

AUSTIN **ANNUAL**  
2018 **CONFERENCE**  
**& SHOWPLACE**

LOVE WHERE  
YOU LIVE

SOUTH DAKOTA HOUSING DEVELOPMENT AUTHORITY



**HFAs** AT THE  
CENTER



# LOVE WHERE YOU LIVE

- Goals

- Increase awareness of SDHDA's programs for First-Time Homebuyers, Repeat Homebuyers, Governor's House purchasers and renters.
- Engage and educate target audience on SDHDA programs, services and affordable housing
- Redefine "Affordable Housing" through social media and other content offers



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- Two Major Initiatives
  - Inbound Marketing program
    - Allow SDHDA to be true authority on affordable housing
    - Accomplished through consistent development of content through SDHDA's blog, social channels, email blasts, content offers and native advertising
  - Develop sleek, modern design carried through collateral materials, tradeshow presence, blog, print ads, billboards, and website



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- Inbound marketing starts with an offer
  - 2016 offered “A South Dakotan’s Guide to Buying Your First Home”
  - 2017 offered “How to Rent an Apartment: The Guide to Finding the Perfect First Rental”
  - 2018 offered a repurposed “A South Dakotan’s Guide to Buying Your First Home” Infographic

A SOUTH DAKOTAN’S GUIDE TO  
BUYING YOUR FIRST HOME  
VOLUME 1: FINANCING



HOW TO RENT AN APARTMENT  
THE GUIDE TO FINDING THE  
PERFECT FIRST RENTAL



A SOUTH DAKOTAN’S GUIDE  
TO BUYING YOUR  
FIRST HOME





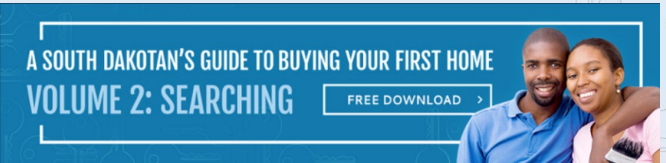
# LOVE WHERE YOU LIVE

- Nurture your leads from the offer
  - Website Call to Action (CTAs)
  - Emails
  - Blog Posts
  - Social Posts
  - Videos



# LOVE WHERE YOU LIVE

- Website Call to Action (CTAs)
  - 272,645 views
  - 1,805 clicks
  - 259 downloads





# LOVE WHERE YOU LIVE

- Emails

- Automated emails to Engage with current contacts who have visited targeted pages three or more times by sending a package of automated emails about the program
- Emails to promote new blog posts



# LOVE WHERE YOU LIVE

- First-Time Homebuyer Automated Emails

- 60% Open rate
- 25 % Click rate

- 47% Open rate
- 12 % Click rate

- 47% Open rate
- 16 % Click rate

**Want to stop renting and get busy buying?**

When you've got homeownership on your mind, waiting can make you restless. If your current living space is bursting at the seams and you're looking to put down roots in a larger space, it might be time to buy your first home.

But buying shouldn't be considered without first determining if you're truly ready for the responsibilities, both financial and otherwise, of owning.

[Check out these tips on seeing if you're ready.](#)

**Questions?**  
605-773-3181  
605-773-6107  
[info@sdhda.org](mailto:info@sdhda.org)

**What's the first step in buying your first home?**

Your first time applying for a mortgage, house-shopping, obtaining a home inspection - it can get daunting. But it can all be worth it if you have the right information to guide you through the process.

**Our handy guide can walk you through establishing your budget, finding financial assistance to get the ball rolling and shopping for the right mortgage.**

[Download our free guide to get started.](#)

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**Finding your first-time homebuyer loan**

When you're buying a home for the first time in South Dakota, you might qualify for our First-Time Homebuyer Program if you meet certain income and property-cost standards. If you're ready to contact a lender, check out our list of qualified ones in your city.

