



Entry Form 2018 Annual Awards for Program Excellence

Entry Deadline: Friday, June 15, 2018, 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.

MassHousing
“10 Steps to Buying a Home” Infographic and Lead Generation Campaign
Creative Media

Situational Analysis

Moderate-income buyers have historically been underserved by conventional lenders, but homeownership is a powerful means of financial betterment and it also strengthens communities.

MassHousing was created to help those buyers get their feet onto the first rung of the housing ladder. Because of its status as a public entity, and because it is not motivated by profits, MassHousing’s loans often have better features and terms than can be found at a conventional lender.

A challenge for MassHousing’s marketing team in early 2018 was building consumer awareness of our products. Most prospective buyers think of banks, mortgage lenders and fintech companies when they think of home mortgage loans - not government entities.

Additionally, we do not have a brick and mortar presence, nor do we originate our own loans. Instead, we are a wholesaler that relies on a network of existing banks and lenders to originate loans on our behalf.

In addition to very favorable loan terms and features, we also offer a large amount of free information about the homebuying process, designed to empower the buyer and to help them make responsible decisions. This is a tremendous value proposition for consumers, as our public mission is to foster successful homeownership, not to make a profit for ourselves or shareholders.

Another challenge was that we lacked a system of gathering sales leads. Our existing advertising and marketing was designed primarily to build brand awareness. We have historically relied on our lender partners to communicate the benefits of our loans to prospective homebuyers, which leaves us at a competitive disadvantage.

We have recently been challenged by the senior management within our organization to pivot from brand awareness marketing and advertising to a more focused objective of customer acquisition.

Statement of Objectives

In early 2018 the three-person MassHousing internal marketing team set about to do two things.

First, build greater awareness of MassHousing as a resource for information about the homebuying process and a source of affordable, responsible home mortgage financing. More specifically, we wanted to encourage prospective homebuyers to use the winter months to educate themselves on homebuying, become more familiar with MassHousing and plan for the traditional spring homebuying season.

Second, we sought to capture email addresses of potential homebuyers so that we could establish a relationship with them, provide them with information about our products and build a database of

sales leads that can be used by our Business Development team and partner lenders to grow our loan volume and get more people into homes of their own.

Program Planning and Strategy

To build greater awareness of MassHousing as a resource for information and a source of affordable home mortgage financing, we aimed to create a visual that would help a prospective first-time homebuyer understand the main steps - and the sequence in which to take them - involved in buying a home using a MassHousing loan.

The homebuying process is complicated, so we decided to use an infographic to keep things simple. If readers wanted more information, we provided hyperlinks in the form of vanity URLs.

MassHousing’s in-house graphic designer, aided by an intern from the Massachusetts College of Art and Design, developed the infographic using vector imagery. The vector images have several advantages. They are friendly and help to mitigate against feelings of intimidation that the homebuying process can cause. They have a young feel, which resonates with millennial-aged buyers. And they cause fewer distractions than actual photos. Our images also represent people of diverse racial backgrounds, different ages and varying life circumstances.

We published the infographic in two ways: First, as a webpage at www.masshousing.com/getready as well as an 11” x 6” postcard handout for homebuyer fairs, workshops, and similar events.

At the bottom of the webpage www.masshousing.com/getready we placed an email submission form. When people provide their email address, they are added to a mailing list for a new bi-weekly “Homebuyer Tips” email newsletter (also specifically created for this campaign), which provides further guidance. We also included a lead generation form on our Facebook ads as well (which proved to be very successful as is shown later in this narrative).

To drive people to the infographic with the sales lead capture form, we ran a campaign of approximately \$30,000. It included boosted Facebook posts, native content on websites through [Taboola](#) (Taboola develops and markets a service for online content publishers and advertisers that recommends digital content to website users), Google Ad Words and direct mail to 32,000 prospective homebuyers.

Results Documentation

The infographic itself met our objectives. It is clean, straightforward and colorful. The vector images are fun and not at all intimidating.

The steps to take on the road to homeownership are clear and sequential, but are also brief and free of complicated jargon. Other materials such as social media posts and direct mail, tied in nicely with the infographic. We now have a regular, bi weekly Homebuyer Tips email newsletter going out to

MassHousing
“10 Steps to Buying a Home” Infographic and Lead Generation Campaign
Creative Media

thousands of recipients (a separate ad campaign, launched after this campaign, continues to draw new email addresses/subscribers).

The campaign began January 16, 2018 and concluded on March 30, 2018. In that time, we had a total of 21,159 visits to the www.masshousing.com/getready page.

Of those, 8,144 came from native content via Taboola; 6,279 came from posts on Facebook; and 5,910 came from Google Ad Words.

As for lead generation, 1,574 people provided their email addresses which are now actionable sales leads. Of those 1,574 email addresses, 980 of them came via the Facebook ads with the lead generation form. The remaining 594 were collected on our website.

The Homebuyer Tips email newsletter had an open rate of 36% during the time of the campaign, well above the industry standard.

It is worth noting as well that over the two and a half months of the campaign, the total number of people following the MassHousing Facebook page increased by 20%, from 8,157 at the start of the campaign to 9,796 at the conclusion. This is a testament to the continued popularity of Facebook and its effectiveness as an advertising platform.










As a small, in-house marketing team we are very pleased with the results of this infographic and campaign. The webpage is still drawing visitors as well as prospective homebuyer email addresses. The postcard is in high-demand from the on-the-road sales team which notes that customers love it. The infographic is now a permanent part of our marketing material, and we proved for the first time that consumer sales leads could be collected efficiently. We continue to publish the bi-weekly Homebuyer Tips newsletter which goes to all those who shared their email addresses with us.

All these materials provide an excellent foundation for our future customers as they journey down the road to affordable homeownership.



10 Steps to Buying a Home

Thinking of buying a home? MassHousing can guide you through the process.

