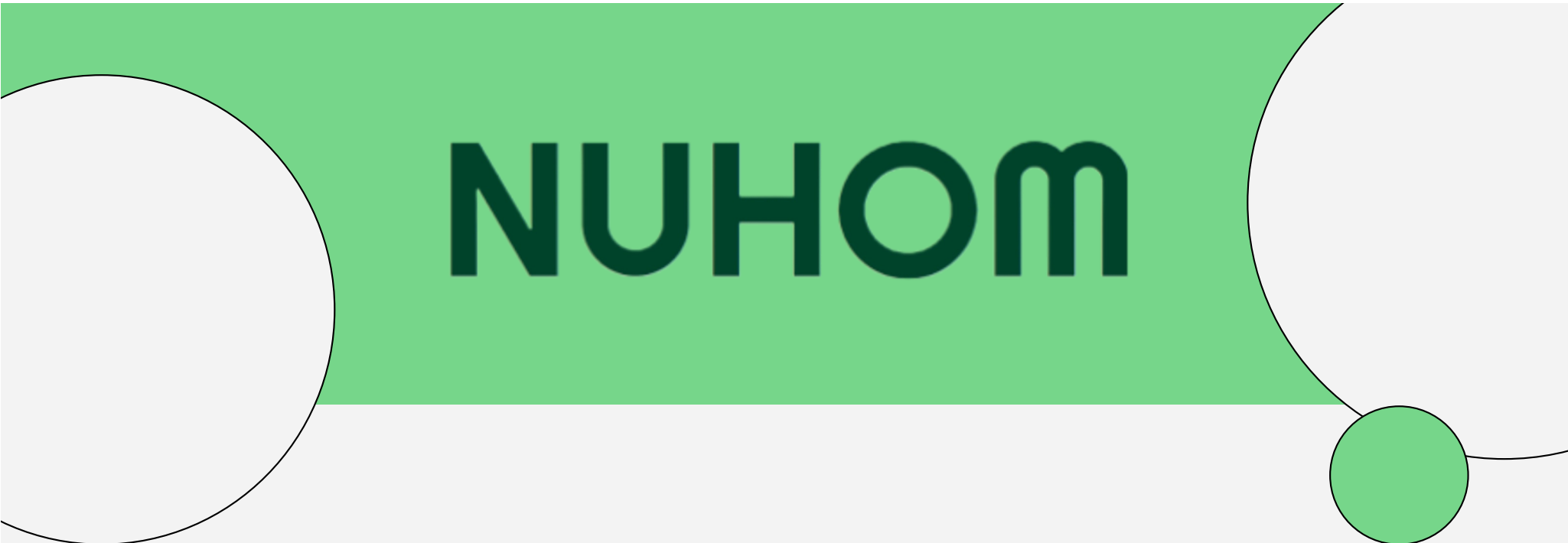




NUHOM

MARKETING STRATEGY

June 2022

Sophie Lin (PM), Esha Patel, Benjamin Rice, Kelly Servan

AGENDA

TARGET MARKET &
ENVIRONMENT

01

04

WEBSITE

COMPANY VALUES

02

05

SEARCH ENGINE
OPTIMIZATION (SEO)

SOCIAL MEDIA

03

06

SUMMARY



MARKETING PLAN PURPOSE



Leverage organic and paid marketing strategies to increase customer acquisition and retention rates.



01

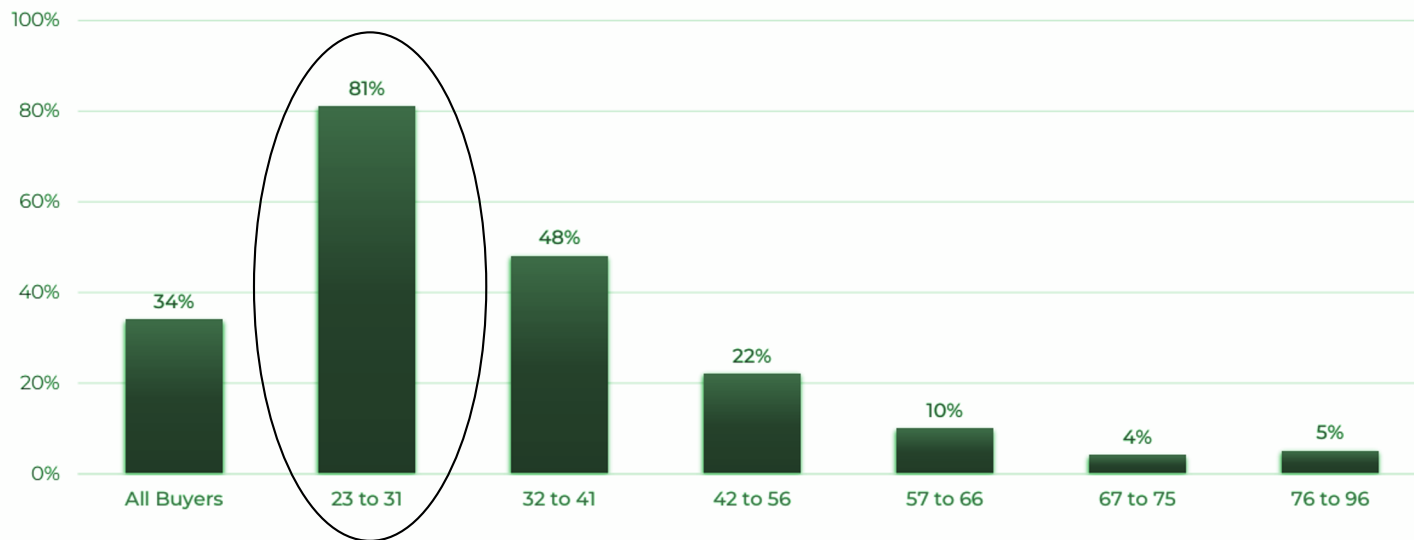
THE TARGET MARKET & ENVIRONMENT

Understanding today's home-buyers

FIRST-TIME HOME BUYERS

FIRST-TIME HOME BUYERS IN AGE GROUP

Exhibit 1-13 (Percentage Distribution)



MILLENNIALS



Born between 1980 and 2000

- Care about the buying experience
 - Especially if tailored to the individual
- 40% consider home-buying to be extremely important, 30% consider it to be important but not a big priority
- Very active on social media and the web
- Lower employment levels and less income to spend
- Burdened by student loan debt
- Buyers are influenced by consumer behavior
 - Social proof, online reviews, and self education are influential

More details: [Millennials Infographic \(goldmansachs.com\)](http://goldmansachs.com)



HOME-BUYING
MOTIVES

PRIMARY REASON FOR PURCHASING A HOME

AGE OF HOME BUYER

Exhibit 1-15

(Percentage Distribution)

