

“Own It” – Louisiana Housing Corporation’s Integrated Marketing Campaign

Louisiana Housing Corporation
Communications: Integrated Campaign

HFA Staff Contact

Eddie Bynog

ebynog@lhc.la.gov

"Own It" – Louisiana Housing Corporation's Integrated Marketing Campaign

The Louisiana Housing Corporation's mission is to ensure that every Louisiana resident is granted an opportunity to obtain safe, affordable, energy-efficient housing. The Louisiana Housing Corporation (LHC) administers various programs that assist renters, homebuyers and owners, developers, nonprofit groups, local governments, and other stakeholders. In keeping with its mission, LHC offers several initiatives to make homeownership possible. Through financial assistance, resources, and education, LHC offers first-time homebuyers the necessary tools to take the first step and complete the path to purchasing a home. Understanding the need to promote LHC's offerings to a target audience of first-time homebuyers, an integrated marketing campaign was developed across multiple channels, including website content, social media engagement, paid searches, and Spotify ads. Themed "Own It," the consumer awareness campaign utilized digital marketing tactics to promote specific LHC homeownership programs.

Key Messaging and Creative Strategy

This campaign was intended to spread awareness of available programs and support that LHC provides to potential homeowners. The primary message communicated through the campaign was that homeownership is possible. Creative material supported that message by outlining the practical steps to homeownership, emphasizing the benefits, and providing tools that empower prospective homeowners on their journey. The messaging hierarchy for the campaign promoted the possibility of homeownership, provided steps and offerings toward homeownership, and directed prospective homebuyers to additional information and education.

Through illustration and animation, the designs aimed to show the positive aspects of home buying through a compelling and engaging lens. Using a vibrant color palette, LHC effectively showcased a diverse clientele in a unique, respectful way. The use of illustration eliminated the obstacle of showing specific types of houses over others - leaning into the "idea" of a home without showing specifics. Simple, eye-catching animation was effective in breaking through the clutter of the crowded digital media marketplace.

Objectives and Metrics

LHC's consumer campaign objectives were to raise awareness of LHC's homeownership programs, improve education regarding these programs, and activate prospective homebuyers to action.

Though there are numerous variables to be taken into account when measuring the effectiveness of any campaign, LHC focused on action metrics, education metrics, and awareness metrics.

Target audiences for the campaign were divided into two segments that were further broken into lifestyle categories. The primary target audience included females ages 35- to 44-years-old with moderate-to-low household income. LHC further segmented that target into two lifestyle categories, the first being single income, first-time homebuyer or renter, and the second being family with children, first-time home buyer or renter. The secondary target audience included males and females ages 25- to 34-years-old with moderate-to-low household income. The lifestyle categories included new couples without children and single parents, both first-time home buyers and renters.

Campaign Performance

Throughout the sixteen-week timeframe that the campaign ran, the "Own It" campaign attracted over 28,000 new users to the LHC informational sites, generated over 2,000 applications, and prompted nearly 400 phone call inquiries. Facebook drove the highest number of conversions overall, followed closely by paid searches. Bing's conversion rate was four times higher than Google's, but Google drove the most impressions overall. The vanity URL, <https://www.lhc.la.gov/yourhomeownit>, used in radio and TV ads, had an excellent overall conversion rate of 10.07%.

Within paid ads placed during the campaign, LHC noted the best responses from ads mentioning "First Time Home Buyer Programs" and "Assistance and Resources." The audience also engaged at a higher rate with ads that included LHC's campaign message "Your Home. Own It." in the headline. Overall, the campaign's use of aspirational language, including "Homeownership is Within Reach," worked very well in all ad groups.

General home buying keywords drove the highest number of clicks, including keywords like "first time home buyer," "home buying programs," and "first time home buyer grants." Google video ads had great view rates, 48,830 total views, and over 1,000 clicks to the site.