- **1** **Think about what you want, but be realistic about what you can afford!**
Take a serious look at your budget and credit
- **2** **Enroll in homebuyer education**
We can't emphasize this step enough. Find a class near you or sign up to take it online—both are possible through our non-profit partners. Find a list of partners here:
www.masshousing.com/education
- **3** **Check to see if you're eligible for a MassHousing Loan!**
www.masshousing.com/limits
- **4** **Get pre-approved**
MassHousing partners with over 150 lenders across the state to deliver our affordable, fixed-rate loans to Massachusetts residents. Find a lending partner:
www.masshousing.com/banks
- **5** **Find an affordable property**
Search online, visit open houses and work with a REALTOR® for assistance.
- **6** **Make an offer**
Be ready with a deposit, look to your REALTOR® for help and get an attorney.
- **7** **Apply for a MassHousing Loan**
Contact your MassHousing lending partner to turn your pre-approval into a MassHousing Mortgage Loan Application! Make sure you ask specifically for a MassHousing Mortgage to get all of the benefits of our safe, affordable loans.
- **8** **Make sure you have your potential new home inspected**
Don't be afraid to ask questions!
- **9** **Close on your home**
Your REALTOR®, attorney and lender will set up the closing and guide you through signing your documents.
- **10** **Welcome home!**
MassHousing was with you through the application process and will stay with you through the servicing of your loan, which will be done locally—right here in Massachusetts!

These are the general steps to homeownership. To learn about each in detail and ensure your success as a home buyer and owner, enroll in a homebuyer education course near you (step #2).

www.masshousing.com/education



About MassHousing

MassHousing is here for you. We are an agency created by the Legislature in 1966. Our focus is housing opportunities for Massachusetts residents.

www.masshousing.com/homeownership
homeownership@masshousing.com
888.843.6432



Screen shot of www.masshousing.com/getready

The screenshot displays the MassHousing website's '10 Steps to Buying a Home' guide. The page is titled 'You Can Buy a Home in Massachusetts!' and features a central graphic with ten numbered steps, each accompanied by an illustration and a brief description. The steps are:

- 1. Think about what you want, but be realistic about what you can afford!** Take a serious look at your budget and credit.
- 2. Enroll in homebuyer education** We can't emphasize this step enough. Find a class near you or sign up to take it online—both are possible through our non-profit partners. Find a list of partners here. www.masshousing.com/education
- 3. Check to see if you're eligible for a MassHousing Loan!** www.masshousing.com/loans
- 4. Get pre-approved** MassHousing partners with over 150 lenders across the state to deliver our affordable, fixed-rate loans to Massachusetts residents. Find a lending partner.
- 5. Find an affordable property** Search online, visit open houses and work with a REALTOR® for assistance.
- 6. Make an offer** Be ready with a deposit, look to your REALTOR® for help and get an attorney.
- 7. Apply for a MassHousing Loan** Contact your MassHousing lending partner to turn your pre-approved into a MassHousing Mortgage Loan Application! Make sure you ask specifically for a MassHousing Mortgage to get all of the benefits of our safe, affordable loans.
- 8. Make sure you have your potential new home inspected** Don't be afraid to ask questions!
- 9. Close on your home** Your REALTOR®, attorney and lender will set up the closing and guide you through signing your documents.
- 10. Welcome home!** MassHousing was with you through the application process and will stay with you through the servicing of your loan, which will be done locally—right here in Massachusetts!

Below the steps, there is a section for 'Homebuying Tips from MassHousing!' with a sign-up form for email updates. The form includes a text input field for an email address and a 'Sign Up!' button. At the bottom of the page, there is a footer with navigation links and the MassHousing logo.

Sample Facebook Post

The image is a screenshot of a Facebook page for MassHousing. The browser's address bar shows the URL <https://www.facebook.com/masshousing>. The page header includes navigation links for Page, Inbox, Notifications, Insights, Publishing Tools, and Promotions. The MassHousing profile picture is a red square with the white letters 'MH'. The page name is 'MassHousing' with the handle '@masshousing'. A menu on the left lists 'Home', 'Posts', 'Reviews', 'Videos', 'Photos', 'About', and 'Community', with a 'Private' button and 'Manage Promotions' link below. The main content area features a post from MassHousing, published by HomeLife 19 on February 23 at 10:30am. The post text reads: "Setting your budget, signing up for homebuyer education, getting pre-approved, there are plenty of things you can do now to prepare to buy a home in 2019! We'll help you get started www.masshousing.com/getready". The post image shows a man in a green shirt standing in front of a house with a sign that says 'Pre-Approved' and a globe. Below the image, it says 'MassHousing' and 'Public & Government Service'. A reach bar indicates '35,086 people reached' and a 'Print Post' button is visible. A 'Recent Activity' section shows the post was 'Boosted on Feb 23' for an audience of 'HomeOwnership: Home Loan Campaign by Betterment Wood Society'. At the bottom of the post are 'Like', 'Comment', and 'Share' buttons. The right sidebar contains a '1 video view this week' section, a 'Community' section with a user profile and 'Invite Friends' button, and an 'About' section with contact information: phone '(617) 854-1000', typical reply time 'within a day', website 'http://www.masshousing.com', and public status 'Public & Government Service - Government Organization'. Below this are 'Pages liked by this Page' including 'Jewish Community Housing for L...', 'Alray Taylor Second Chance Sch...', and 'Chelsea Restoration Corp'. At the very bottom, there are language options (English, Spanish, Portuguese, French, Deutsch) and a footer with 'Privacy · Terms · Advertising · Ad Choices · Cookies · More' and 'Facebook © 2018'.

Direct Mail Piece

Resolve to Buy Your First Home in 2018!

Let MassHousing show you the steps you can take now to prepare.

Visit us at www.masshousing.com/getready



Resolve to Buy Your First Home in 2018!

If you're hoping to buy a home this year, there are a number of things you can do now to get ready.

MassHousing is a different kind of lender. We've helped thousands of Massachusetts residents with modest incomes learn about the homebuying process and finance their homes with simple, straightforward and affordable mortgage loans. We can help you, too!

Visit www.masshousing.com/getready to get MassHousing's free 10-step reference guide and learn more about what you can do today to buy your first home in 2018!

About MassHousing

MassHousing is an agency that was created by the Massachusetts Legislature in 1966. Our focus is housing opportunities for Massachusetts residents. To find out more, please visit www.masshousing.com.