	All Buyers	23 to 31	32 to 41	42 to 56	57 to 66	67 to 75	76 to 96
Desire to own a home of own	28%	54%	35%	23%	13%	6%	4%
Desire for larger home	11	8	19	13	7	5	5
Desire to be closer to family/friends/relatives	10	3	4	7	17	24	30
Change in family situation (e.g. marriage, birth of child, divorce, etc.)	7	6	7	10	7	6	7
Desire for a home in a better area	7	4	7	9	8	7	5
Job-related relocation or move	5	5	7	9	3	1	*
Desire for smaller home	5	1	3	5	6	10	18
Retirement	5	*	*	2	13	15	9
Establish a household	3	6	3	2	1	1	*
Desire to be closer to job/school/transit	2	1	3	3	2	1	*
Affordability of homes	2	2	2	2	2	2	2
Financial security	2	3	2	2	2	1	1
Desire for a newly built or custom-built home	2	*	2	1	3	2	3
Desire for better home for pet(s)	2	3	1	1	1	1	*
Purchased home for family member or relative	1	*	*	1	1	1	*
Better weather conditions	1	*	*	1	2	2	2
Greater number of homes on the market for sale/better choice	*	*	*	*	*	*	*
Other	2	2	2	2	1	2	2

*Less than 1 percent

WHY NEW AND PREVIOUSLY OWNED HOMES PURCHASED

Exhibit 2-2

(Percent of Respondents)

AGE OF HOME BUYER

	All Buyers	23 to 31	32 to 41	42 to 56	57 to 66	67 to 75	76 to 96
New Home:							
Avoid renovations or problems with plumbing or electricity	36%	47%	45%	44%	28%	23%	17%
Ability to choose and customize design features	35	43	43	34	35	30	29
Amenities of new home construction communities	23	19	21	25	25	22	20
Lack of inventory of previously owned home	18	27	23	20	14	17	14
Green/energy efficiency	12	12	17	15	9	5	*
Smart home features	8	12	12	7	9	2	6
Other	15	12	8	14	18	15	14
Previously Owned Home:							
Better overall value	38%	37%	37%	35%	38%	41%	34%
Better price	35	51	41	28	28	22	25
More charm and character	24	23	26	27	24	20	21
Lack of inventory of new homes	19	20	20	20	13	13	14
Want to DIY a fixer upper	6	10	6	7	5	3	4
Other	7	7	8	10	7	6	5

*Less than 1 percent

2022 NAR Home Buyers and Sellers Generational Trends

FIRST STEP TAKEN DURING THE HOME BUYING PROCESS

Exhibit 3-1 (Percentage Distribution)

AGE OF HOME BUYER

	All Buyers	23 to 31	32 to 41	42 to 56	57 to 66	67 to 75	76 to 96
Looked online for properties for sale	41%	34%	39%	45%	47%	44%	38%
Contacted a real estate agent	19	17	18	19	21	24	21
Looked online for information about the home buying process	10	16	12	8	5	6	5
Contacted a bank or mortgage lender	9	11	11	11	8	4	3
Talked with a friend or relative about home buying process	7	14	8	5	3	4	7
Drove-by homes/neighborhoods	5	2	3	5	6	6	10
Visited open houses	2	1	2	2	3	3	3
Contacted builder/visited builder models	2	1	1	1	3	3	4
Contacted a home seller directly	1	1	1	1	1	2	3
Looked up information about different neighborhoods or areas (schools, local lifestyle/nightlife, parks, public transportation)	1	1	2	1	1	1	1
Attended a home buying seminar	1	2	1	1	*	*	*
Looked in newspapers, magazines, or home buying guides	*	*	*	*	*	*	*
Read books or guides about the home buying process	*	1	*	*	*	*	*
Other	1	1	1	1	1	1	3

*Less than 1 percent

BENEFITS PROVIDED BY REAL ESTATE AGENT DURING HOME PURCHASE PROCESS

Exhibit 4-6

(Percent of Respondents)

AGE OF HOME BUYER

	All Buyers	23 to 31	32 to 41	42 to 56	57 to 66	67 to 75	76 to 96
Helped buyer understand the process	63%	84%	71%	60%	51%	46%	44%
Pointed out unnoticed features/faults with property	58	65	65	57	55	57	44
Provided a better list of service providers (e.g. home inspector)	49	53	50	45	43	44	24
Negotiated better sales contract terms	47	57	49	50	47	45	33
Improved buyer's knowledge of search areas	46	53	44	40	44	47	35
Negotiated a better price	31	32	32	28	30	31	18
Shortened buyer's home search	28	33	25	25	27	30	33
Provided better list of mortgage lenders	26	34	30	27	21	15	15
Expanded buyer's search area	22	24	21	21	20	16	18
Narrowed buyer's search area	15	15	14	14	14	14	10
None of the above	5	2	3	6	6	7	9
Other	3	2	3	4	3	3	4



02

COMPANY VALUES

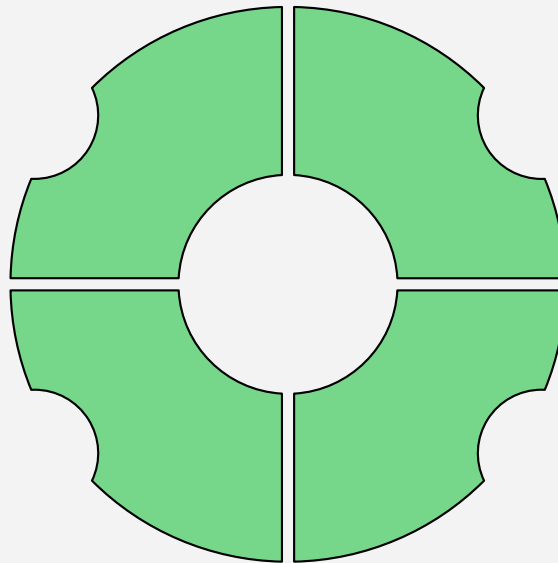
NUHOM'S CORE

SIMPLE

Building the future of home-buying and selling by bringing it online

ZERO PRESSURE

Providing interactive education that helps consumers realize their ability to buy a home



TRANSPARENT

Providing customers more data and choices as they make one of their largest financial decisions

