

Traditions of America Website Re-Design and Development

The Situation

With online technologies and behaviors constantly evolving, it was time to refresh the website to leverage (or, move ahead of) trends in both real estate marketing and digital marketing while promoting and motivating lead capture.

TRADITIONS OF AMERICA

HOME | LIVE CHAT (Leave Message) | CONTACT US

our 55+ communities | about us | resort lifestyle | risk-free move | customer service

LIVE Better LEARN MORE

Find Your Perfect PA Retirement Community – Traditions of America

Imagine your future - work or retirement, family and travel. You don't have to wait. At our award-winning 55+ communities, each neighborhood offers an unmatched resort lifestyle, new homes with first floor master suites, designer kitchens and more. We even take care of the lawn. And programs like **HomeFree** make it easier for you to sell your current home and begin living better. At Traditions of America, get your future started ... today.

HomeFree
If you don't sell your home, you don't have to buy ours.
[GET THE PROGRAM DETAILS](#)

No Monthly Payments. HomePlus
[CLICK HERE](#)

SELECT YOUR COMMUNITY

View our **QUICK DELIVERY HOMES**

The Strategy

The content management system (CMS) customized for Traditions of America was very flexible and powerful, had seen strong web traffic trends for several years and positive positioning within organic search results. However, it lacked user experience and needed to be strategically updated to maintain these strengths while amping up the user experience.

Designs and content would be tweaked, and new features added, as they related to five key digital marketing trends:

1. **Mobile** – use of smartphones and tablets by baby boomers / seniors had been increasing steadily. Traditions of America web stats showed more of its online visitors were using mobile devices.
2. **“Local search”** – a majority of home shoppers begin research with a local term, and major search engines such as Google now emphasize localized results.
3. **Social marketing** – while still not a primary sales driver for older adults, Traditions of America wanted to anticipate and promote more robust use of social tools and techniques.
4. **Interactivity / personalization of online experiences** – a wonderful way to set the stage for the highly customized design service Traditions of America provides offline.



We partnered with Creating Results Advertising Agency and started with a thorough analysis of web analytics to determine visitor priorities and define logical, user-oriented paths to conversion. New offers and tools were chosen because they had clear benefits to prospects that would motivate online registration.

The new site reflects user priorities with more interactive and personalized features such as:

- A “Find Your New Home” search function that lets visitors enter the criteria important to them, including location and home style;
- Interactive Floor Plans (powered by Alpha Vision Group), empowering buyers to create their *DreamHome* by modifying floor plans with popular options and furniture placement;
- Homeowner reviews and star ratings for selected communities;
- Interactive “Buying Made Easy” tools such as livability scores and mortgage calculators;
- More local community content, giving future residents a flavor for the surrounding area through headlines, upcoming events and featured news on pages such as “Lititz Living;”
- Opportunities for visitors to share their own tips and opinions, through Blog comments and polls;
- Expanded search results allowing users to explore a topic in detail on the site; and
- Responsive web design, which makes the site easy-to-use regardless of device.



Find Your New Home View Map 

Any Community Any Price Range Any Style Search Homes

Sign Up for eNews LIVE CHAT - Online Now MEET Residents  DOWNLOAD eBrochure

Bridle Path - Lehigh Valley

Review

At Bridle Path: Amenities

Bridle Path Homeowners Have Their Say

Homeowner Reviews:

Enjoy living in a home customized to your specifications in a resort style 55 and over community where you can: enjoy a

In 6 Words or Less

Great and helpful
neighborhood

The Design

The new design honors and reflects visitor priorities by putting a community / home finder prominently on every page. Navigation and next steps are clear.

The site uses brand colors to direct users to specific areas within the website while a clean, white palette makes the site inviting and easy to navigate. Three sets of mobile designs were conceived and field tested with baby boomers and seniors. The selected approach was further refined during the development phase to be sure it was friendly for most devices and all ages.