MassHousing does not lend directly to consumers and offers its loan products through MassHousing Approved lenders.



www.masshousing.com/getready



One Beacon Street, Boston, MA 02108

PRESORTED
FIRST-CLASS MAIL
U.S. POSTAGE
PAID

MassHousing
Winter HomeOwnership
Campaign
January – March 2018

Summary
April, 2018



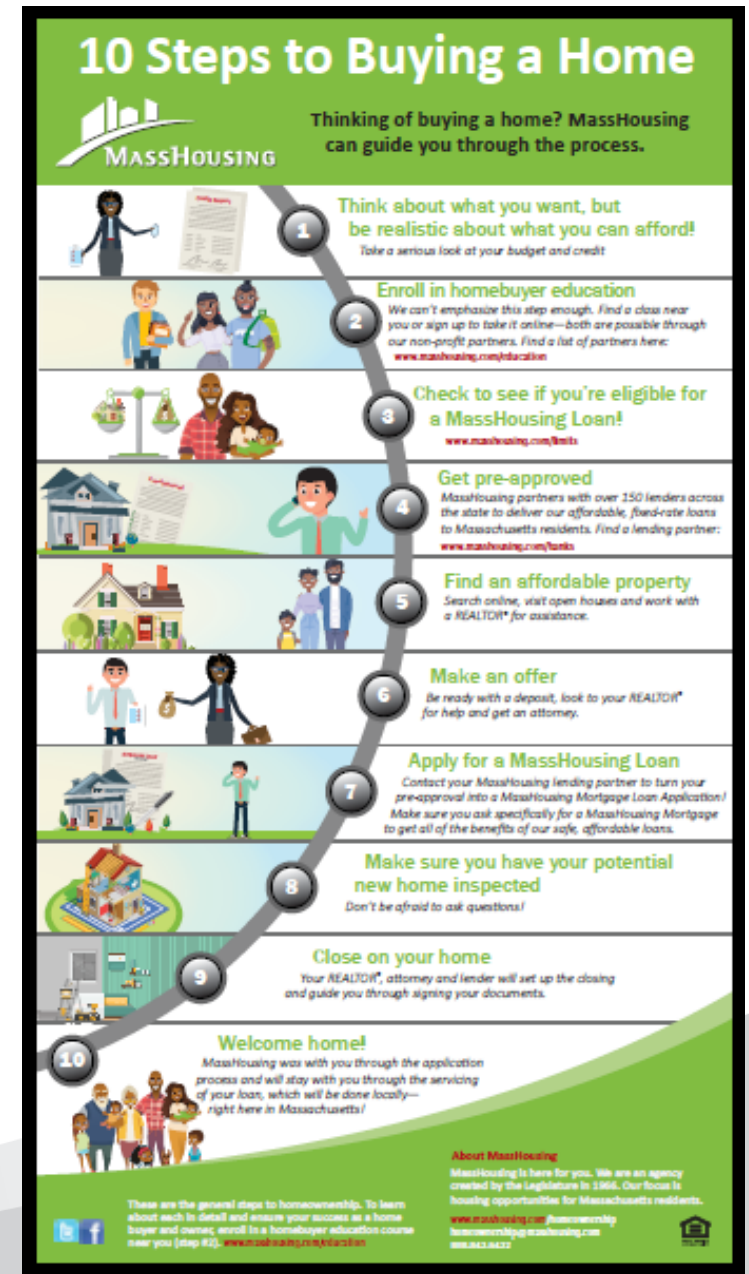
Objectives

- To be “in market” January – March
- To have a market presence prior to the launch of the Boathouse, Inc. campaign
- To encourage prospective homebuyers to use the winter months to plan and learn about the homebuying process
- To strengthen MassHousing’s reputation as a trusted advisor
- To appeal to millennials and younger buyers with youthful graphics
- To collect customer leads



Strategy

- Develop an infographic with 10 steps to Buying a Home with an emphasis on how to obtain a MassHousing loan
- Make the infographic friendly and easy-to-understand
- Provide the infographic digitally and in hard copy




Tactics

- Place the infographic on its own webpage: www.masshousing.com/getready
- Print copies of the infographic for distribution at homebuyer counseling sessions, home fairs etc.
- Drive visitors to the digital infographic using
 - Google AdWords (paid search)
 - Paid social media ads on Facebook
 - Paid suggested content ads via the Taboola third-party platform
 - Direct mail piece (32,000 pieces to targeted audiences in Gateway Cities)
- Collect contact information from prospective homebuyers using a form on the infographic webpage
- Send “Homebuyer Tips” emails to those who filled out the form

Budget

- Paid Social: \$6,000
 - Display (Taboola) \$6,000
 - Direct Mail \$10,700
 - Google AdWords \$6,000

 - Total: \$28,700
- 

HOME OWNERSHIP | PROGRAMS | TOOLS TO BUYING HOME

You Can Buy a Home in Massachusetts!

Click the sections below to learn more about each step of the homebuying process! Download or print this infographic!

10 Steps to Buying a Home
Thinking of buying a home? MassHousing can guide you through the process.

- 1 Think about what you want, but be realistic about what you can afford!**
Take a serious look at your budget and credit.
- 2 Enroll in homebuyer education**
We can't emphasize this step enough. Find a class near you or sign up to take it online—both are possible through our non-profit partners. Find a list of partners here: www.masshousing.com/education
- 3 Check to see if you're eligible for a MassHousing Loan!**
www.masshousing.com/loans
- 4 Get pre-approved**
MassHousing partners with over 150 lenders across the state to deliver our affordable, fixed rate loans to Massachusetts residents. Find a lending partner: www.masshousing.com/banks
- 5 Find an affordable property**
Search online, visit open houses and work with a REALTOR® for assistance.
- 6 Make an offer**
Be ready with a deposit, talk to your REALTOR® for help and get an attorney.
- 7 Apply for a MassHousing Loan**
Contact your MassHousing lending partner to turn your pre-approval into a MassHousing Mortgage Loan Application! Make sure you ask specifically for a MassHousing Mortgage to get all of the benefits of our safe, affordable loans.
- 8 Make sure you have your potential new home inspected**
Don't be afraid to ask questions!
- 9 Close on your home**
Your REALTOR®, attorney and lender will set up the closing and guide you through signing your documents.
- 10 Welcome home!**
MassHousing was with you through the application process and will stay with you through the servicing of your loan, which will be done locally—right here in Massachusetts!