[Find a lender in your area.](#)

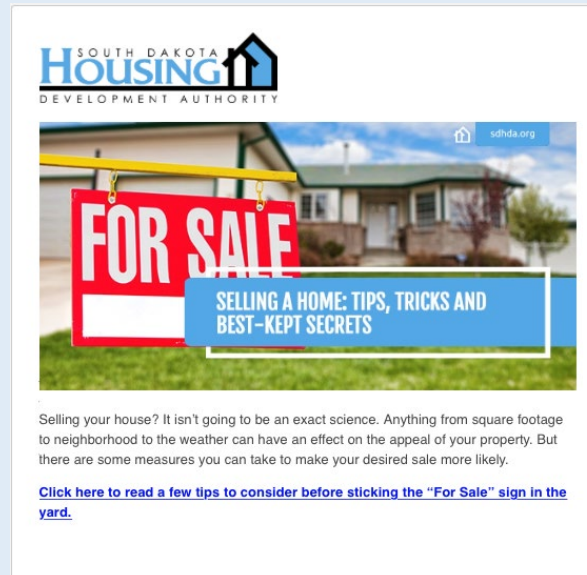
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- Blog Feature Emails
  - Avg. 34.2% Open Rate
  - Avg. 23.42% Click Rate



**SOUTH DAKOTA HOUSING DEVELOPMENT AUTHORITY**

**FOR SALE**

**SELLING A HOME: TIPS, TRICKS AND BEST-KEPT SECRETS**

Selling your house? It isn't going to be an exact science. Anything from square footage to neighborhood to the weather can have an effect on the appeal of your property. But there are some measures you can take to make your desired sale more likely.

[Click here to read a few tips to consider before sticking the "For Sale" sign in the yard.](#)



**SOUTH DAKOTA HOUSING DEVELOPMENT AUTHORITY**

**HOW MUCH HOUSE CAN YOU AFFORD?**

**Your first time looking for a home can be daunting.**

There are so many questions to answer: How will housing costs compare to my rent? How can I fund my downpayment?

One of the first steps you should take when you're about to take the plunge into homeownership is determining how much you can afford to spend on your house. But when you've never bought a home before, creating a budget can be overwhelming.

[Check out our most recent blog post about determining how much house can you afford.](#)



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- Blog Posts

- Posted every Thursday
- 130 blogs posted
- Topic Examples

- The Renter's Guide to Aberdeen
- How to Tell When You've Outgrown Your Starter Home
- The Homebuying Timeline: How Long Does it Take?
- 5 Things Every First-Time Homebuyer Needs to Know
- Affording a Home: How to Get Financial Assistance



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## • Examples

### THE RENTER'S GUIDE TO ABERDEEN

If you're ready to call Aberdeen home, your rental housing needs may soon be met. South Dakota Housing Development Authority (SDHDA) can be a great first step toward finding affordable rentals. Apartment-hunters in South Dakota's third-largest city should read on for a guide to local property managers and other important info.

**PARTICIPATING MANAGERS**

Looking for property managers that participate in SDHDA's rental assistance programs? The following should get you started on finding an affordable place to call home in the Aberdeen area:

Aberdeen Housing & Redevelopment Commission 605.226.2321	Aspire Inc. 605.229.0263
Bicentennial Apts. Ltd. 605.229.0080	Costello Property Management 605.336.9131
Golden West Inc. 605.348.3890	Jopy Inc. 605.225.9504

### HOW TO TELL WHEN YOU'VE OUTGROWN YOUR STARTER HOME

You're no stranger to the homebuying process. You bought your first home, and perhaps have been in it for many years. When is it time to upgrade? How can you tell when you've outgrown your starter home? Other than the obvious—your family members now outnumber your available bedrooms, etc.—what other signs indicate it's time to make the move?

**Here are four signs you might be due for a repeat homebuying experience.**

**THE BOXES ARE STACKING UP**

One surefire sign that you've more than likely outgrown your starter home is the presence of stacks. Once you find yourself stacking boxes in corners to free up some space (or one of your spare rooms essentially turns into a storage space), it might be time to either host a garage sale or consider expanding your living space (or both, for that matter). If tripping over a box or a stray item on the floor is commonplace, you may need some extra room to better organize your belongings.