MORE AFFORDABLE

Giving 1% of the purchase price back to buyers

03

SOCIAL MEDIA

For reaching a wide audience and increasing visibility



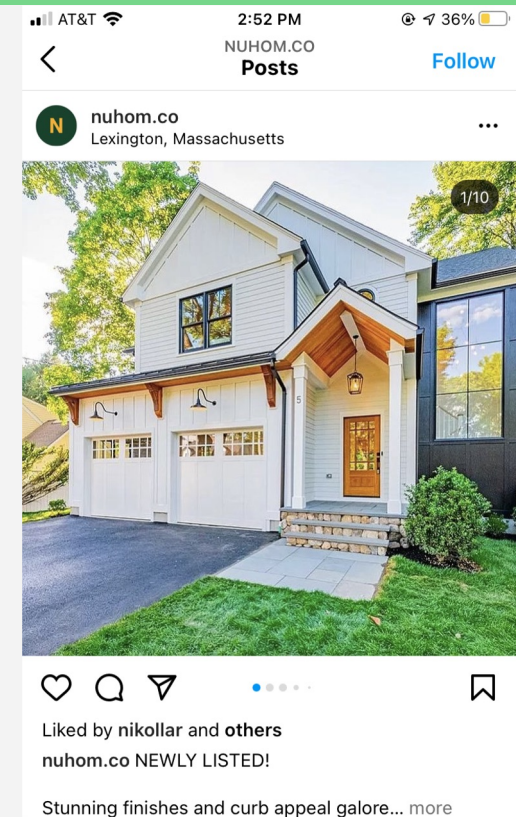
INSTAGRAM



REVAMP FEED APPEARANCE

Improve the feed aesthetics to attract more followers

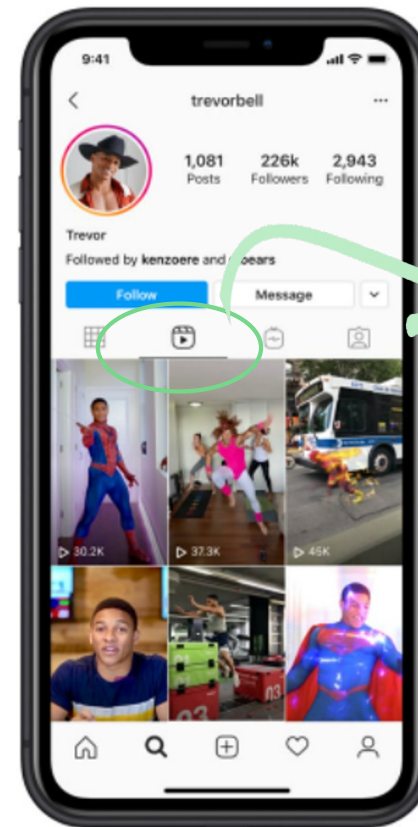
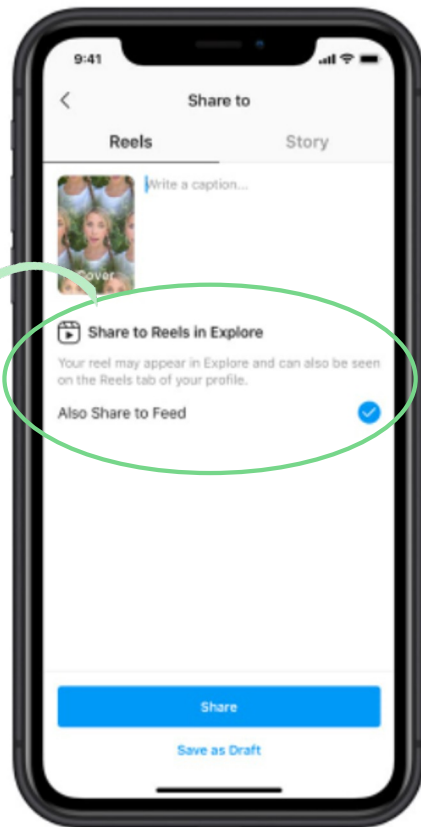
- Post more photos like this one →
 - Available homes + description in the caption
 - Recently sold homes + review in the caption
- Clean, simple graphics with consistent color theme
 - Informational (statistics, announcements, etc)
- Post fewer LONG Reels to the feed
 - Use cover images that fit with the overall feed
 - Can design cover images with apps such as Befunky
 - Try a different filming or editing style
- Appropriate Hashtags
 - Used as 'keywords' as in SEO



INSTAGRAM REELS

Share to explore to get discovered

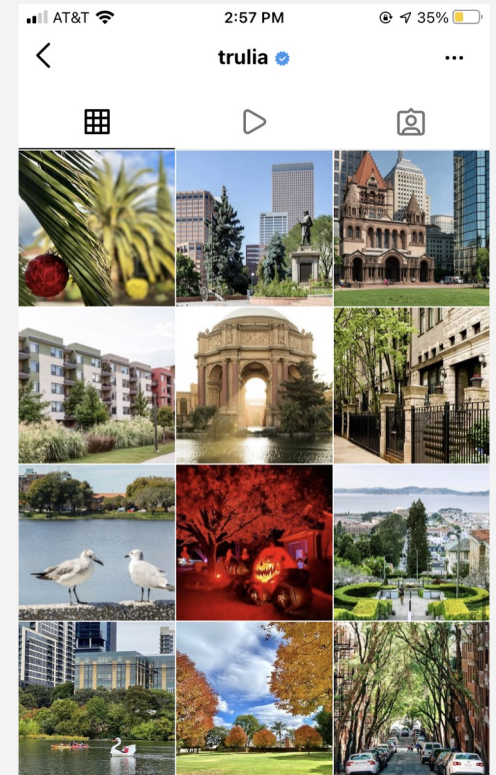
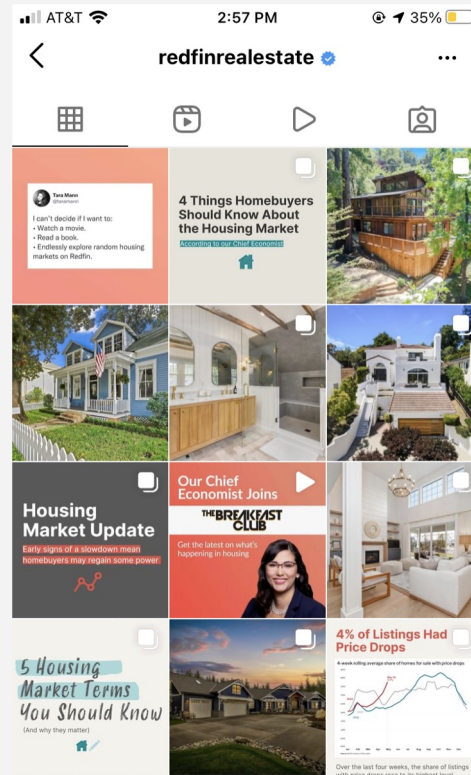
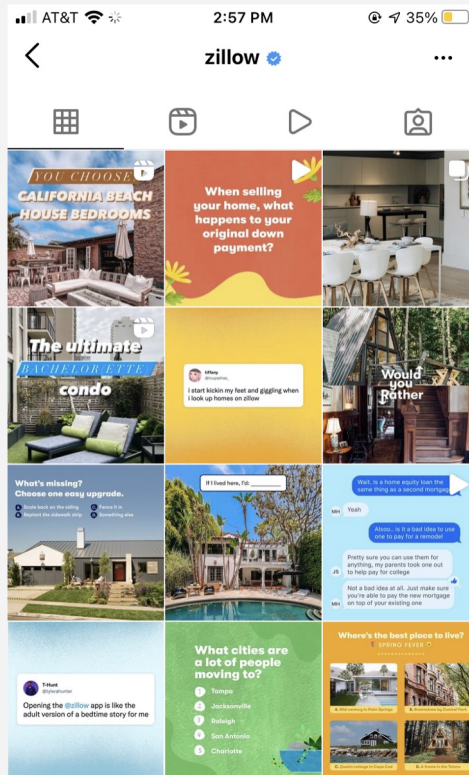
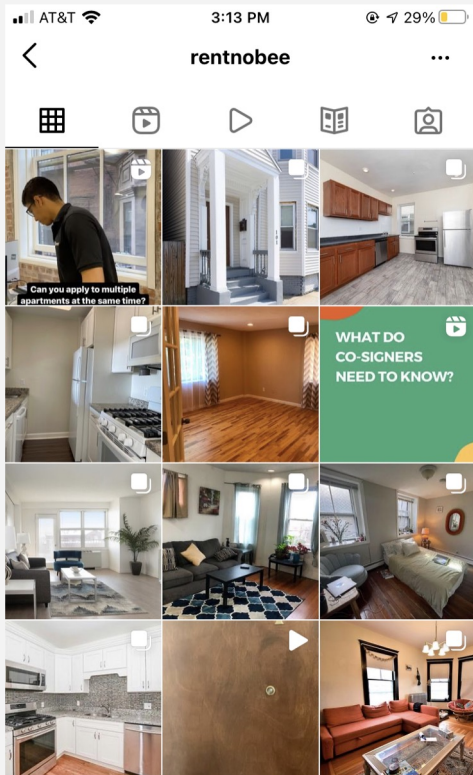
Limit sharing to the main feed to avoid cluttering it