About MassHousing
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www.masshousing.com
800 943 2437

These are the general steps to homeownership. To learn about each in detail and receive your access to a home buyer and owner, enroll in a homebuyer education course near you (step 2). www.masshousing.com/education

Homebuying Tips from MassHousing!

Sign up to receive homebuying tips, information and other helpful updates from MassHousing, the affordable housing bank of Massachusetts!

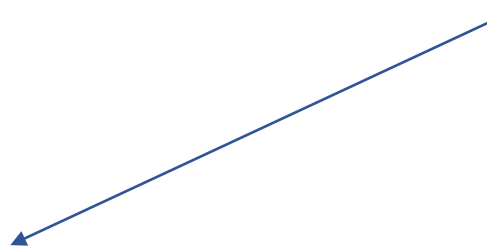
* Email

[Sign Up!](#)

POWERED BY: [SHERIDAN COLLEGE](#) | [SHERIDAN](#)

Infographic webpage: www.masshousing.com/getready

Lead generation form



Facebook posts

MH MassHousing Sponsored ·  

Resolve to buy a home in 2018! Get started with MassHousing <http://ow.ly/8pmh30hK67n>



MassHousing [Learn More](#)
Public & Government Service


   Marilyn D. Ellis and 609 others
41 Comments 127 Shares

MH MassHousing Sponsored ·  

Prepare this winter to buy your first home in 2018! <http://ow.ly/O7XZ30hK6fB>



MassHousing [Learn More](#)
Public & Government Service

   Paola Carpio and 882 others
33 Comments 142 Shares



MH MassHousing Sponsored ·  

Setting your budget, signing up for homebuyer education, getting pre-approved: there are plenty of things you can do now to prepare to buy a home in 2018! We'll help you get started www.masshousing.com/getready




MassHousing [Learn More](#)
Public & Government Service




   Cindy Damico and 374 others
22 Comments 48 Shares



MH MassHousing Sponsored ·  

Thinking of buying a home in 2018? MassHousing is here to help you get ready!




MassHousing [Learn More](#)
Public & Government Service




   Cindy Damico and 485 others
18 Comments 70 Shares

MH MassHousing Sponsored ·  

Here's what you can do today to get ready to buy a home in 2018! <http://ow.ly/Gbef30i3STk>



MassHousing [Learn More](#)
Public & Government Service

   Marilyn D. Ellis and 376 others
11 Comments 58 Shares

Facebook: Down Payment Assistance-related ad

Click to like FB page

MassHousing Sponsored

MassHousing is pleased to offer down payment assistance to eligible homebuyers! Sign up to find out more and to receive our bi-weekly homebuyer tips!

Like Page

Not enough savings for a down payment on a home? Sign Up

157 Reactions 13 Comments 1 Share

Click through to www.masshousing.com/DPA

Clicks through to lead gen form

Sign up to receive our bi-weekly homebuyer tips!

MassHousing, the State's Affordable Housing Lender, is pleased to offer down payment assistance to eligible first-time homebuyers! Sign up for our bi-weekly newsletter to find out more about down payment assistance and the homebuying process.

Placeholder

Email

Full name

Nothing you share will be posted on Facebook. This info is sent to MassHousing.

Cancel Next

Top-performing Google search word ads

Most-shown search ads
Ad group: Plan to buy a home

You Can Buy a Home in 2018 | Here's How to Get Started
[Ad] www.masshousing.com/getready

10-Step homebuying guide, safe loans from MassHousing. Learn how to buy a home.

| Impressions | Clicks | CTR |
|-------------|--------|-------|
| 196,066 | 4,411 | 2.25% |

ALL ADS > 1 of 5 >

Most-shown search ads
Ad group: Plan to buy a home

Buying a Home in MA? | Free 10-Step Guide
[Ad] www.masshousing.com/getready

Get help buying your first home—homebuyer education, fixed-rate mortgage loans.

| Impressions | Clicks | CTR |
|-------------|--------|-------|
| 25,752 | 640 | 2.49% |

ALL ADS > < 2 of 5 >

Most-shown search ads
Ad group: Plan to buy a home

Homeownership Starts Here | 10-Step Guide for Homebuyers
[Ad] www.masshousing.com/getready

You can buy your first home in 2018, MassHousing can help! Start planning today.

| Impressions | Clicks | CTR |
|-------------|--------|-------|
| 9,493 | 484 | 5.10% |

ALL ADS > < 3 of 5 >

Most-shown search ads
Ad group: Plan to buy a home

10-Steps to Homeownership | MassHousing's Free Guide
[Ad] www.masshousing.com/getready

Learn how to buy a home. Find out about our safe, affordable mortgage loans.

| Impressions | Clicks | CTR |
|-------------|--------|-------|
| 5,877 | 112 | 1.91% |

ALL ADS > < 4 of 5 >

Most-shown search ads
Ad group: Plan to buy a home

Learn How to Buy a Home | MassHousing's Free Chart
[Ad] www.masshousing.com/getready

Learn about the homebuying process. Find the best mortgage loan & interest rate.

| Impressions | Clicks | CTR |
|-------------|--------|-------|
| 4,197 | 227 | 5.41% |

ALL ADS > < 5 of 5 >

Direct Mail (Front)

Resolve to Buy Your First Home in 2018!

Let MassHousing show you the steps you can take now to prepare.

Visit us at www.masshousing.com/getready



Direct Mail (Back)

Resolve to Buy Your First Home in 2018!

If you're hoping to buy a home this year, there are a number of things you can do now to get ready.

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Visit www.masshousing.com/getready to learn more about what you can do today to buy your first home in 2018!

