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2009

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<b>Project:</b>	<b>Simek Builds Leads with Personalized Direct Mail and PURLs</b>
<b>Vertical Market:</b>	Other – Construction
<b>Business Application:</b>	Direct Marketing/Lead Generation

### Business Objectives

Jim Simek, owner of Simek Custom Homes, has been building custom homes in the San Antonio area for thirty years. He specializes in a style called Texas Hill Country.

The decision process for selecting a builder for a custom home typically takes from four to six months. However, many potential prospects begin the investigation many months if not years before they select a builder. Simek needed a campaign that would:

- Generate leads by targeting owners of unimproved lots
- Increase business during typically slow months
- Grow awareness of Simek Custom Homes

### Results

- 2.5% response rate – recipients visited personalized URL (PURL)
- 1.3% of recipients completed the survey on their PURL
- 355% increase in Web site hits
- 168% increase in average time on Web site
- Four new customers as a result of this campaign
- 13 prospects were identified who planned to build within 12 months
- 18 prospects were identified who planned to build in the next 13-24 months
- 13 additional prospects were identified from a generic URL accessed via the Simek Web site
- 100% acquisition of respondent emails for future marketing



Enter to win a personalized Build Bag chocked full of \$200 worth of items to make your building process a breeze!!

GO TO  
**KATEDUNN.SIMEKBUILD.COM**  
AND ENTER TODAY!

**SIMEK**  
CUSTOM HOMES  
1303 Blanco #103  
San Antonio, TX 78216  
www.SimekCustomHomes.com

kate Dunn  
PO Box 6834  
Richmond, VA 23230

Win a Simek Build Bag: \$200 Value  
**KATEDUNN.SIMEKBUILD.COM**

**Your Lot.**

Deal with the owner. A person who has built his business on referrals from ecstatic clients. A person who delivers. On-time and on-budget.

Trust Simek. He's built custom homes for 30 years.

CALL TODAY: 830-980-2412  
OR VISIT  
**KATEDUNN.SIMEKBUILD.COM**  
TO ENTER TO WIN A SIMEK BUILD BAG.

Offer expires April 30, 2008

**Your Builder.**

**SIMEK**  
CUSTOM HOMES

- Mountain Springs Ranch
- The Crossing At Spring Creek
- River Crossing
- Rim Rock Ranch
- Mystic Shores
- Rebecca Creek Ranches
- Seven Hills Ranch
- Garden Ridge
- Windmill Ranch
- Comal Trace

## Campaign Architecture

DIG and their client Blue Tape developed a cross-media marketing strategy for Simek.

- A personalized direct mail piece showcasing Simek's custom homes directed recipients to a personalized URL (PURL)
- At their personalized Web site recipients could enter a contest
- Thank-you emails were sent to those who completed the survey on the personalized Web site.
- A follow-up email was sent announcing the contest winner, giving Simek another opportunity to communicate with prospects.

Simek Custom Homes  
https://www.expresslandingpage.com/TrackingSystem/AG\_1552/TMP\_2010/Landing.aspx

**SIMEK**  
CUSTOM HOMES

**Build the home of your dreams in Acacia Ranch!**

Turning dreams into reality is easier for some than others. The more you know, the better the plan and the more likely you are to enjoy not only your new home but the process of building it!

Enter to win a personalized Simek **Build Bag**. It's stacked with all of the things you'll need while building your new home. You'll get tools to keep tabs on the building process, your decorating choices, construction dates and even those dreams of yours. From a tape measure and disposable camera to furniture templates and a portfolio to hold paint swatches, your Simek **Build Bag** is a personalized canvas tote is just perfect for carrying back and forth to your new home site!

Please give us your email so we can contact you if you win.

Email Address:

Compact Tool Set  
Disposal Camera  
Gift Cards

Simek Custom Homes  
https://www.expresslandingpage.com/TrackingSystem/AG\_1552/TMP\_2010/ThankYou1.aspx

**SIMEK**  
CUSTOM HOMES

Thanks for telling us a bit about your plans. This is a Contemporary Ranch home built by Simek Custom Homes.

Since you plan to start the building process in the next thirteen to twenty four months and already have a design plan, it's time for a cost breakdown from a builder to help you attach costs to the design features you have chosen. You can then begin to research lending options.

Simek Custom Homes has built Contemporary Ranch homes in the San Antonio area for 30 years just like the one on this page. If you want a builder who is experienced, visits each site every day and insists on providing a steady stream of information to clients, consider building with Jim Simek.