Keep most Reels in this tab of the profile

Post Reels to the story so followers see

SIMILAR ACCOUNTS FOR IDEAS



PROFILE & STORY HIGHLIGHTS



Profile picture: logo



posts

followers

following

Edit Profile

nuhom.co
[insert bio]
linktr.ee or linkin.bio

Set up as a
business profile

Link: landing page for
multiple other links

- Paid or free
- Analytics
- Customizable



Stories:
Add an "About
Us" highlight



TIKTOK

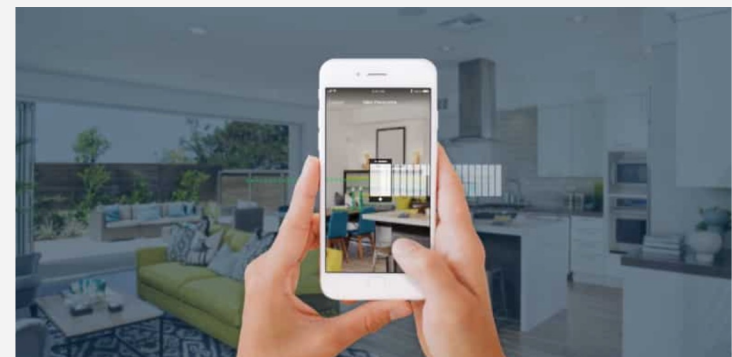
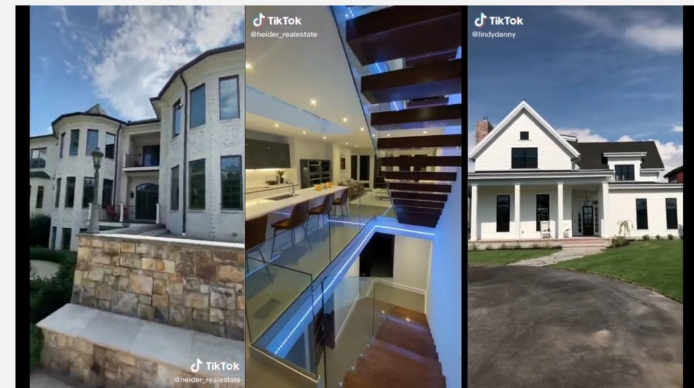




FIRST STEPS

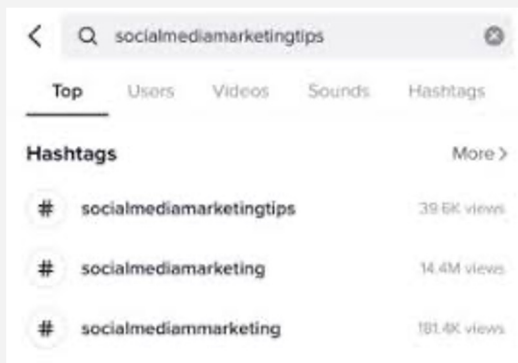
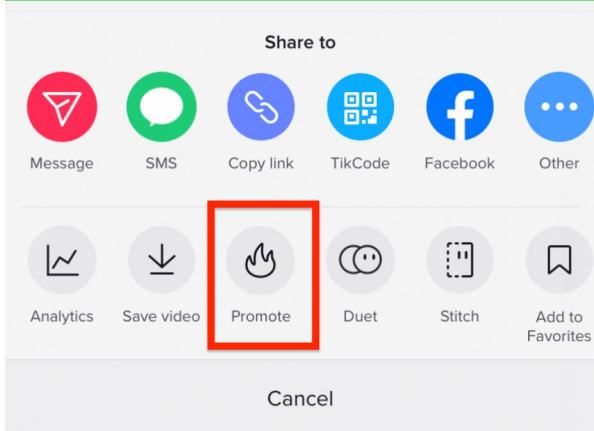
Content

- Home tours
- Informational videos
- How to/guides
- Trends
 - More views and engagement
 - Showcase Nuhom with a humoristic approach
- Use popular audios



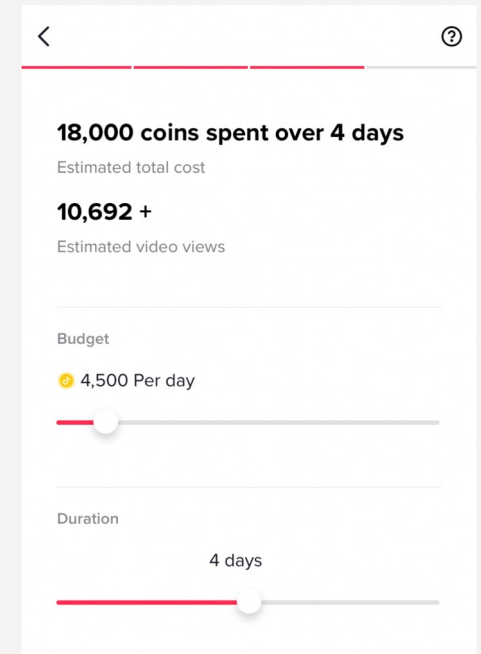


FIRST STEPS cont.