About MassHousing

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MassHousing does not lend directly to consumers and offers its loan products through MassHousing Approved lenders.



One Beacon Street, Boston, MA 02108



www.masshousing.com/getready

Preparation Pays Off for Your Homebuyers

Help your clients prepare for the upcoming Spring homebuying season! Our new, easy-to-digest infographic, **10 Steps to Buying a Home**, will empower, inform and inspire.

This infographic can even be downloaded and handed out!

www.masshousing.com/getready




MassHousing does not lend directly to consumers and offers its loan products through MassHousing Approved lenders. Find a list at www.masshousing.com/lenders.



Full page ad in
Bay State Realtor Magazine
February 2018


Homebuying Tips emails



Homebuying Tips from MassHousing

Spring is (finally) here, and with it comes homebuying season! In the coming weeks, you're like an increase in homes for sale, and in homebuying activity. Hopefully, you've already started your preparations. But don't worry if you haven't, we'll help you catch up!

Speaking of catching up, you can find past issues of MassHousing Homebuyer Tips [here!](#)




Down Payment Assistance is Here!

MassHousing is pleased to offer down payment assistance to eligible homebuyers. In addition, we're announcing a number of changes to our lineup of affordable mortgage loans! [Learn more...](#)

Today's To-Do: Finding an Affordable Property

Once you've completed a [homebuyer education class](#) and [established a budget](#), it's time to start searching for the right home. Which type of property is right for you? Where should you look, and what can you expect to find?

There are a number of questions to answer when searching for a home. Where to begin? [Start here!](#)



Homebuyer Profile: John St. Valette

Firefighter and Marine Corps Veteran John St. Valette used an affordable Operation Home loan from MassHousing to purchase his home.

[Read his story...](#)

Online or In-Person, Homebuyer Education is Key!

Knowledge is power, and a homebuyer education class will equip you with the know-how to successfully navigate the homebuying process and take on the responsibilities of homeownership.

Classes are offered in-person and online. [Find a homebuyer](#)



Homebuying Tips from MassHousing

While the recent weather might not suggest it, Spring is just around the corner! We've prepared another set of homebuying tips to help you get ready for the Spring homebuying season.

As mentioned in the previous homebuying tips, MassHousing has unveiled a new [down payment assistance program](#), along with several updates to our lineup of [affordable mortgage products!](#) [Read more!](#)

Down Payment Assistance from MassHousing is Here!




Not enough savings for a down payment on a home?



Today's To-Do: Pre-Approval


A pre-approval is a review and verification of your qualifications for a mortgage loan. A pre-approval is valuable in the homebuying process because it shows a Realtor and seller that a lender has approved you for a specific loan amount.

MassHousing has partnered with more than 150 lenders across Massachusetts to make our affordable mortgage loans available. [Find a lender and get pre-approved today!](#) Or, view the [top originators of MassHousing loans!](#)

Homebuying Tips from MassHousing

Issue 3 | March 1, 2018




Coming Soon: Down Payment Assistance from MassHousing

Beginning March 12, MassHousing will roll out a down payment assistance program for eligible Massachusetts homebuyers! In addition, we're simplifying our product lineup to make our affordable mortgage loans better than ever! Stay tuned for more information. Or, contact homeownership@masshousing.com to learn more.

Today's To-Do: Eligibility Check

MassHousing offers a variety of mortgage options for Massachusetts homebuyers with modest incomes. Income and loan limits vary by location.


Thousands of Massachusetts residents have used an affordable MassHousing Mortgage to buy their first home. [Check to see if you might be eligible for a MassHousing Mortgage loan!](#)



Homebuyer Success Story: T.J. Ouillette and Kelley Ramsey

Thanks to their own persistence, a solid homebuying team and an affordable Operation Welcome Home loan from MassHousing, T.J. Ouillette and Kelley Ramsey were able to purchase their first home.

[Read their story...](#)



Homebuying Tips from MassHousing

Issue 2 | February 14, 2018

Homebuying Tips from MassHousing


Hello, Homebuyers! The days are getting longer and the weather is starting to warm, ever so slightly. Spring must be just around the corner! We hope you've gotten started on your homebuying preparations. If not, you might want to have a look at the [previous MassHousing Homebuying Tips](#). In this edition, we'll provide the next step toward buying a home, key you in on some other things to know, and introduce you to a couple who recently purchased their first home with a MassHousing Mortgage! We hope you enjoy it!

— The MassHousing Team

Today's To-Do: Sign Up for Homebuyer Education

Knowledge is power, and an approved homebuyer education class will give you the information and insight you need to make a smart, responsible homebuying decision.


[Find a class near you or sign up for our online course, The Road Home!](#)



MassHousing Homebuyer Profile: The Fontaines

Completing a first-time homebuyer education class was a key step in the Fontaines' homebuying success.

[Read their story!](#)



Homebuying Tips from MassHousing

Thanks for connecting with us, and congratulations on your decision to learn more about the homebuying process! At MassHousing, our mission is to equip you with the knowledge you need to buy your first home, and if you're eligible, to help you obtain an affordable, fixed-rate mortgage, with no hidden surprises and many benefits you won't find with a conventional loan. Good luck in your journey, and watch your inbox for additional updates and info!

—The MassHousing team


Today's To-Do: Budgeting Basics

The path to homeownership begins by knowing your bottom line. We'll help you

- Review your financial picture
- Weigh the costs and benefits of homeownership
- Establish a budget

[Let's get started!](#)





MassHousing Homebuyer Profile: The Abreu Family

The Abreus are among the thousands of Massachusetts residents who have used an affordable MassHousing Mortgage to buy their first home.

[Read their story!](#)

Homebuyer Education Your Way

Homebuyer education is an essential step on the path to homeownership. But did you know that homebuyer education can be completed either in-person or online? It's true!

Online courses are available in Spanish and Portuguese. In-person courses are often offered in multiple languages.