"Jim met me every Saturday to walk through the house as it was being built." - Jerry Fogle

Call Jim at 830-980-2412 or [click here](#) to contact him.  
[www.SimekCustomHomes.com](http://www.SimekCustomHomes.com)

Exit



### Target Audience and Messaging

To generate leads for Simek, DIG and Blue Tape targeted people who already owned a lot but had not yet built on it.

The personalized direct mail piece focused on Jim Simek's experience and the fact that clients deal directly with him. The mailer also included a list of neighborhoods where Simek had built custom homes. This list was variable based on where the recipient's lot was located.

Recipients were encouraged to visit a PURL and enter to win a "Simek Build Bag." At their personalized Web site recipients could provide information about their current stage of planning, the style and price range of home they were thinking of building. The Web site included suggested next steps based on the respondent's planning status. Each subsequent page included images of other homes in the style and price range matching the respondent's selections.

Thank-you emails were versioned based on where the respondent lived currently. The emails invited respondents to drive by Simek-built homes in their area.

Simek's primary Web site was updated to include links to the contest allowing additional interest to be generated. People entering via the Web site used a guest login on the landing page.

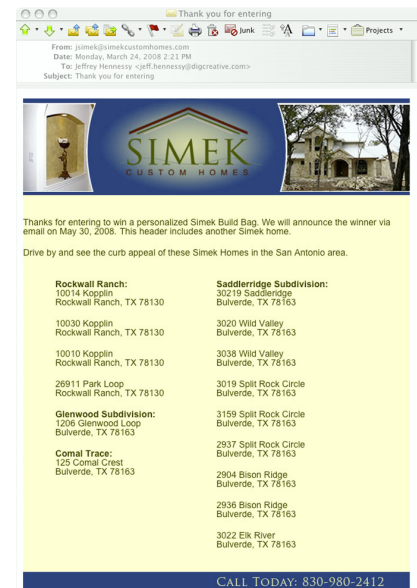
The follow-up email announcing the contest winner stressed that Jim Simek is always available to answer any questions about building a Texas Hill Country home.

### Offer

The direct mail piece included an offer of a "Simek Build Bag" which contained items helpful when planning and building a custom home. The contents of the personalized canvas tote bag included disposable camera, compact tool set, gift cards, furniture templates and a portfolio to hold paint swatches.

### List

A list of people with unimproved lots was purchased.



### Creative and Outbound Pieces

The direct mail piece used relevant images of a typical unfinished lot in the area and a sample Simek home. Images on the personalized Web site and the thank-you email varied based on the style of home that the recipient had expressed an interest in.

### Reasons for Success

Simek's reputation is built on high quality, attentive customer service and building homes to meet clients' specific needs. For these reasons it was important that a campaign marketing Simek treat prospective customers as individuals with unique home needs. The personalization of the direct mail, Web site and emails accomplished this and made the recipient feel like Simek was listening to them.

The Simek campaign began just as the nation was entering one of the slowest periods for new home starts in history. 44 potential buyers were added to the Simek database as a result of the campaign. These leads, considered in a nurture status until the national credit crisis abates, are strong prospects for Simek. Since prospect emails were captured as part of this lead generation effort, inexpensive email communications are being used to maintain mindshare for Simek Custom Home Builders. Mr. Simek believes that these leads should deliver his typical closing rates once the credit situation improves and he expects to close at least two to three contracts from within this database.



<b>Client</b>	Simek Custom Homes <a href="http://www.simekcustomhomes.com">www.simekcustomhomes.com</a> Simek Custom Homes has been building custom homes in the San Antonio area for thirty years. They specialize in a style called Texas Hill Country.
<b>Print Provider</b>	Blue Tape <a href="http://www.printingonmain.com">www.printingonmain.com</a> Blue Tape services include digital, offset and large format printing, data and mailing services, electronic messaging and results analysis.
<b>Marketing Agency</b>	Digital Innovations Group (DIG) <a href="http://www.digcreative.com">www.digcreative.com</a> Located in historic Richmond, Virginia, Digital Innovations Group offers strategic sales and marketing consulting and training, as well as marketing and design solutions to cutting-edge businesses and organizations around the country.
<b>Hardware</b>	Xerox DocuColor 6060
<b>Software</b>	PrintShop Mail
<b>Target Audience</b>	Owners of unimproved lots
<b>Distribution</b>	3,375
<b>Date</b>	April – May 2008