



Entry Form 2017 Annual Awards for Program Excellence

Entry Deadline: Thursday, June 15, 2017, Midnight ET

Each entry must include a completed entry form. Please complete a form for each entry your HFA is submitting. The completed entry form will become the first page of your entry.

This form is a fillable PDF. Type your information into the entry form and save it as a PDF. Please do not write on or scan the entry form. **Questions: Call 202-624-7710 or email awards@ncsha.org.**

Entry Title: Enter your entry's title exactly as you wish it to be published on the NCSHA website and in the awards program.

Category:

Subcategory:

Entry Summary: A 15-word (max) summary of the program, project, or practice you are entering.

HFA:

HFA Staff Contact:

Phone:

Email:

Visual Aids:

Are you mailing to NCSHA 10 copies of any visual aids that cannot be included in your entry PDF? Yes No

Payment:

My HFA is mailing a check to NCSHA.
My HFA is emailing the credit card authorization form to awards@ncsha.org.

Directing Our Message to a New Generation of Homebuyers.

Target advertising using geofencing and smart devices

Overview

One of the most difficult tasks for a marketing department in a Housing Authority is to find and connect with the demographic most likely to be a candidate for its products and services.

The challenges of contacting the Gen X and Millennials¹ are different from those of the past. In some ways they make it easier—they are constantly connected to media—and more difficult—they consume different media and in different ways than previous generations. Additionally, home purchase decisions and patterns have shifted considerably, with these generations choosing to marry later, move more often, be more burdened by debt (specifically student loan debt) and therefore postponing the home purchase decision.

So, where and when and how does one take the message of our home finance products to this group?

Through trial and error we have found that the most receptive audience of all our exhibiting and event marketing seemed to be at **bridal shows**. We decided to test a new technique, **geofencing**, using very tight digital “fences” around event halls, to supplement or, in one test case, exclusively use these venues for “tagging” and direct advertising via smart devices to the attendees.

To test the effectiveness of this new marketing technique, SC Housing used a third-party media service and allowed a total of \$2,350.

We used this in coordination with three Bridal Showcases, two of which we attended and one in which we used geofencing alone (with no exhibit) and **one home show** (our more typical exhibit venue) to see how this worked under different conditions.

Enter Geofencing

Geofencing (or geo-fencing) has been in use since 2002 but is fairly new to commerce. Approximately 50% of businesses who use digital advertising have used geofencing to target potential customers. Geofencing uses Global Positioning Systems (GPS) to delineate a geographic boundary. When someone carrying a “smart device” enters the fence, a tag (also known as a cookie or pixel) is placed on their device. Once tagged, an administrator can trigger messages to be sent to these devices via websites, apps or other vehicles. These “tags” can remain active for a defined length of time. In this case, we chose a 30-day expiration.

A new website

The agency’s existing website, **SCHousing.com**, is old and hard to use. It is currently undergoing the final phases of a total revision which will culminate in October 2017 with the launch of a new, more user friendly website. In the meantime, we took this opportunity to devise a new website/landing page aimed specifically at potential homebuyers. We stripped away all the extraneous copy, links and information and focused on the essential tools and information needed by someone in the home purchase/mortgage decision.

Toward this we designed a new website in two formats, both of which were accessible through www.schousing.info and/or by clicking on the popup ads we delivered.

Desktop: <http://u806991.mcclatchymedia.com/>

mobile: <http://m.u806991.mcclatchymedia.com>

We purchased the URL **schousing.info** and put it into use with this project.

We incorporated four links to our existing website from the new landing page:

- A link to our homeownership page <http://www.schousing.com/index.asp?n=733&p=727&s=777>
- A link to MCC http://www.schousing.com/First-Time_Home_Buyers/mortgagetaxcredit
- A link to approved lenders http://www.schousing.com/First-Time_Home_Buyers/Find_a_Lending_Partner

and

- A link to approved realtors http://www.schousing.com/First-Time_Home_Buyers/Find_a_Real_Estate_Agent

Production of graphics and copy was done in house. Test ads were short and direct. Illustrations for banner ads were 300x50, 320x50 and 300x250 (JPEGs).

Costs

- Development of a new landing page cost \$50.
- Our IT department purchased the URL **schousing.info** and put it into use with this project.
- Each of two geo-fence banner ads cost \$1,150 per for \$2,350 total placement.
- **Total: \$2,350.00**

Final numbers.

Since geo-targeting is very new technology, **benchmarks** are not established by sector at this time. We anticipated .1% average Click Through Rate (CTR) so we were pleased with the final .23%. Early in the test (during the first two weeks), the average time spent on the Landing Page was 4 minutes and 13 seconds – that decreased as time went on, but remained high at more than 1 minute instead of 15 to 20 seconds as average time spent.