Native ads placed on targeted websites had the fewest click-throughs to the LHC website yet yielded the longest average time spent on the website. Native ads appeared on websites such as accuweather.com and goodhousekeeping.com.

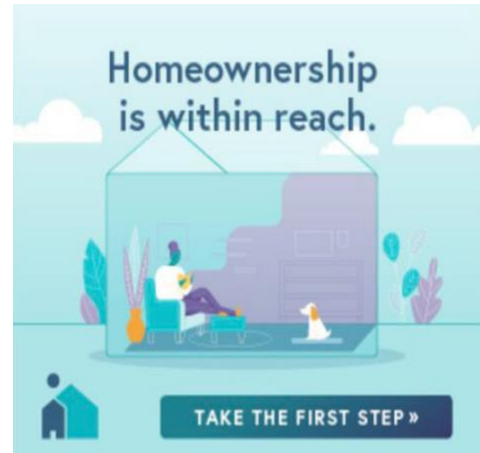
The Spotify placement reached 107,545 people. There were 771 clicks to the site, and the ad had a completion rate of 95.48%. The highest concentration of listeners was in the 25-34 age category, followed by 35-44. Fifty-six percent of the listeners were male, and 44% were female.

LHC sent email outreach to approximately 2,500 recipients. The emails had an open rate of 52% with a click-through rate of 18%.

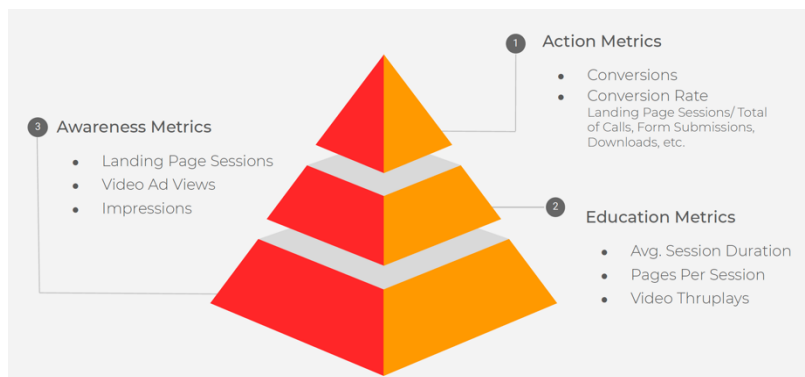
Summary

In summary, LHC's consumer campaign objective to promote LHC's offerings to a target audience of first-time homebuyers was met through "Own It," our comprehensive integrated marketing campaign. By using multiple channels, including website content, social media engagement, paid searches, and Spotify, the consumer awareness campaign allowed LHC to reach more potential first-time homebuyers than ever before. All targeted goals were exceeded within the sixteen-week campaign.