The Results

Even as we decreased spend on print advertising and DM driving to the site, resulting in lower overall traffic, website conversion rates increased. In short, the new web design compensated for the smaller number of visitors by more quickly guiding them to lead capture.

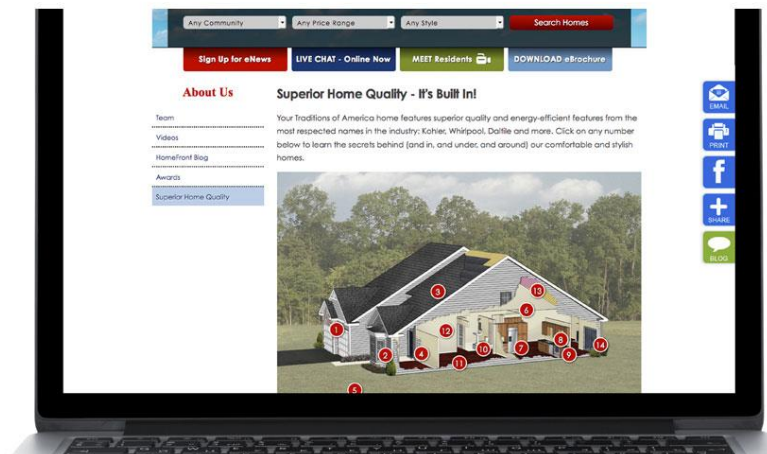
Stronger offers that were more relevant to site visitors (and more reflective of where they were in their purchase journey) yielded more leads.

17% of all who convert on the site have used the **Homefinder tool**. These users are predominantly 55+ (Traditions of America's target) and also are 23% less likely to exit the site than the average visitor.

eBrochures had previously been specific to community pages; now the offer was made on every page. Requests went from a total of 0 in 3 years to 1,290 in the first 10 months after site re-design.

Nearly 7,000 prospects have visited or experimented with the **Interactive Floor Plans** system, with a 3% conversion rate for registrations. The tool has had a direct correlation to sales.

The number of sessions by **mobile device users** has increased. The number of goal completions by smartphone users is up 105% over the previous year.



Take Away

The mobile-first design approach meant really thinking through not just the look but the user experience. Reflecting on the project, our team felt that starting with a deep analysis of webstats helped understand and prioritize what mobile users most wanted. This ensured success when structuring mobile menus and action buttons to reflect those priorities.

At the same time, we felt that we had underestimated the need to adjust some video and large graphics content for better mobile interaction as well. These adjustments have since then been addressed for ongoing optimization of the site.

Traditions of America Remarketing

The Situation

Traditions of America traditionally ran online ads on hand-picked domains such as newspaper websites or real estate mediums. In 2012, we worked with Advertising Agency Creating Results to display an ad network that would give exposure through “remarketing” across multiple domains.

In 2013 we added general awareness to online impressions via the ad network but kept the same overall budget. This meant that there were fewer funds to spend solely on remarketing, as the buy was split between general awareness impressions and remarketing.

The Strategy

After a deep, year-end analysis of the campaign in 2014, we saw untapped opportunity via an “enhanced combo” approach. This would involve shifting more of the budget back toward remarketing impressions.

The awareness buy would become a more targeted display buy with geo-clustered campaigns along with a keyword-targeted approach (rather than general awareness), while remarketing would continue in a more segmented nature.



The Solution

Using our Agency’s capabilities for targeted online display advertising and remarketing, we designed distinct geo-targeted ads for each campaign cluster. Each cluster also had its own landing page and its own remarketing pixel placed throughout relevant pages of the Traditions of America website.

This approach meant consumers located in targeted areas close to Traditions of America’s communities would see more relevant display ads. The keyword-targeted ads allowed users searching for “active adult community” terms throughout the web to then see Traditions of America display ads.