[Find a Homebuyer Education Course today!](#)

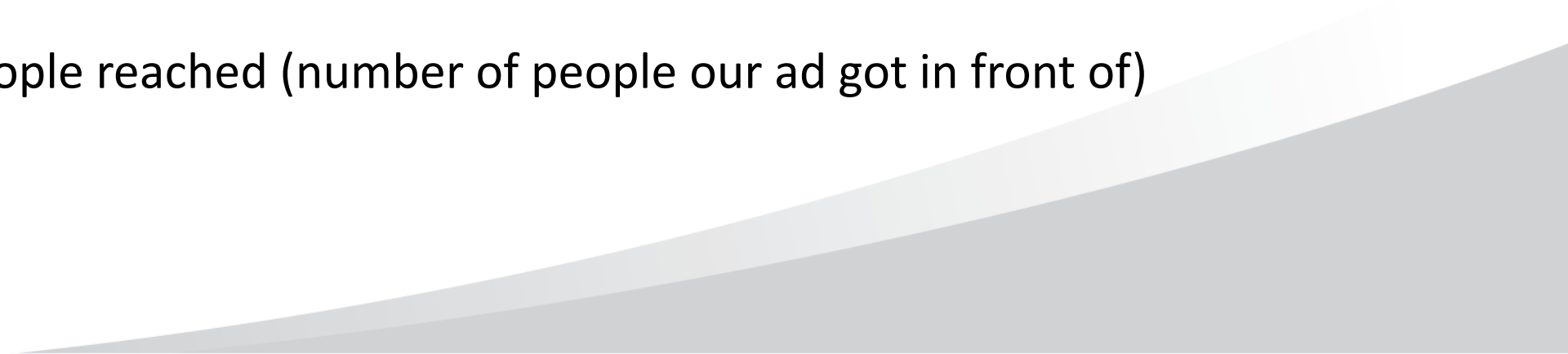


Results: January 16 – March 30

- 21,159 total views of 10-Steps Infographic web page
 - 8,144 from sponsored content ads via Taboola
 - 6,279 from paid Facebook ads / boosted posts
 - 5,910 from Google AdWords (paid search)
- 1,574 total customer leads acquired
 - 980 via Facebook lead gen forms
 - 594 via lead gen form on www.masshousing.com/getready
- 5 homebuyer tips emails sent (avg. 36% open rate, 30% click rate)

Results: January 16 – March 30

Facebook

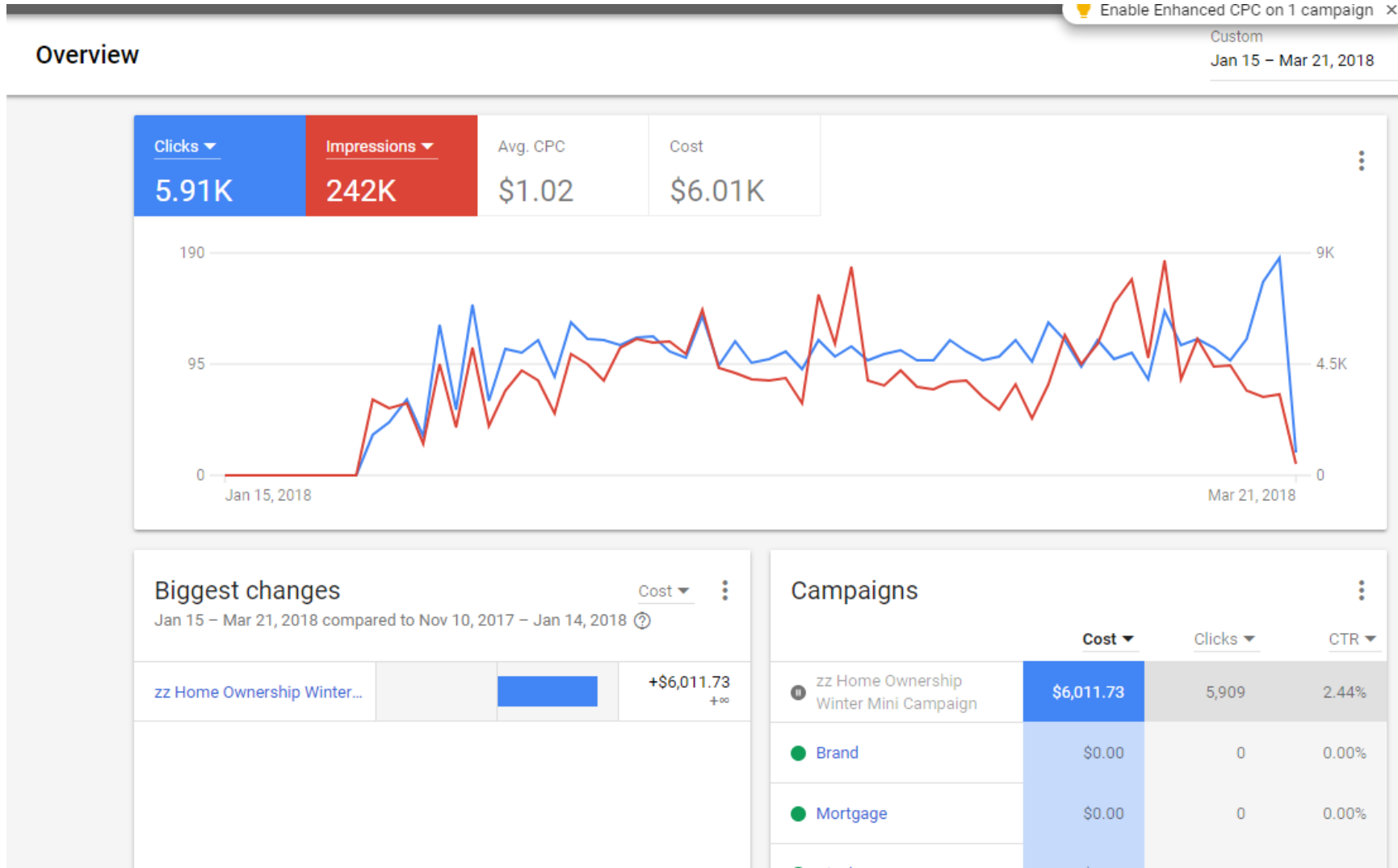
- As a result of the campaign, the total number of people following the MassHousing Facebook page increased by 20%, from 8,157 at the start of the campaign to 9,796 at the conclusion.
 - 3,819 post reactions, shares or comments on our ads
 - 309,992 people reached (number of people our ad got in front of)
- 

Appendix



Google ad words overall Campaign

5,910 clicks



Google Ad Words / Keywords – sorted top performing by number of clicks

Google AdWords BETA **All campaigns > Home Ownership Winter Mini Campaign** GO TO 📊 🔍 ? 🔔 👤

MassHousing
Customer ID: 948-834-0689

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. LEARN MORE

Overview ● Paused Type: Search Budget: \$100.00/day [More details](#) ▼

Recommendations

Ad groups

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Settings

Locations

Ad schedule

Devices

Advanced bid adj.