Visual Aids

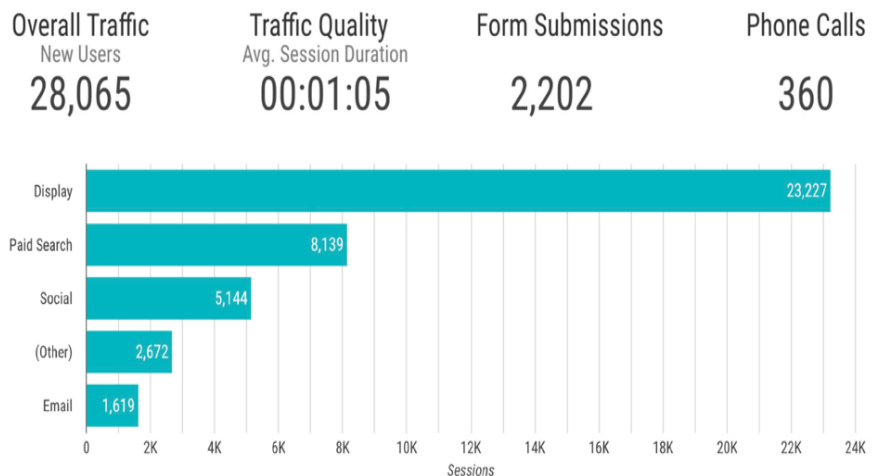


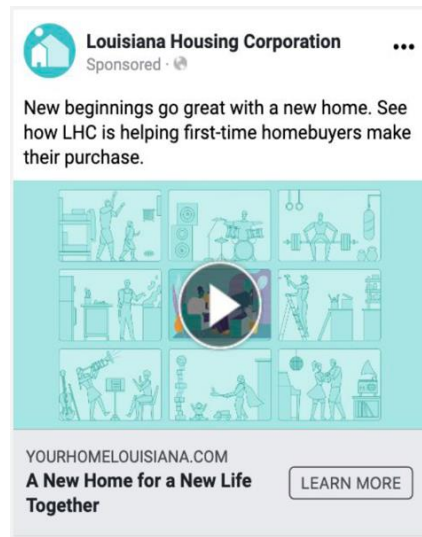
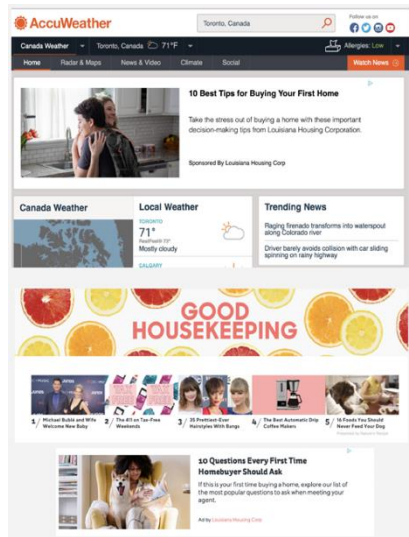
Creative material supported that message by outlining the practical steps to homeownership, emphasizing the benefits, and providing tools that empower prospective homeowners on their journey.



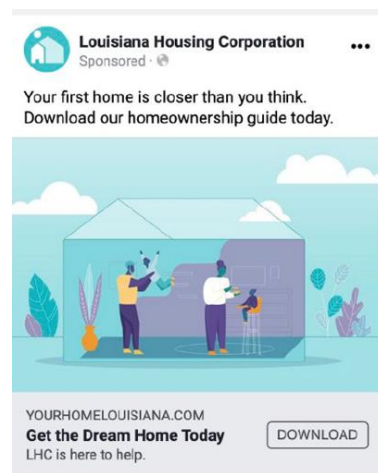
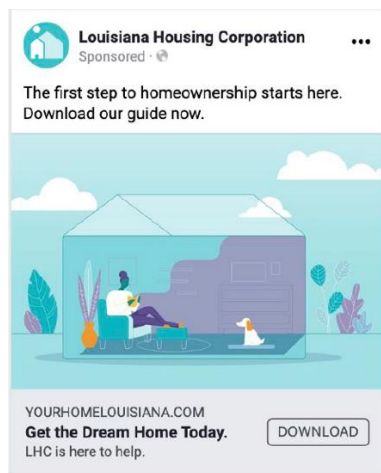
Though there are numerous variables to be taken into account when measuring the effectiveness of any campaign, LHC focused on action metrics, education metrics, and awareness metrics.

Throughout the sixteen-week timeframe that the campaign ran, the "Own It" campaign attracted over 28,000 new users to the LHC informational sites, generated over 2,000 applications, and prompted nearly 400 phone call inquiries.





Within paid ads placed during the campaign, LHC noted the best responses from ads mentioning "First Time Home Buyer Programs" and "Assistance and Resources." Native ads appeared on websites such as accuweather.com and goodhousekeeping.com.



By using multiple channels, including website content, social media engagement, paid searches, and Spotify, the consumer awareness campaign allowed LHC to reach more potential first-time homebuyers than ever before.