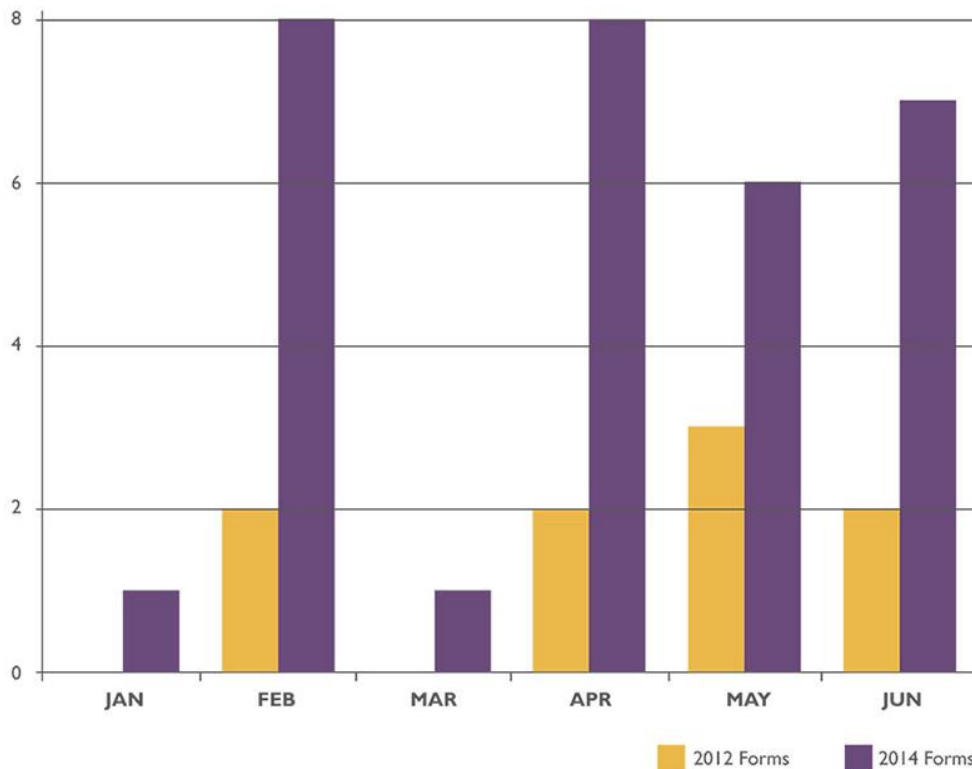
The Results

Every user clicking on a Traditions of America ad was tagged, followed throughout the web, and subsequently served additional geographically relevant Traditions of America ads from other domains. This type of remarketing ensures that the remarketing is relevant to the user. For instance, those who clicked on a Central PA ad were only remarketed to with Central PA ads.

Using this remarketing approach significantly increased the potential of user conversion because the ads they saw matched their demonstrated interest.

Forms Complete

Remarketing-Only (2012) vs. Remarketing+Display (2014)



Traditions of America Integrated Marketing

The Situation

Traditions of America, Pennsylvania's leading developer of resort-style retirement communities for active adults, faced three challenges:

1. By picking the right locations and delivering exceptional quality homes, Traditions had maintained strong sales throughout the recession. However, consumer confidence was still low.
2. In 2012, the team planned to start closing out two communities, launch a new project, and lay the groundwork for future developments.
3. Having six locations meant they needed cohesive messaging across the brand, while still being able to individualize efforts.

The Strategy

We began with a thorough and careful analysis of Traditions of America's individual communities including extensive metrics related to target markets, prior advertising performance and ROI. We then developed an integrated marketing program for each community that included elements to raise brand awareness, capture new leads and move prospects towards purchase. The plan included online marketing, PR, print advertising, events, targeted direct mail and email.

