



SunLife Australia Marketing

A DEVELOPER'S PERSPECTIVE

“You have to tell a story before you can sell a story”

As a property developer, when engaging a project marketing company to market a project, the marketer often asks first up ... 'what is your budget'... to which I reply, 'I have no budget'. 'What do you mean you have no money for marketing' they reply in horror.

My reply is ... 'how can I possibly have a budget when you have not yet told me what you are going to do and when, what is the cash flow cost, and most importantly when and how the results are going to be achieved for that cost'.

Timothy Wright – Property Developer

Looking at it through a property developer's eyes, a sales and marketing program should encompass far more than simply a project marketer presenting to a developer a marketing and advertising plan for their product.

Important to understand the key factors many property developers will consider with respect to a project and a sales and marketing program? Further, how can a specialist project marketing organisation assist property developers?

Being developers, as well as marketers and financiers, SunLife Australia understands these dynamics.

Developer considerations include:

1. **Project feasibility** – prices, construction cost, interest rates, approvals and so on
2. **Funding** – capital required, the availability of construction finance and cost
3. **Establishing demand and pricing for the product** – presales requirements
4. **Project timelines** – time to market – project program once commence
5. **Costs** to take to market, marketing cash flow, and risk management
6. **'Bail out' factors** to 'minimise financial hurt'
7. **Risk factor analysis** on each and every segment of the project

THE SUNLIFE AUSTRALIA TEAM

The team understands that it is very hard to sell a project or product if firstly: no one is aware of the project and product; and secondly: do not understand the features and benefits of the project and product.

Critical to establish a process and plan for the marketing of a project. This can include assistance from SunLife Australia as a specialist over 50s project marketer of SunLife estates on aspects of:

- ◆ Product demand - scope and depth of market - needs analysis
- ◆ Assistance with a developers capital and debt financiers as to market demand factors
- ◆ Layout of a typical marketing program and sequential cash flow costs
- ◆ Pilot programs to establish market demand and pricing
- ◆ Market and pre-sale matrix - a results cost matrix - market checklist



The SunLife Australia team understands all of the various marketing mediums required to 'link together' to achieve a successful outcome on the optimal cash flow/benefit matrix. Each developer program and project will need to be customised to their own specific situation, however with respect to marketing mediums, SunLife Australia, as specialist marketers of over 50's freehold estates, undertake a coordinated approach.

Key marketing mediums and technique adopted by SunLife Australia for a typical SunLife estate include:

DATABASE MARKETING

SunLife Australia extensive databases and the databases that agents have around Australia, provide a powerful means to contact prospective buyers directly. Creating the product and message is one thing, having effective systems in place to communicate it is another. Our systems allow us to deliver the message..

Critical to any marketing campaign is the CRM and communication function. How the database and prospects are catalogued and then communicated to. How the sales process is instigated and clearly establishing buyer needs. SunLife Australia pride their ability with respect to customer relationship and communication.

Contacts include numerous buyers from numerous property expos across Australia, and interested buyers from previous campaigns such as our recent SunLife project, Summerfield, or our Ramada Hotel development. They retain an active interest in our property and investment mechanics. 'Building the funnel' of buyers for projects, followed by regular communication with them, is an essential component to the SunLife Australia marketing strategy. Trust built through brand recognition enhances this. Importantly, we also have extensive industry professional contacts to enact Australia wide campaigns effectively to leverage marketing action and gain substantial exposure for our projects. On an Australia wide basis, SunLife Australia team and agents have a substantial database.

DIGITAL MARKETING

Media consumption across all demographics in Australia has trended towards web based content and social media making digital marketing a vital component of any marketing strategy. The medium lends itself to metrics and the ability to see market reactions in great detail. Identifying what buyers are responding to in real time also provides an insightful sounding board to refine products and approaches.

Our digital marketing spans across dedicated product websites, various social media platforms, and utilises key industry web based platforms which have been proven lead generators in our past experience.

Websites

Dedicated Websites containing multimedia to present the product captures the viewers attention. It is where the vision of the project can be brought to life presenting the “wide shot” perspective and then proceed to drill into the details examining the nuts and bolts of the project. The medium in which the message is communicated and packaged, is just as important as the message itself.

Social Media

Social Media has become an increasingly powerful tool and while platforms come and go Facebook, LinkedIn, YouTube, and Instagram have remained and retain the lion’s share of the viewers attention. Considering the social media sites Australians get their news from makes the importance of the medium clear.

- 66% - Facebook
- 41% - YouTube
- 19% - Instagram

Industry Websites

Key industry sites are used in conjunction with dedicated websites and social media to provide the optimal results in an holistic digital marketing program. SunLife Australia also works closely with web based marketing organisations who specialise in retirement such as www.downsizing.com.au, www.investorist.com, and various others who we have formed a relationship with.

TV AND RADIO

As part of a coordinated marketing program, TV and radio can be a very cost-effective means, particularly TV, to drive product awareness in the marketplace and capture leads. The advent of digital marketing has reduced the mindshare TV and radio traditionally enjoyed. This has led to it becoming much more cost effective while still remaining an important medium to market though, particularly for 50 plus buyers. It also bolsters the digital marketing campaign by having a comprehensive spread across media that refers them back to our web based media and lead generation tools - property content and videos, and registration form.

MAGAZINES – MEDIA

SunLife Australia have established and continue to establish relationships with various magazines and media to promote a project. Many of these magazines also have substantial databases that can be marketed to on a cost-effective basis. SunLife Australia aims to provide media and magazines with regular and current articles regarding SunLife estates which will continue to build the ‘SunLife funnel’ of prospective buyers. Again, having a spread of content across media further instills brand recognition and trust, and constantly works holistically in driving potential buyers to enquire about our property.

EXPOS

SunLife Australia have a relationship with the various property expos conducted in many capital cities of Australia, with these being a very effective means of ‘direct to buyer’ communication and ‘building the SunLife funnel’ of prospective buyers. There is no substitute for in person, eye to eye conversations with the buyers who are interested in property, and is an important part of our lead generation. We meet active property buyers all around Australia who take great interest in our property and investment mechanics.