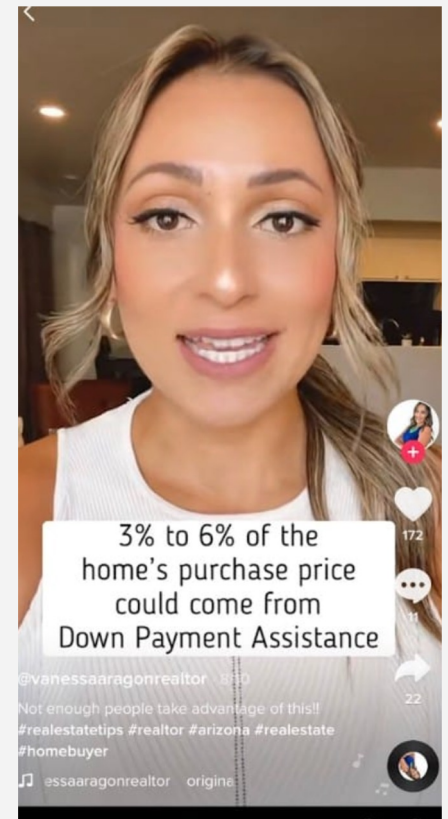
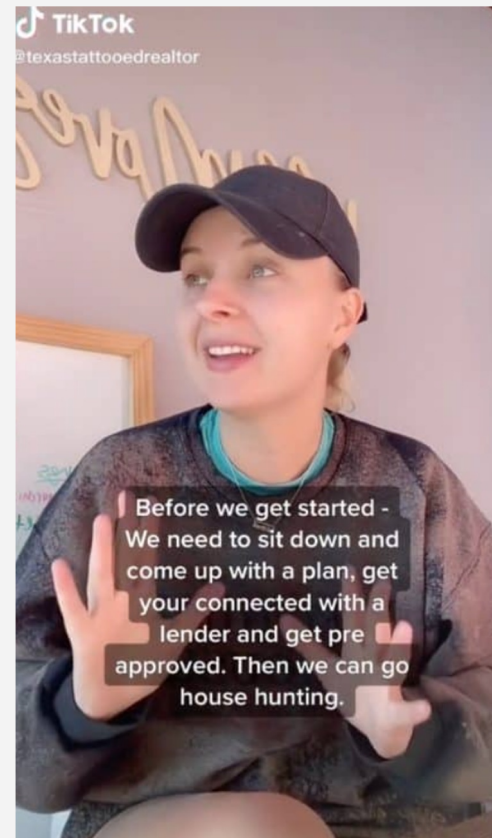
Key Approaches

- Post often
 - 1-10 times per day at first to build your following
- Use hashtags
- Engage with followers & other users
 - Liking, responding to comments, reposting
- Share content on other platforms (instagram)
- Promote feature

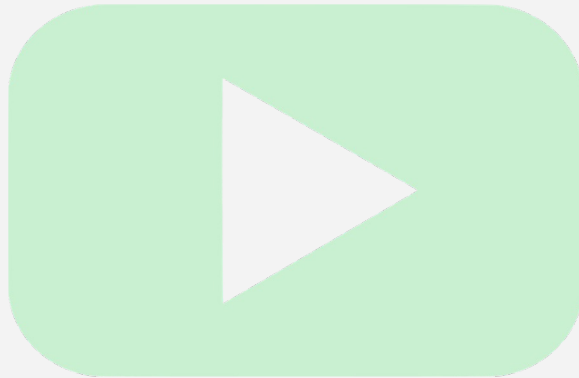




EXAMPLES



YOUTUBE





Searching For Homes The Right Way

2 views • 10 days ago

What To Know Before Making An Offer

2 views • 10 days ago

Closing On Your Home

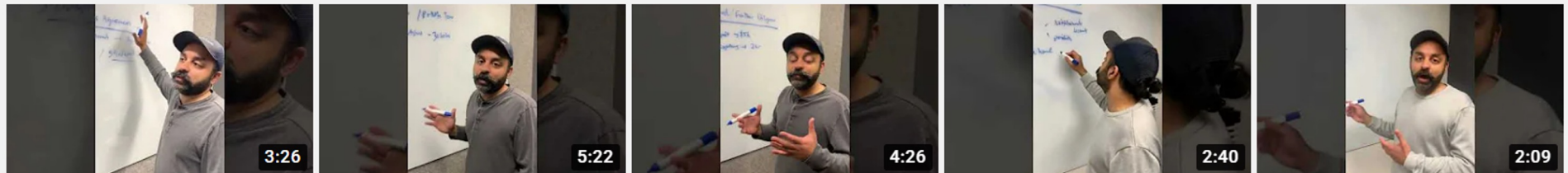
1 view • 10 days ago

Getting Ready To Buy a Home

10 views • 10 days ago

Getting a Mortgage

4 views • 10 days ago



What Is a Purchase And Sales Agreement?

2 views • 10 days ago

What You Should Look For When Touring Homes

9 views • 10 days ago

Further Due Diligence After Your Offer Is Accepted

1 view • 10 days ago

Defining Your Needs And Wants Before Buying a Home

3 views • 10 days ago

What Is a Pre-Approval And Where To Get One

4 views • 10 days ago

Simple improvements to make:

- Film horizontally
- Design eye-catching thumbnails with sites/apps such as [Canva](#)
 - Thumbnails drive clicks and affect search ranking

Example



Tips to make videos rank higher in Youtube's suggested videos using the description box and keyword tags:

- Focus on one primary keyword
- Limit tags to 10-12 and use variations of the primary keyword
- Ensure that the video description is at least three sentences long
- Add links to other videos and related website pages to the description box
- Use hashtags in the description box but no more than 15 otherwise Youtube will ignore them

Other ways to boost views:

- Continue embedding videos in website blog posts
- Announce new video postings on the Instagram story



04

WEBSITE



LOGO

- Promotes instant recognition
- Eye-catching and aesthetically pleasing
 - Color choices
 - Simple
 - Versatile
 - Memorable
- Previous logo is more recognizable and aesthetically pleasing