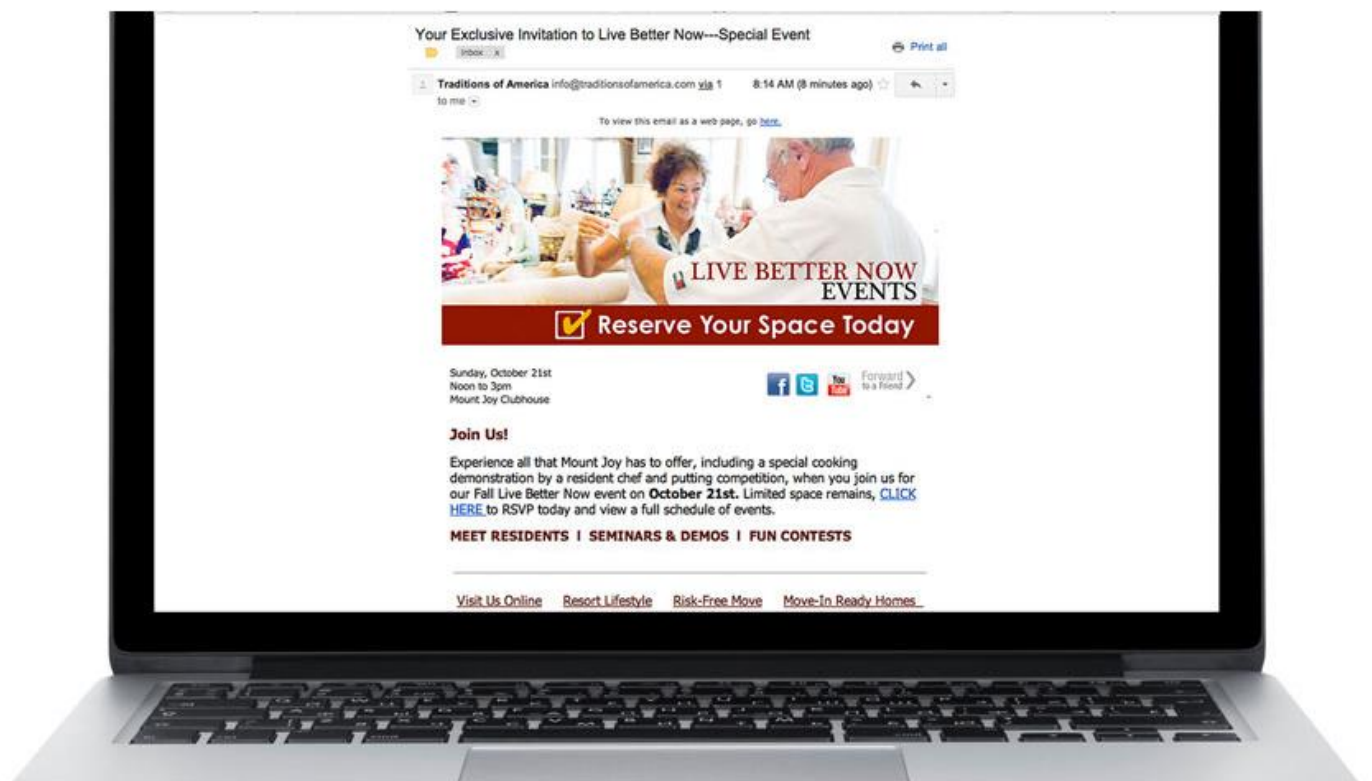


The Solution

We worked with Advertising Agency Creating Results to make several changes to the previous year's plan without an overall increase to the budget:

- Additional television advertising
- Insertions in targeted media outlet newsletters
- Additional targeted online ads in conjunction with print buys
- Increased online geotargeted Search/PPC campaign budget to capture more quality leads online
- More targeted print and online buys to the NY/NJ market (analysis showed there was greater interest from this DMA than there was in DC/MD)
- More videos, distributed by email and web (Creating Results analysis and proprietary research shows video is very effective with older consumers)
- A blog was created for content marketing, key to SEO and for authentically showing lifestyle, another key for older buyers

The comprehensive plan we developed ensured that individual elements of their marketing plan were aligned with their brand messaging and worked together for maximum impact.



The Design

Creative designs had a consistent look, yet could be personalized to reflect specific community features, new promotions and special events.

