



# LOVE WHERE YOU LIVE



## SOUTH DAKOTA HOUSING DEVELOPMENT AUTHORITY

*Inbound Marketing Campaign*



### THE CHALLENGE

South Dakota Housing Development Authority (SDHDA) was in need of a boost to its efforts in recruiting more first-time and repeat homebuyers, as well as general brand awareness of the many services it provides to budget-conscious South Dakotans in need.



### THE GOAL

To disseminate the organization's valuable services to a statewide audience and encourage more South Dakotans to finance their homes through SDHDA.



### THE IDEA

We kicked off the SDHDA content-marketing strategy in the fall with the launch of the new SDHDA blog and CMS integration. The blog lives on the SDHDA website and is positioned to appeal to first-time and repeat homebuyers. Our strategy plan included posting, email marketing, social media and content offers, standalone pieces meant to draw potential customers from one of our key target audiences.

In preparation for implementing the strategy, we developed seven key audiences, essentially telling each one's story, from a first-person perspective, of four of the most common SDHDA "customer types," along with three additional ones that entail realtors, lenders and property managers.



**VIEW RESULTS**



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## THE RESULTS

### 67% increase in average monthly loans

- 20 new contacts in a single month
- E-book download rate of more than 13%
- 15% increase in web sessions year over year
- 19% increase in organic search visits year over year
- 18% increase in Facebook like total year over year
- 20% increase in new users to the website year over year
- 53% increase in new users from social media year over year



Epicosity, headquartered in Sioux Falls, South Dakota, is a full service marketing agency specializing in branding, advertising, web development, public relations, video production and social media with expertise in the shooting, hunting and outdoor industry, education, healthcare, agriculture, financial and manufacturing.

**LET'S TALK!**

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