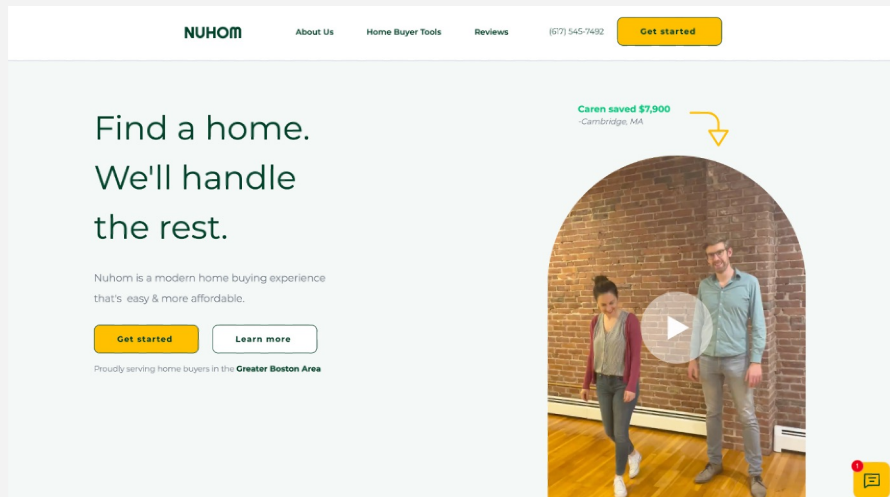


NUHOM

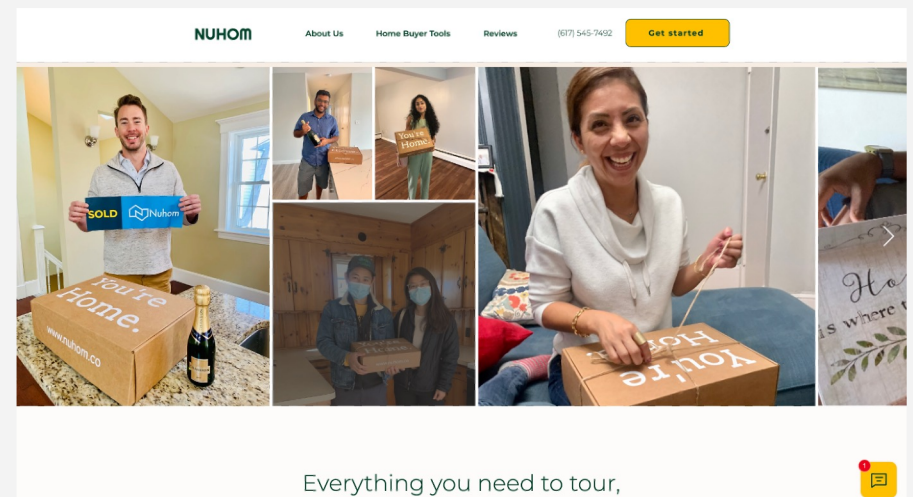
N

APPEARANCE

PAGE 1



PAGE 2





APPEARANCE CONT.

PAGE CONTENT

- Include pictures of (nicer) homes exterior/interior

Utilize Psychological Reactance

- Decrease amount of photos of individual people
- Show more of your customer their dream house/apartment



PAGE FORMATTING

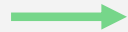
- Get rid of get started in the navigation bar
- Include in code - device scaling
- Either decrease the size of the navigation bar or have it disappear when scrolling
- When hovering over photo it makes it have a dark filter making the image hard to see.



WEBSITE MARKETING

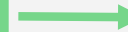
WINDOW

SOCIAL MEDIA /
WEBPAGE DRAW



DOOR

WEBSITE "LEARN
MORE" "GET
STARTED"



STORE

WEBSITE SPECIFICS



WEBSITE MARKETING

SOCIAL MEDIA: WINDOW

Tell a story, educate your customer and leads, and make big announcements

This will be the method of drawing in the customer

Methods

Blog

Videos

images

WEBPAGE: DOOR

Entice the customer to further their knowledge through your webpage by showing them desirable answers or results

This will allow your customer to stay engaged with the changing of platform and scenery from social media to website

Methods

"Click here to learn more about..."

"Found a home you are interested in visit our webpage here to learn more about..."

WEBPAGE: STORE

Create a place for the customer to freely search for what they are looking for

Specifically you are selling to what seems to be individuals that know the house they already want so market to that before having them "walk in the store"

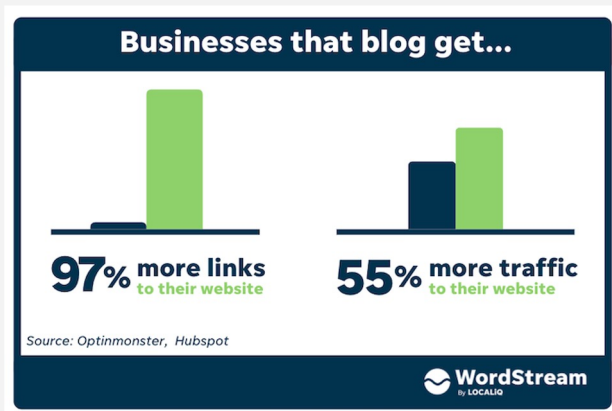
Methods

Include 3D walk arounds

Informative videos,

Independent house search

USER ENGAGEMENT



Utilizing Long-form content in your website as well as social media increases user engagement significantly

“Headlines are one of the most important parts of your content. In fact, studies have shown effective blog headlines to drive 500% more traffic.”

[Home](#) : [Blog](#)

I Spent \$4M on Google Ads – Here Were My 5 Biggest Mistakes



Asi Dayan



WEBSITE CONTENT

VALUE OF WEBSITE FEATURES

Exhibit 3-8

(Percentage Ranking Feature "Very Useful" Among Buyers Who Used the Internet)

	AGE OF HOME BUYER						
	All Buyers	23 to 31	32 to 41	42 to 56	57 to 66	67 to 75	76 to 96
Photos	84%	90%	89%	88%	79%	75%	53%
Detailed information about properties for sale	80	82	82	84	78	74	62
Floor Plans	55	54	58	54	52	50	53
Real estate agent contact information	43	39	36	40	47	54	53
Virtual tours	43	40	45	46	41	41	32
Detailed information about recently sold properties	39	38	42	42	36	32	25
Pending sales/contract status	39	43	41	41	35	30	14
Neighborhood information	37	34	39	39	32	28	29
Interactive maps	34	38	39	36	29	20	14
Videos	28	26	28	29	24	24	25
Information about upcoming open houses	20	22	23	23	15	15	12
Virtual open houses	12	10	13	12	11	12	14
Virtual listing appointment	10	10	11	10	8	8	7
Real estate news or articles	6	7	5	6	5	5	7