Change history

Drafts & experiments

SEARCH KEYWORDS NEGATIVE KEYWORDS SEARCH TERMS ▼

Custom
Jan 15 – Mar 21, 2018 ◀ ▶

Find keywords 🔍 🔽 ☰ ⏸ ⬇ ⋮ ⬆

Keyword status: All but removed

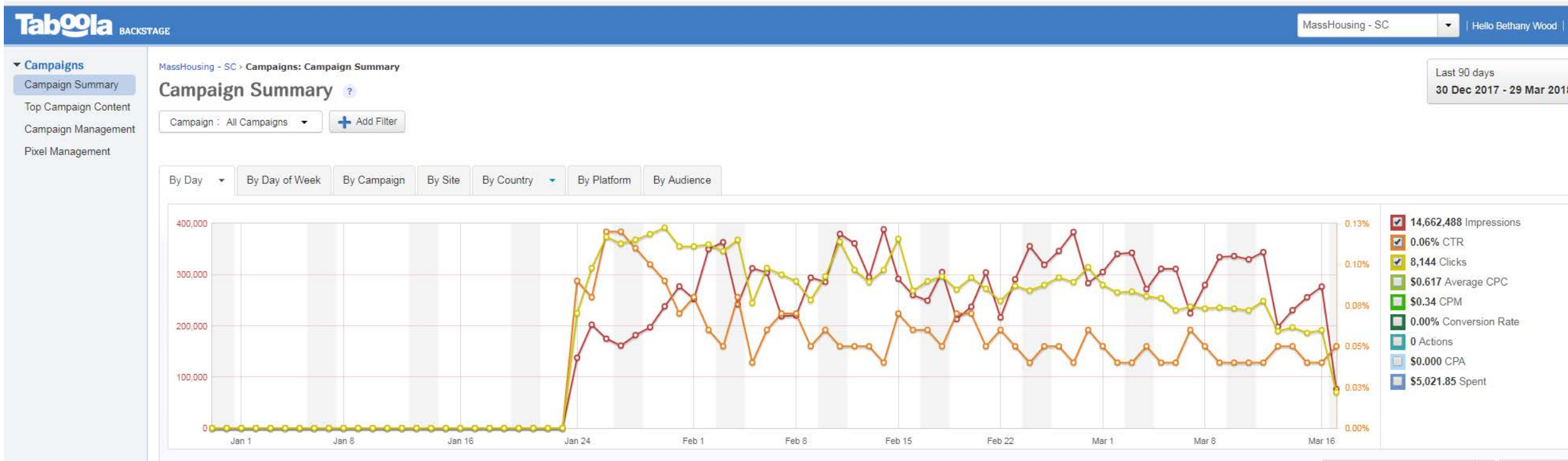
| <input type="checkbox"/> | <input type="radio"/> | Keyword | Ad group | Status | Max. CPC | Policy details | Final URL | Clicks | Impr. | CTR | Avg. CPC | Cost |
|---------------------------------|----------------------------------|--------------------------------|--------------------|-----------------|--------------|----------------|---|--------|---------|-------|----------|------------|
| Total: All but removed keywords | | | | | | | | 5,906 | 242,249 | 2.44% | \$1.02 | \$5,997.92 |
| <input type="checkbox"/> | <input checked="" type="radio"/> | houses for sale | Plan to buy a home | Campaign paused | auto: \$0.63 | Approved | http://www.masshousing.com/getready | 754 | 43,841 | 1.72% | \$1.13 | \$853.54 |
| <input type="checkbox"/> | <input checked="" type="radio"/> | buying a home | Plan to buy a home | Campaign paused | auto: \$0.63 | Approved | http://www.masshousing.com/getready | 713 | 24,551 | 2.90% | \$1.02 | \$726.06 |
| <input type="checkbox"/> | <input checked="" type="radio"/> | homes for sale | Plan to buy a home | Campaign paused | auto: \$0.63 | Approved | http://www.masshousing.com/getready | 607 | 48,300 | 1.26% | \$1.14 | \$694.31 |
| <input type="checkbox"/> | <input checked="" type="radio"/> | MassHousing | Plan to buy a home | Campaign paused | auto: \$0.63 | Approved | http://www.masshousing.com/getready | 473 | 5,605 | 8.44% | \$0.61 | \$286.62 |
| <input type="checkbox"/> | <input checked="" type="radio"/> | buying a home in Massachusetts | Plan to buy a home | Campaign paused | auto: \$0.63 | Approved | http://www.masshousing.com/getready | 442 | 17,194 | 2.57% | \$1.11 | \$492.00 |
| <input type="checkbox"/> | <input checked="" type="radio"/> | Realtor | Plan to buy a home | Campaign paused | auto: \$0.63 | Approved | http://www.masshousing.com/getready | 436 | 29,127 | 1.50% | \$1.02 | \$443.82 |
| <input type="checkbox"/> | <input checked="" type="radio"/> | how to buy a home | Plan to buy a home | Campaign paused | auto: \$0.63 | Approved | http://www.masshousing.com/getready | 391 | 6,239 | 6.27% | \$0.98 | \$383.37 |
| <input type="checkbox"/> | <input checked="" type="radio"/> | MassHousing Mortgage | Plan to buy a home | Campaign paused | auto: \$0.63 | Approved | http://www.masshousing.com/getready | 345 | 4,912 | 7.02% | \$0.70 | \$240.85 |
| <input type="checkbox"/> | <input checked="" type="radio"/> | real estate | Plan to buy a home | Campaign paused | auto: \$0.63 | Approved | http://www.masshousing.com/getready | 228 | 19,213 | 1.19% | \$1.20 | \$272.87 |
| <input type="checkbox"/> | <input checked="" type="radio"/> | home search | Plan to buy a home | Campaign paused | auto: \$0.63 | Approved | http://www.masshousing.com/getready | 204 | 9,883 | 2.06% | \$1.17 | \$239.32 |



