



Housing Essentials

04/01/2026



“By delivering clear, short-form housing education across today’s digital platforms, we’re empowering more Virginians to move through their homebuying or renting journey with knowledge and confidence.” – Kyla Goldsmith-Ray, Director of Communications, Virginia Housing

Brief Description

Virginia Housing’s Free Homebuyer and Renter Education courses empower consumers across the Commonwealth to feel confident in their housing journey. Attendees receive handbooks each containing hundreds of pages of invaluable information. While this format serves individuals seeking a deep dive or who prefer to follow along during a course, it presents a distinct marketing challenge: how to effectively share this vital information in today’s short-form, attention-driven digital environment with individuals who aren’t enrolled in one of our courses.

Why It Was Undertaken

Identifying an opportunity to increase brand engagement, we evolved our strategy to consistently deliver popular content about homebuying, renting and financial planning. We launched Housing Essentials as an integrated campaign that distilled course materials into dynamic, highly digestible content optimized for web, social media and email marketing.

What We Accomplished

Replicability

Leveraging existing education materials, we developed nearly two years of digital content to be published weekly. The majority of production was completed in-house, making this a cost-effective solution. Housing finance agencies (HFAs) with a communications team can replicate this strategy to build awareness.

Engaged Target Audiences

The campaign was strategically designed to engage three distinct audiences, delivering neatly packaged answers to common housing questions:

- **Prospective Homebuyers** - Educating individuals on the homebuying process as well as Virginia Housing’s programs and resources.
- **Renters** - Demystifying the rental process, combating common myths and promoting available assistance programs.
- **Real Estate Agents and Lenders** - Equipping industry partners with Virginia Housing-branded content to amplify homebuyer awareness within their individual networks.

We are currently expanding the series to include in-house video production to keep the content fresh and engaging.

Achieved Measurable Results

The multi-channel nature of this campaign drove significant, trackable digital engagement:

Channel	Results (June 1, 2025 – February 28, 2026)
Website	Clicks: 2,231
Social media	Impressions: 226,374 Engagement rate: 4.44% (+1.5% vs. industry average)
Email marketing	Total opens: 8,611 Open rate: 47% (+12% vs. industry average)

Engagement rate source: Hootsuite, February 2026

Open rate source: Constant Contact, March 2026

Provided Benefits That Outweigh Costs

With more than half of the planned content yet to be published, this initiative has already created a proven record of driving social media engagement and website traffic. The results far exceed the time and resources invested into the development of this series.

Demonstrated Effective Use of Resources

By utilizing paid social media, we acquired new audience segments in a highly efficient manner. For HFAs operating in a more cost-prohibitive environment, this strategy remains highly adaptable. To reduce spending, the model can be shifted to more heavily leverage organic social media, internal influencer networks or partner amplification.

Achieve Strategic Objectives

This campaign directly supports two of Virginia Housing's broader strategic goals:

- Expand the utilization of resources to achieve successful homeownership and rental opportunities
- Support housing options to improve access for first-time homebuyers, lower-income renters and those with unaddressed housing needs

Conclusion

Through the creation and promotion of digestible, short-form homebuyer and renter education content, this campaign provides consumers across the Commonwealth with the knowledge and resources they need to succeed in their housing journey.

Appendix

[Housing Essentials Landing Page](#)



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Housing Essentials

Learn how to manage your money and become a successful renter or homebuyer.





Homebuying

Discover your path to homeownership. Our tools and resources can help you learn what's possible and how to begin your journey.





Renting

Learn everything you need to know about renting, from navigating the application process to understanding your rights and responsibilities.





Financial wellness

Find answers to questions about budgeting, savings, credit and more.



Homebuying Article Library



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Homebuying

Discover your path to homeownership. Our tools and resources can help you learn what's possible and how to begin your journey.



Homebuying

Renting

Financial Wellness



Five steps to homeownership

Discover the basic steps in the process to become a new homeowner.

[→](#)



Free homeownership class

When you take our eight-hour class taught by experts, you'll gain knowledge about the entire process.

[→](#)



How to find the right lender

Get the best rate and service that works for you, your budget and your timeline.

[→](#)



Benefits of a real estate agent

Take time to work with a real estate agent, and you'll have all the advantage you need to find a new home.

[→](#)



Choosing a real estate agent

Choosing a real estate agent to work with is a big decision, get tips on finding the right agent for you.

[→](#)



What is a REALTOR®?

During the homebuying process, you may see the word REALTOR® used. But do you know the difference between a real estate agent and a REALTOR®?

[→](#)



Avoid large credit purchases before closing

These purchases can throw off your credit score so much that you are denied the mortgage loan all together.

[→](#)



Know your homebuying ratios

During your homebuying journey, it's important to understand the various ratios lenders use and how they impact the home loan process.

[→](#)



What does PITI mean?

As you're working toward buying a home, you'll encounter terms that apply to the mortgage lending process. "PITI" may be one you see frequently.

[→](#)

Homebuying Article #1



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Five Steps to Homeownership

The path to homeownership includes acquiring knowledge, finding the right professionals to help you and completing important paperwork. At Virginia Housing, we're here to help you work through your journey with these five essential steps:

- 1. Attend our free homeownership class.**
Our [free class](#), taught by industry experts, covers the responsibilities of owning a home, personal finances and credit, working with a lender and real estate agent, the home inspection and more. Classes are taught in person and online in English and Spanish.
- 2. Find a Virginia Housing-approved lender and get pre-approved for your price range.**
Before you start shopping, you'll need to know what you can afford so you can look for homes that match your budget. Our [Find a Lender tool](#) can help you find a qualified lender near you.
- 3. Choose a real estate professional to help with your home search.**
Your real estate agent will help you find the right home that fits your budget and lifestyle needs, and guide you through the process of making an offer on your home. Our [search tool](#) makes finding the right real estate agent easy.
- 4. Finalize your mortgage application with your pre-selected lender.**
To authorize your loan, your lender will need information and documentation about details like your finances and homeowners' insurance. During this phase, you'll also select an attorney or closing agent and schedule a home inspection.
- 5. Take part in the closing.**
Congratulations! This is the big day where you review and sign all the official documents and receive the keys to your new home.