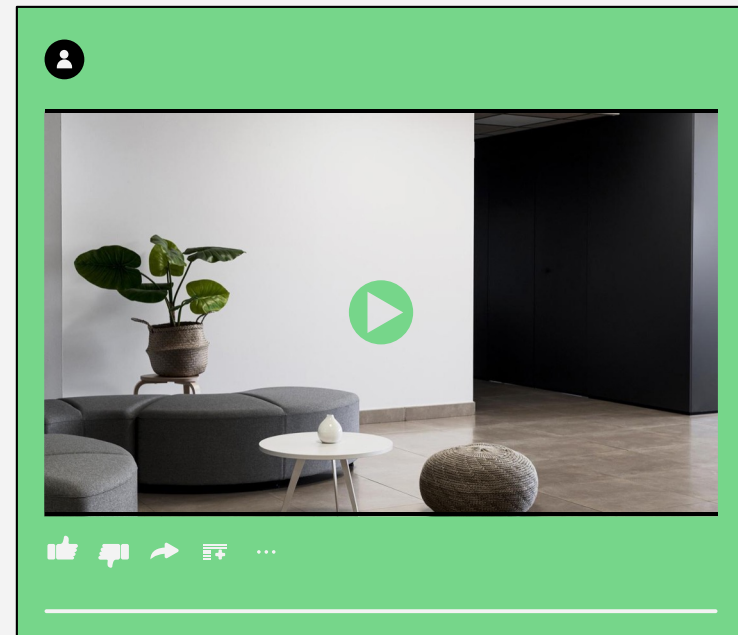
BLOG POSTS

Improvements to current blog

- Category filters on the blog page
- Topic ideas
 - Detailed answers to FAQs
 - Use Google Ads Keywords tool for ideas
 - Advice about home-related topics (ex. furnishing tips)

Keep key features of current blog

- Videos
- Info about the home-buying process



MOST DIFFICULT STEPS OF HOME BUYING PROCESS

Exhibit 3-5 (Percent of Respondents)

For blog post ideas

	AGE OF HOME BUYER						
	All Buyers	23 to 31	32 to 41	42 to 56	57 to 66	67 to 75	76 to 96
Finding the right property	56%	64%	56%	56%	54%	53%	42%
Paperwork	18	20	18	17	16	17	17
Understanding the process and steps	15	30	20	10	7	8	7
Saving for the down payment	13	27	21	9	3	1	*
Inability to move forward in process due to Covid-19	7	8	8	8	6	6	6
Getting a mortgage	7	8	8	7	6	3	5
Appraisal of the property	5	5	7	6	5	2	3
Other	7	7	8	7	8	5	6
No difficult steps	18	7	12	19	22	26	33

*Less than 1 percent

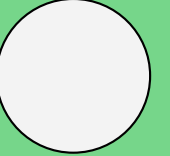


USER-GENERATED CONTENT



- Continue posting reviews
 - 8/10 millennials only buy after reading reviews
- Before/after photos from customers
 - Can also post on Instagram account
- Incentivize submissions
 - “Transformation” contest with prize (ex. furniture gift card)
- Short feedback form with pre-set questions so that it is quick and easy for customers

REFERRAL PROGRAM



84% of customers trust word-of-mouth recommendations more than any other form of advertisement. (Nielsen)

Loyalty

Keeps you on customers' minds, builds longer-term relationships, and creates a loyal base of new customers

Builds Social Proof

People choose their actions based on other opinions more often than not

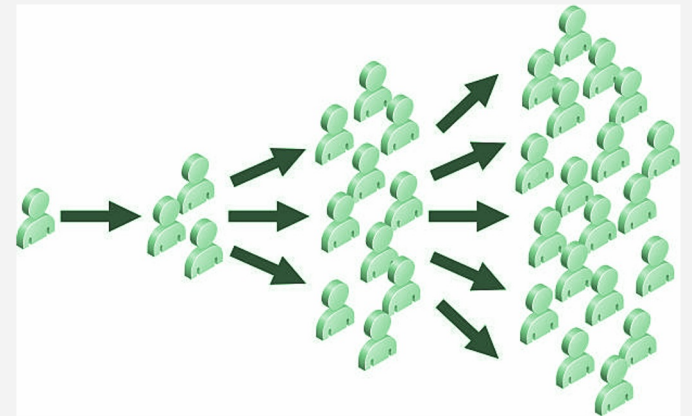
Grow a Targeted Audience

Your current customers share your brand with people they would think would benefit from your service

REFERRAL PROGRAM cont.



- Customer persona: First time home buyer — 25-35 years old
 - Chances that they know someone else looking to buy a home are high at this age
- Highlight the referral program in “Buyer reviews” tab
- Make it a key feature like the 1% rebate



05

SEO

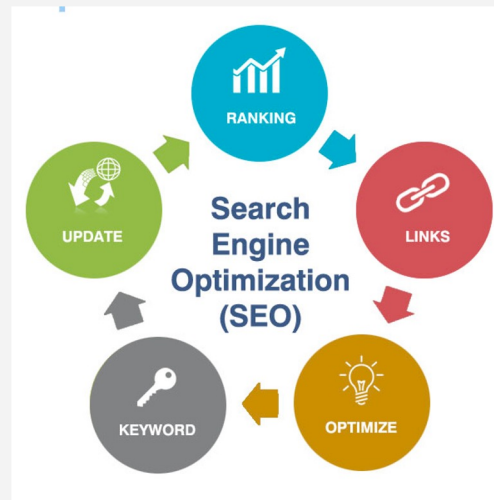


SEARCH ENGINE OPTIMIZATION

SEARCH ENGINE OPTIMIZATION (SEO)

What is SEO?

Process of increasing the visibility and maximizing the number of visitors of your website in organic (non-paid) search results