### AFFORDING A HOME: HOW TO GET FINANCIAL ASSISTANCE

Whether you're a first-time homebuyer or a second- or third-, financing can be a struggle. But you're in luck, because the South Dakota Housing Developing Authority (SDHDA) offers financial assistance to individuals and families who qualify by meeting certain income and purchase-price standards.

**Check out the variety of assistance options at your fingertips.**

**FIRST-TIME HOMEBUYER PROGRAM**

If you need some help in purchasing your first home, SDHDA has a program tailor-made for first-timers. Low-interest, fixed-rate mortgages are available for eligible homebuyers that meet certain income and purchase-price standards. Participating Lenders work with SDHDA to provide these loans to residents with financial restrictions.

Click here to see if you're eligible.

The requirements for the program include:

- Not having owned a home in the past three years
- A household income at or below established limits
- A home purchase price of less than \$250,200



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- Social Posts
  - Posted every Monday, Wednesday and Friday
  - 598 posts
    - Average Reach: 4261
      - Organic Reach: 550
      - Paid Reach: 3711
    - Average Post Clicks: 69
    - Average Reactions, Comments & Shares: 32



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## • Examples

**South Dakota Housing Development Authority**  
Published by Epicosity [?] · January 20 · 🌐

Need a getaway from the cold?  
Check out these 15 warm weather vacations that are crazy affordable.

<http://bit.ly/2e8pG9l> ☀️

Need a getaway from the cold? Check out these 15 warm weather vacations that are crazy affordable.

**South Dakota Housing Development Authority**  
Published by Epicosity [?] · December 7, 2016 · 🌐

Walking through the SDHDA Governor's House

The SDHDA Governor's House  
03:43

**South Dakota Housing Development Authority**  
Published by Epicosity [?] · September 12, 2016 · 🌐

Renting a new place can be really exciting – but its also an opportunity to educate yourself. The US Department of Housing and Urban Development wants you to know your rights when you rent a house or apartment.

Read on for HUD's top ten tips for tenants to protect their rights, or visit their website at [www.hud.gov](http://www.hud.gov).

10 Tips for Tenants from HUD

Renting a new place can be really exciting – but its also an opportunity to educate yourself. Know your rights when you rent a house or apartment.

BLOG.SDMDA.ORG

**South Dakota Housing Development Authority**  
Published by Epicosity [?] · February 22, 2016 · 🌐

As a renter, it is your right to move into a place that is safe and habitable. Both you and your landlord have certain maintenance responsibilities.

Both you and your landlord have certain maintenance responsibilities.



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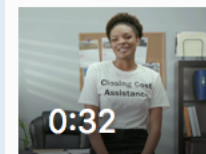
- Videos on Facebook
  - Talk to Me Tuesday Videos
    - Reach 37,482
    - Engagements 15,940
    - Impressions 24,287
  - #SDHousing Benefits
    - Reach 19,267
    - Engagements 14,982
    - Impressions 27,331



Talk To Me Tuesday | What Is Affordable Housing?



Grants For Grads



SDHDA | #SDHousingBenefits | Shirt



# LOVE WHERE YOU LIVE

- YouTube PreRoll
  - First-Time Homebuyer
    - Views 34,044
    - CTR 0.07%
  - Repeat Homebuyer
    - Views 12,564
    - CTR 0.11%





# LOVE WHERE YOU LIVE

- Overall Campaign

- Total Inbound Contacts: 1083 new contacts from our inbound efforts
- Website Traffic
  - 10% growth in web sessions first year, 8% growth second year, 30% growth third year
  - Most popular pages – First Time Homebuyer, Interest Rates, Income and Purchase Price Limits, Governor’s House and Participating Lender List
- Facebook likes increased from 217 at the start of the campaign to 7,339 currently