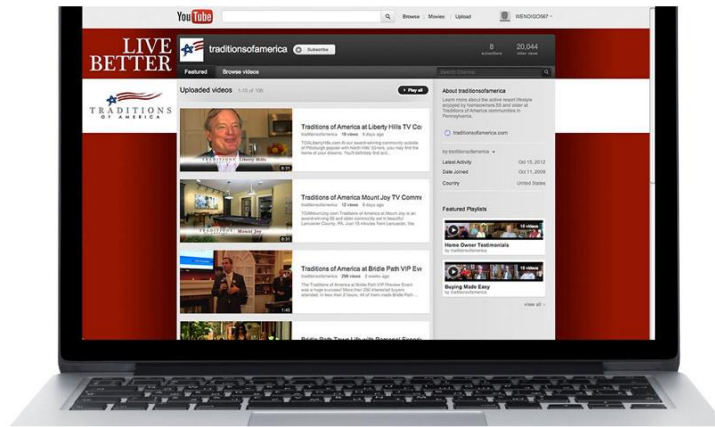
These events allow prospects to experience each community's lifestyle in a fun and interactive way while learning more about the developer, the community and the residents.

This "lifestyle sampling" moves them through the purchase funnel.

The Results

A creative brand campaign and integrated marketing approach improved the perceived value of Traditions of America while keeping costs down. Most importantly, it drove sales.

Traditions of America's overall closings had a 24 percent increase in 2012, with 200 closings, compared to 152 in 2011. A total of 3,681 new leads were generated in 2012. At a pre-sales event for their newest community, Traditions of America at Bridle Path in the Lehigh Valley, prospective homebuyers placed deposits on 44 homesites in just 2 hours, creating excitement and buzz that helped fuel sales momentum.



LIVE BETTER

INTRODUCING
Bridle Path
Our NEW community in Bethlehem, PA

Live better in a Traditions of America Community. Our award-winning homes feature single level living and can be customized to your desires. We do the yard work, leaving you time to enjoy your clubhouse and pool.

To learn more, call 484-281-3555 or visit the Traditions of America at Hanover Sales Center
5000 Liberty Boulevard, Bethlehem, PA 18017

TRADITIONS OF AMERICA
Bridle Path

NEW Community Featuring
New Single Family Homes
from the \$300's

TOABridlePath.com

Traditions of America communities are age qualified. 90% of households must include one resident age 55 or better and all residents must be at least 18 years or older. Prices, terms, and availability are subject to change without notice. See New Home Counselor for details.

Traditions of America Branding

The Situation

Traditions of America was ready to undergo a rebranding process to develop a logo that would better resonate with its target market understanding that today's buyers have different values, goals and experiences than they did in 1997 when the company was founded.



The Strategy

Preparing for the Baby Boomer market called for more than great product and a lock-n-leave lifestyle; it called for a brand that conveys the company's values and represents its many communities in a clean and contemporary way.

The Solution

Traditions of America is recognized nationally for its open floor plans, low-maintenance resort lifestyle and innovative programs developed to address their customers' needs and overcome purchasing objections.

Looking at these unique attributes of Traditions of America's homes, programs and communities, we partnered with Creating Results Advertising Agency to develop a Communication Strategy that drove the design of a new logo and tagline.