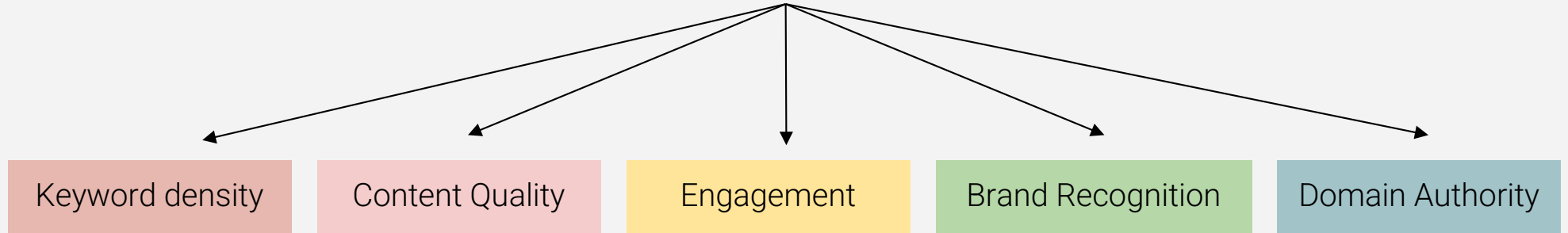


WHAT TO KNOW ABOUT SEO



Most important aspect of SEO → **Ranking Factors**

The parameter that search engines use to “judge” websites



IMPLEMENTING SEO



Stages for implementing SEO Strategy

1. Auditing the website

- Rankings
- Website's analytics
- Keywords analytics



2. Crawling and Indexing

- Use of automated bots that scour the internet



3. Ranking

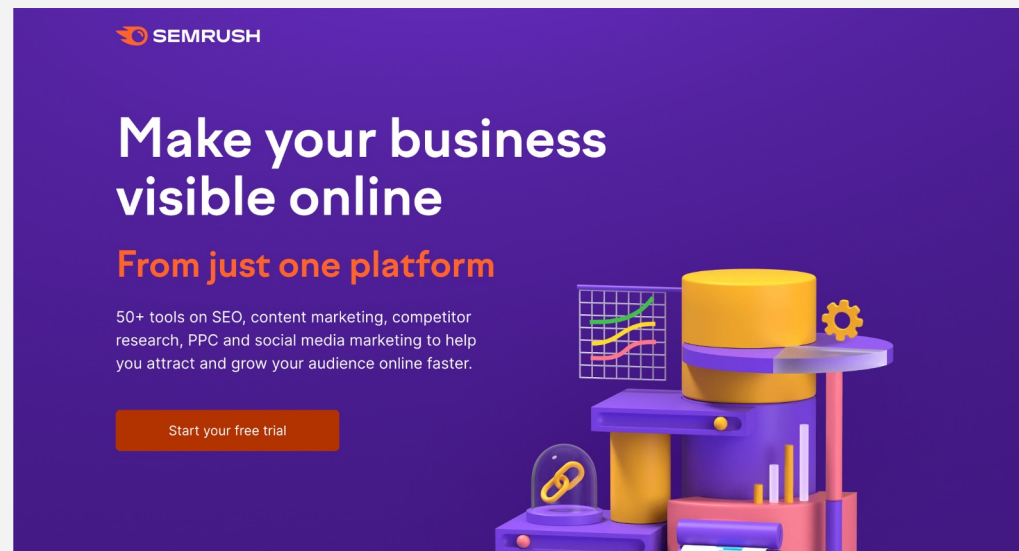
- Keywords
- Content
- Links

PROPOSED PLATFORM FOR SEO

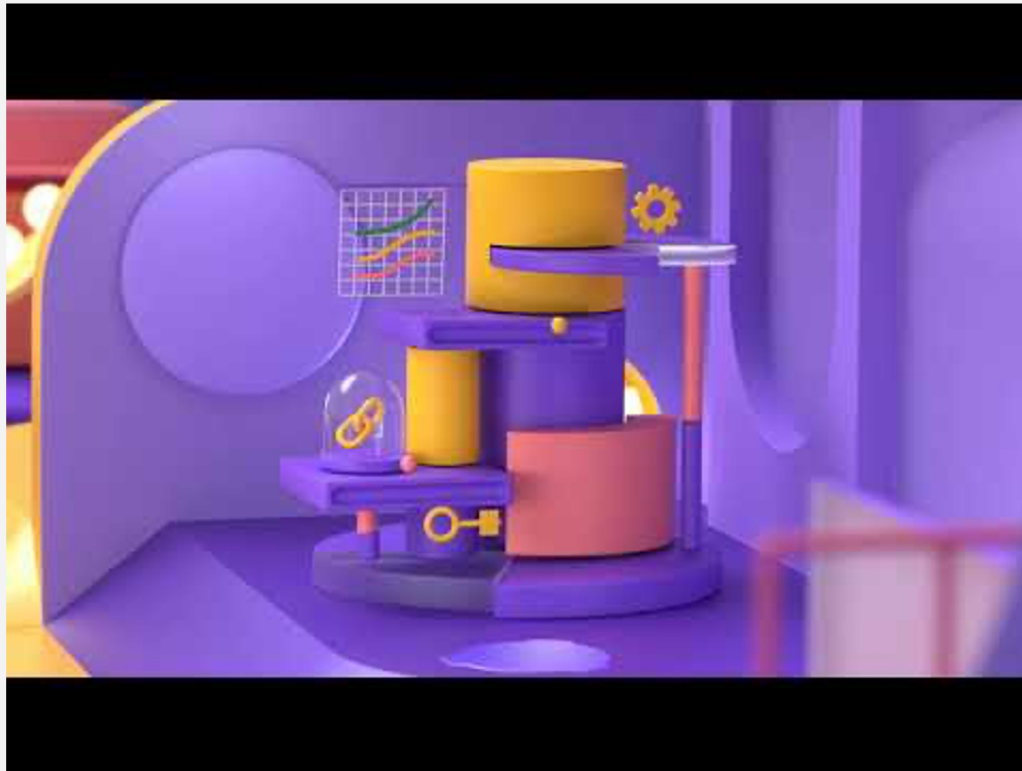


SEMrush

All-in-one tool for improving online visibility and discovering marketing insights



SEMRush



SEMrush OPTIONS



Pro - \$119/month

- Analyze Competitors Strategy
- Manage social Media Campaign
- Keyword research
- Link Building
- On-Page & Technical Optimization Insights
- Project Sharing

→ **Max of 5 projects**

Guru - \$229/month

All in Pro plus

- Content Effectiveness Audit
- Topic Research
- Content Optimization on-the-go
- Brand reputation monitoring
- Compare performance across devices/locations
- Historical Data

→ **Max of 15 projects**

06

SUMMARY



PROJECT CONCLUSION

TARGET MARKET

- Identified a target market along with their desires and how it plays in with Nuhom



COMPANY VALUES

- Made a clear idea of what the company values portray in the eyes of the customer and Nuhom



SEO

- Found useful resources as well as methods for optimizing traffic and draw to the business



SOCIAL MEDIA

- Addressed potential changes as well as beneficial social media methods moving forward.



WEBSITE

- Utilize unique psychology methods to increase website traffic as well as user engagement



OVERALL TREND

- Made clear recommendations on what can be changed or developed for potentially greater success for Nuhom in the future



N



RESOURCES

[Home-buying trends](#)

[Millennials characteristics](#)

[Befunky guide to Instagram Reels covers](#)

[Linktree landing page for all links](#)

[Linkinbio landing page for all links](#)

[How To Build the Best Referral Marketing Strategy](#)

[Canva guide to Youtube video thumbnails](#)

[How to get more views on Youtube videos](#)

[How to use Google Ads for SEO keywords](#)

[12 Referral Program Examples](#)

[Webpage traffic and engagement](#)