1/23/18 – 3/19/18

Overall number of clicks: 8,144

Chart shows number of impressions, clicks and click through rate by day



Taboola: Top Performing sites (by number of clicks)

| Site | Impressions | CTR | Clicks ↓ | Average CPC | CPM | Conversion Rate | Actions | CPA |
|---|-------------|-------|--------------------------|-------------|---------|-----------------|---------|---------|
| MP - MetroPCS - Weather ↗ | 4,737,788 | 0.02% | 1,138 | \$0.567 | \$0.14 | 0.00% | 0 | \$0.000 |
| MP - MetroPCS - HotLinks ↗ | 557,802 | 0.15% | 858 | \$0.551 | \$0.85 | 0.00% | 0 | \$0.000 |
| MP - MetroPCS - Headlines ↗ | 1,876,433 | 0.04% | 692 | \$0.697 | \$0.26 | 0.00% | 0 | \$0.000 |
| MSN - US - Homepage ↗ | 553,333 | 0.12% | 685 | \$0.603 | \$0.75 | 0.00% | 0 | \$0.000 |
| MP - MetroPCS - Gas Price Watch ↗ | 264,974 | 0.22% | 593 | \$0.564 | \$1.26 | 0.00% | 0 | \$0.000 |
| MP - MetroPCS - Horoscopes ↗ | 2,131,284 | 0.02% | 471 | \$0.553 | \$0.12 | 0.00% | 0 | \$0.000 |
| MP - MetroPCS - Weather PM ↗ | 592,186 | 0.06% | 338 | \$0.698 | \$0.40 | 0.00% | 0 | \$0.000 |
| Cox - MyFoxBoston ↗ | 185,459 | 0.08% | 141 | \$0.671 | \$0.51 | 0.00% | 0 | \$0.000 |
| Baidu APP - Du Battery Saver ↗ | 4,310 | 2.97% | 128 | \$0.630 | \$18.70 | 0.00% | 0 | \$0.000 |
| Patch - Patch ↗ | 159,733 | 0.08% | 127 | \$0.608 | \$0.48 | 0.00% | 0 | \$0.000 |
| Gannett - USA Today APP ↗ | 61,231 | 0.19% | 119 | \$0.634 | \$1.23 | 0.00% | 0 | \$0.000 |
| Pushnami - Finance ↗ | 37,163 | 0.29% | 108 | \$0.604 | \$1.76 | 0.00% | 0 | \$0.000 |
| NBC - Today ↗ | 66,896 | 0.15% | 102 | \$0.575 | \$0.88 | 0.00% | 0 | \$0.000 |
| MP - MetroPCS - MetroWeb ↗ | 38,007 | 0.26% | 99 | \$0.667 | \$1.74 | 0.00% | 0 | \$0.000 |
| quizzstar - EN ↗ | 65,566 | 0.11% | 71 | \$0.673 | \$0.73 | 0.00% | 0 | \$0.000 |
| Airfind - Mobile ↗ | 275,939 | 0.02% | 66 | \$0.661 | \$0.16 | 0.00% | 0 | \$0.000 |






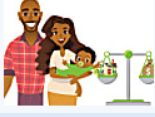

Taboola suggested content / Top performing creative (image and headline combination) by number of clicks

Top Campaign Content ?

Last 90 days
30 Dec 2017 - 29 Mar 2

Campaign : All Campaigns + Add Filter

Search Q + Export

| Item ID | Top Item | Campaign | Impressions | CTR | Clicks ↓ | Average CPC | CPM | Conversion Rate | Actions | CPA | Spent |
|----------|--|---|-------------|-------|----------|-------------|--------|-----------------|---------|--------|----------|
| 62423130 |  5 steps you can take now to buy a home in 2018 ↗ | Copy of Winter Mini Campaign_smartphone | 4,224,823 | 0.03% | 1,469 | \$0.550 | \$0.19 | 0.00% | 0 | \$0.00 | \$807.95 |
| 62423127 |  5 steps you can take now to buy a home in 2018 ↗ | Copy of Winter Mini Campaign_smartphone | 2,873,330 | 0.04% | 1,287 | \$0.550 | \$0.25 | 0.00% | 0 | \$0.00 | \$707.85 |
| 62423053 |  5 steps you can take now to buy a home in 2018 ↗ | Winter Mini Campaign_tablet | 1,693,759 | 0.06% | 952 | \$0.700 | \$0.39 | 0.00% | 0 | \$0.00 | \$666.40 |
| 62423059 |  5 key things you can do to be ready for homeownership in 2018 ↗ | Winter Mini Campaign_tablet | 1,085,809 | 0.07% | 781 | \$0.700 | \$0.50 | 0.00% | 0 | \$0.00 | \$546.70 |
| 62423136 |  5 key things you can do to be ready for homeownership in 2018 ↗ | Copy of Winter Mini Campaign_smartphone | 607,790 | 0.08% | 462 | \$0.550 | \$0.42 | 0.00% | 0 | \$0.00 | \$254.10 |
| 62423051 |  5 key things you can do to be ready for homeownership in 2018 ↗ | Winter Mini Campaign_tablet | 489,424 | 0.09% | 427 | \$0.700 | \$0.61 | 0.00% | 0 | \$0.00 | \$298.90 |
| 62423124 |  5 key things you can do to be ready for homeownership in 2018 ↗ | Copy of Winter Mini Campaign_smartphone | 288,921 | 0.12% | 334 | \$0.550 | \$0.64 | 0.00% | 0 | \$0.00 | \$183.70 |