Campaign	Total Impressions	Total Clicks	Average CTR
WNOK Bridal Expo	173,779	431	0.25%
The Wedding Showcase	25,396	47	0.19%
2101 N Oak St, Myrtle Beach	8,131	19	0.23%
weddingfestivals.com	6,591	13	0.20%
Totals	213,897	510	0.23%

Impressions: 213,897	SC Housing Avg. Time on Site 1:15
Clicks: 510	SC Housing Bounce Rate 79.37%
Avg. CTR: .23%	SC Housing Visitors 189
	SC Housing Unique Visitors 119

Top 5 delivery websites: _____

1. <http://bhg.com>
2. <http://www.hgtv.com>
3. <http://investopedia.com>
4. <http://www.marthastewart.com>
5. <http://allrecipes.com>

Top 5 delivery apps:

- Solitaire App
- TextNow App
- Spinrilla App
- Talkatone App
- 2048 app (game similar to Sudoku)

We also took away from this a clear impression that using the geofencing/tracking/delivery message was much more effective when combined with exhibiting, presumably due to a much more tangible impression made through personal contact later reinforced through an electronically delivered reminder.

Challenges

A final challenge remains—that of making a direct connection between these efforts and action resulting in an SC Housing mortgage contract.

Since we do not originate the mortgages, we lose the ability to question the customer as to how they came to know about SC Housing or what played into their decision to use our funds. Also, the time between the exposure to our message and the closing is long and does not show up in any currently measurable way. Finally, for almost a decade now, the market in SC (as in most of the US) has been unpredictable and incredibly hard to assign cause and effect in our lending measurements. We did see an uptick in activity during and after this test, but numerous other factors in the market make it impossible to assign a direct correlation between the messaging and the increase in activity. Activity continued on an upward trend since the marketing was discontinued as well.

Being able to make a true link in this marketing and changes in lending is the final challenge and, once solved, will be a huge benefit to how we target our marketing efforts. Until such connection is possible, though, we can see in the statistics alone that this is a very effective and cost efficient method of at least exposing potential homebuyers to our products.

Future uses and potential for expansion

In the course of reviewing the potential of this we tangentially came upon other beneficial uses.

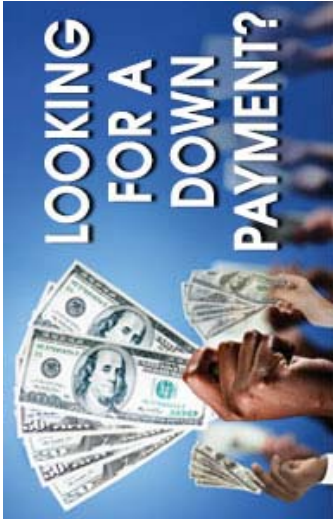
South Carolina is prone to natural and manmade disasters of all kinds and has experienced two devastating flooding events in the past two years (2015 and 2016). Getting relief information to these areas is often difficult, during and after the event. We see great potential in using a similar geofencing application in targeting populations in these areas quickly and proactively. And with many of these events being geographically delineated, perfectly matched.

In areas that are identified as “underserved” or in areas where we hope to promote a particular product or service, or a specific geographic area experiencing a need particular to that area, we see the ability to use geofencing and message delivery as a targeted and cost effective solution.

With the redevelopment of our agency website and expansion of marketing efforts, we expect geofencing and targeted electronic message delivery to expand as well as supplant many of our traditional marketing efforts.

1-Gen X starting birth years ranging from the early-to-mid 1960s and ending birth years ranging from the late 1970s to early 1980s. Millennials (also known as Generation Y) are the demographic cohort following Generation X demographers and researchers typically use the early 1980s as starting birth years and the mid-1990s to early 2000s as ending birth years.

Digital Ads



SC HOUSING
Financing Housing. Building SC.

CLICK HERE



SC HOUSING
Financing Housing. Building SC.

CLICK HERE

BUYING YOUR FIRST HOME? **SC HOUSING**
Financing Housing. Building SC.

TAP HERE



SC HOUSING
Financing Housing. Building SC.

CLICK HERE

Your new home may be closer than you think!

Check out our current rates



Over 45 years we have provided \$2.6 Billion Dollars to make 41,000 new homeowners

The SC State Housing Finance and Development Authority (SC Housing) has loan programs that may help you buy a home. Interest rates are competitive and, depending on your income, there may be down payment/closing cost assistance available to assist you in purchasing a home with little or no out of pocket funds.

We find that most people who can afford to rent/ could afford to buy a home, but have trouble saving for the down payment. That's where we come in! [SC Housing may have down payment assistance funds available to pay all or part of the required down payment.](#) All SC Housing Loan Programs are based on a fixed interest rate loan (there are no surprises—the rate will not change for the life of the loan) To get the details go to [SC Housing Mortgage Loan Programs](#) and learn more about the available loan options.

The best way to start is to contact one of our [Participating Lending Partners](#). Our loans are handled through a network of qualified lending institutions —banks and mortgage companies—that use our interest rates and down payment assistance to help you get into your home. Applying for the SC Housing Mortgage Loan Program is simple, and the loan officers at these banks are ready to help you through the process.

Looking for the right home is made easier by using a [Qualified Real Estate Professional](#). Click on the link to find a real estate agent in your area who knows about the great programs SC housing offers.

Competitive, fixed interest rates

Down payment assistance

What are you waiting for?

We're here to help you and value your input and comments. Please contact us at:

Phone
[\(803\) 896-2211](tel:(803)896-2211)

Email
mortgage.production@schousing.com

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