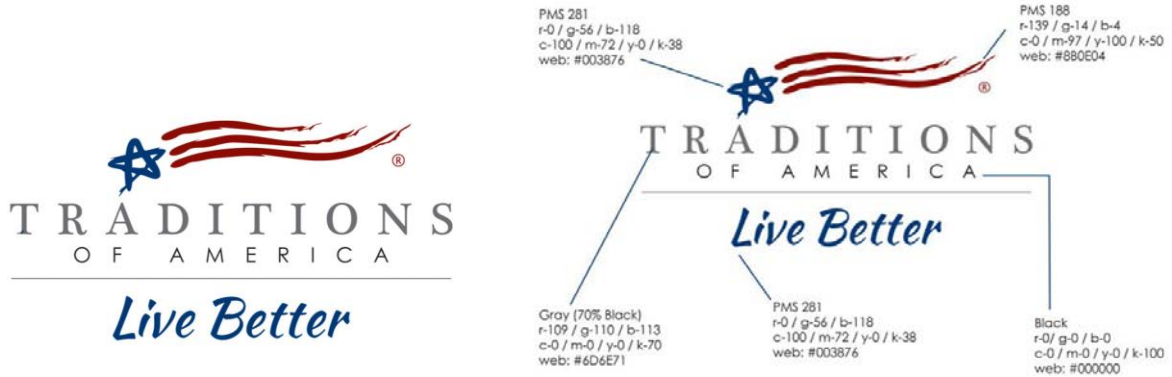
The Design

The new logo reflects the comfortable, active lifestyle available to residents at TOA's communities. Built on a red, white and blue theme, the logo features a star-and-stripes icon that looks hand-drawn, evoking a feeling of craftsmanship and quality—features that are appealing to Baby Boomers.

To create contrast in the logo between the loosely rendered curved icon and the text, the word TRADITIONS was set in all caps using a classic serif font to convey strength. Also set in caps, "of America" is smaller in a contrasting sans serif font to prevent the text block from being too static. The elements are carefully balanced to be easily readable, recognizable and iconic.

A "Live Better" tagline was added to the logo to help it speak directly to the target market's aspirations. Residents can "Live Better" at Traditions of America with single-level living, no yard work and a full spectrum of resort-style amenities and opportunities to relax, stay fit and have fun.

Detailed brand guidelines were developed to ensure the new branding elements are used consistently across all of the company's divisions and communities.



The Results

The current Traditions of America brand is as smart and contemporary as the Baby Boomers who are their target market.

The positive reaction to Traditions of America’s new brand was immediate: customers, sales staff, residents, employees and influencers all gave it positive feedback and quickly embraced it.

Traditions of America Welcome Centers

The Situation

The Traditions of America Welcome Centers were stuck in the past with visitors entering to a standard reception desk and a focus — everywhere — on product. Resort-style lifestyle messaging was expressed only by a clubhouse floor plan and a rendering with several lifestyle photos. The environment felt cookie-cutter with little emotion to inspire home sales. As the developer looked to open up several new centers in quick order, a fresh approach was needed.

The Strategy

We envisioned an environment with multiple opportunities for sales staff to connect with prospects. The strategy included building in a series of visually compelling spaces to inspire conversation between New Home Counselors and prospective homebuyers. The new Welcome Center would be a bright, lively space with multiple places to sit and consume information, fostering conversation and relationship building.



The Solution

The goal for the Welcome Center was to create an inviting space that introduces visitors to the Traditions of America brand and provides opportunities to learn more about home options and their active, "Live Better" culture.

Creative touches were integrated into the space as conversation-starters, such as glass shelves holding simple, elegant objects associated with the local area, for an effect visitors are more likely to see at a museum or art gallery.

In addition to floor plans, site maps and lifestyle imagery displays, interactive components were installed to provide additional information and encourage conversation:

- An iPad kiosk with videos of residents sharing how they now “Live Better” and what they like best about the community lifestyle. This makes it easy for sales to learn which topics are of greatest interest to prospects.
- A touchscreen with details on the builder’s six exclusive “Buying Made Easy” programs. Prospects navigate through themselves or with a New Home Counselor, selecting videos of residents who have used the programs. New Home Counselors learn about prospects' concerns as they review the programs together.
- A custom bistro (not a model home kitchen) draws visitors in with the smell of fresh coffee. For those not ready to meet in a salesperson’s office, the bistro seating area is a non-threatening place to relax and talk.



The Results

The goal for a fresh approach has been met and exceeded. The design received a Gold “Best of 50+ Housing Award” by the National Association of Home Builders and has been replicated at other Traditions of America communities, modified as needed to incorporate community-specific information.