

MARKETING MATERIALS CASE STUDY

PROVEN TO INCREASE YOUR CLOSE RATE



STEVE GIBBS

General Manager, Tucson, AZ

Printed marketing materials effectively capture more sales, but how do we know marketing material use truly works?

THE ASK

The marketing team was tasked to develop an effective way to provide each location with the tools needed to help close more sales. The marketing team has created and shipped over eight unique marketing materials and a comprehensive starting guide on using them. However, tracking and reprint requests make it clear that not all locations use them.

TUCSON LOCATION

Through tracking, Tucson, along with other locations, are consistently using the marketing materials. It was also noted that their sales have been improving since Tucson used the new materials. The marketing team then sat down with Steve Gibbs, the General Manager of the Tucson location, and interviewed him on how he uses the materials, effectively convinces the Housing Consultants to utilize them, and the impact.

CHALLENGES

It can be challenging to implement any new or additional selling and marketing strategies. We've already shown each site the what and the how; now, we need to provide the why.

01

Lack of Instant Success

Through our interview with Steve, the consensus of his sales team is why bother spending time on something when it won't lead to a sale right away?

02

Understanding the Impact

After a customer shows interest, the HC can stay in contact and respond to resistance in a friendly, targeted way. And if the customer loved the home, marketing can help them stay connected until closing.

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TUCSON'S SOLUTION

As a General Manager, Steve Gibbs impresses upon his team the importance of marketing. Therefore, it can be helpful to understand the process Tucson uses to successfully keep the marketing materials flowing and thus improve close rates.

01

Closely Follows the Marketing Guide

Steve utilizes the marketing guide and displays it for Housing Consultants to easily follow.

02

Makes it a Competition

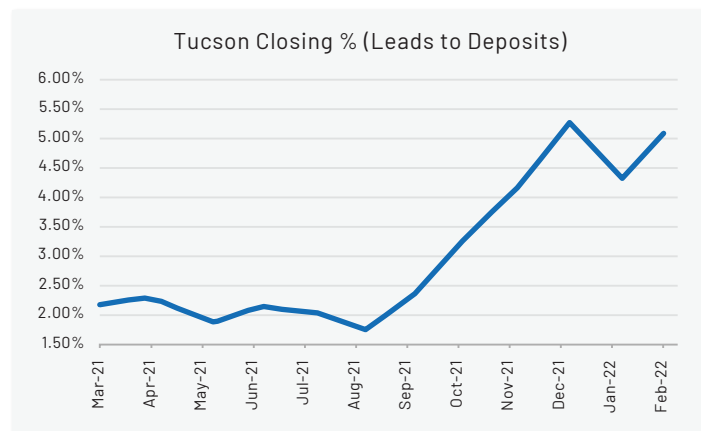
The Tucson location displays the Housing Consultant's names and the number of use of marketing materials.

03

Checks In Often

Steve has made it a priority to check in with each of his housing consultants with weekly one-on-ones.

THE IMPACT OF MARKETING MATERIAL IN THE TUCSON LOCATION



We all want the same thing: we all work as a team to make it as easy as possible to sell homes.

IMPACT

When a customer has a marketing piece in their hand, on their counter, or even into their trash, this is a crucial touchpoint that reminds the customer of Factory Expo Homes, and over time, it makes a huge impact.

RESULTS

Marketing materials are a proven process that works as a long-term play.

With simple changes to your process, Housing Consultants will see results, and it becomes baked into their process after a while. The more material mailed, the more the effects will snowball.

Marketing tools are shipped from corporate at no cost to the location; it's a win/win.

BENEFITS

We want to give you the tools to easily impact your sales with no hard costs to cover. By buying into this process and incorporating marketing materials, you will see results!

TUCSON STATISTICS

Turned 2% into **5%+**

CLOSING RATE INCREASE

Once the consistent use of marketing materials was implemented.

31 out of the **45**

SALES MADE IN TUCSON PRESENTED MARKETING MATERIAL IN PERSON

Some converted customers had multiple pieces.