers. A smaller group, ten people maximum, makes for an ideal group size.



YouTube

More video is consumed on YouTube than any other social network. Mentioning the word 'video' in your email subject line increases open rates by 19%. Video on landing pages can increase conversions by up to 80%.



Social Media Video Marketing

Create 24 social Media videos, 2-videos per month, with Lumen. Entertainment tends to win the day on Facebook, as does emotionally-charged content.



Content Marketing Strategy

Create, & Distribute and Disseminating useful marketing content in order to captivate audiences, generate leads, increase revenue, and enhance brand awareness.



SEO to Enhance Marketing

Integrate keywords into blogs and other content to enhance SEO and generate organic traffic. Choose target keywords and key phrases and use them consistently throughout all materials including title tags and in paragraph headings for web.



Blog

Provide an opportunity for dialogue. Bring customers together in online social-sharing communities.

A rocket is shown launching from a rocky, dark landscape. The rocket is white with red and blue accents and is angled upwards towards the top left. A large, billowing plume of white smoke and fire trails behind it, extending down to the horizon. The sky is a dark, moody grey with some lighter clouds near the horizon. The overall tone is dramatic and powerful.

HABITS OF SUCCESS

PROMOTE EACH CHANNEL

For maximum reach and effect



CONTENT MARKETING STRATEGY

A consistent brand message is your heartbeat

Content Audit



Create a list

Create a comprehensive list of all content assets, across all content types, channels, and distribution formats.



Compare

Assess existing content against customer needs and business objectives.



Evaluate

Evaluate all content against the same set of goals and guidelines to determine where content is inconsistent.



Delete

Remove any piece of content that does not connect to other content, or to themes represented in other work.



Repurpose

Make smart use of existing content in marketing strategy that is valuable and relevant.



Remove

Clear out repetitive content that focuses on a single subject that because of its repetitiveness creates little or no value.

Brainstorm IDEAS

What information do we want to communicate? How does our information differ from the competition? How will our content benefit our audience, and what outcomes do we expect will come from providing this content?



Create evergreen content that is as relevant and fresh today as it will be many years from now.



Detail the specific audiences for whom you will create content and determine what their needs are.



Create value content

Create value material that builds trust and authority among our visitors and helps us to develop into a recognized leader in our industry. By educating them on high quality, relevant and authentic content, readers will become loyal to us and our brand.



Integrate keywords and phrases to be used consistently throughout our material.



Carefully compose the right CALL TO ACTION for our desired outcome.



2019

CONTENT LIBRARY

Building a content library



CONTENT ASSETS

Content Themes

Create consistency across all channels



Real Estate Investing

Why Worcester

Kansas City Real Estate



THOUGHT LEADERSHIP TOPICS

Real Estate Investing

Private Real Estate vs public REITs

How to invest in Commercial Real Estate

The Impact of Leverage on Real Estate investment returns

The benefits of alternative investments

Real Estate vs the S&P 500

Direct Investing in Private Equity Real Estate

The Tax Advantages of Real Estate Investing

The power of compounding

How does Crowdfunding work?

Tax Benefits of Real Estate investing



THOUGHT LEADERSHIP TOPICS

Worcester Direct

The Benefits of investing in Private Equity

Investment opportunities

How have we done? A history of Worcester Investments

Partnerships and How they work



THOUGHT LEADERSHIP TOPICS

Worcester Fund

Investing in Private Equity Real Estate: How the Worcester Fund works.

Why Worcester Investments for Kansas City Multi-family Real Estate

How vertical integration adds value in Multi-Family Real Estate Investing

How a local market focus adds value

A history of Real Estate returns

How the Worcester Fund works

What is value add real estate investing?

What is Private Lending?



THOUGHT LEADERSHIP TOPICS

Kansas City Real Estate

Kansas City Real Estate market update

Kansas City economic update

The outlook for KC Real Estate



MEASURING SUCCESS

Personalize each campaign and measure our performance from several different perspectives. Monitor KPIs and use A/B testing to hone in on the right recipe for success.

2019