Are you ready to get started on your journey to homeownership?
Sign up for our [free homebuyer education class today!](#)

Organic Social Media Posts



Homebuying



Renting



Financial Wellness

Paid Social Media Ads

**Virginia Housing**
Ad · 

Get started on your homebuying journey by exploring the steps to homeownership. Learn more at the link in our bio! [...See more](#)

Steps to Homeownership



- Attend our free homebuyer class
- Find an approved lender
- Choose a real estate agent



OPEN INSTAGRAM
Virginia Housing

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Homebuying

**Virginia Housing** · [Follow](#)
Ad · 

Learn how a personal budget can help you reach your financial goals.
[#HomeHelpsEveryone](#) [...See more](#)

Why Create a Spending and Savings Plan?



- Gain financial peace of mind
- Pay down debt
- Start an emergency fund
- Achieve homeownership

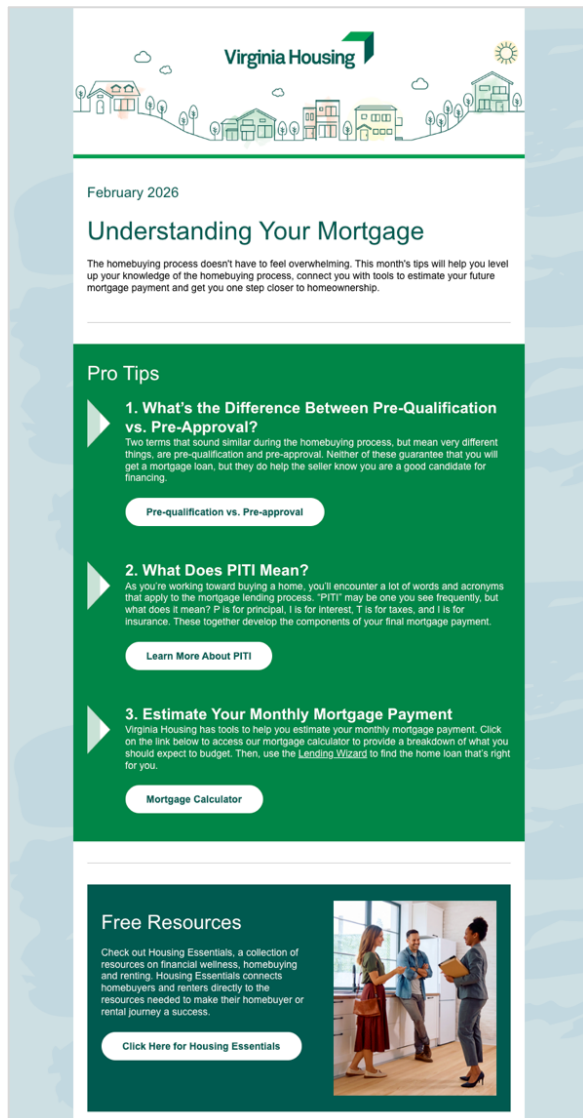


Virginia Housing
When homes are affordable an...

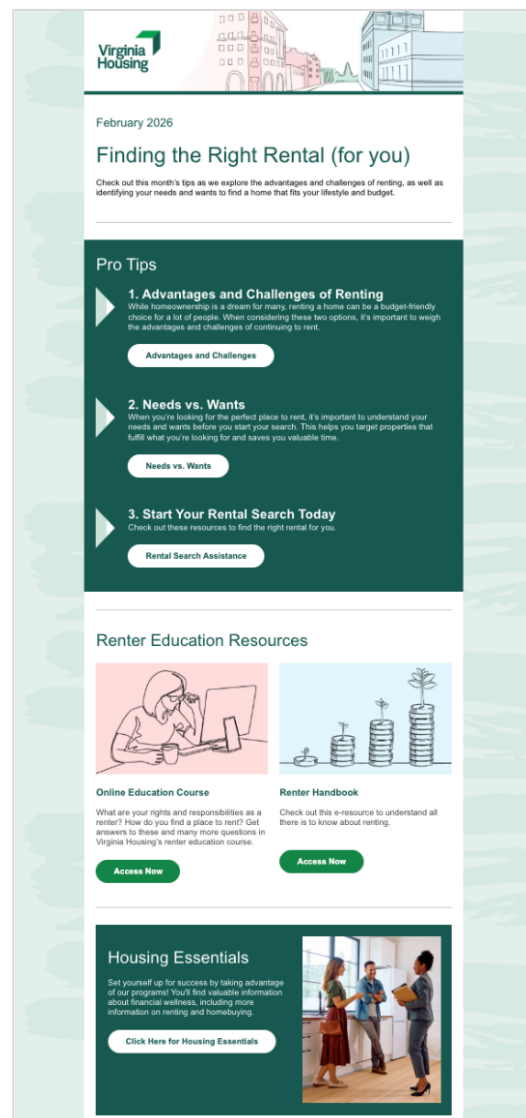
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Homebuyer Tips



Renter Tips