

## Movoto

### Problem

How does a web-based real estate platform expand its market to a new location?

### Solution

Use traditional advertising paired with a powerful OOH campaign to make the company a trusted name in real estate within the new market.

### Background

Movoto is a web-based real estate platform for buying and selling homes. Similar websites are Zillow, Trulia and Realtor.com. The company was founded in the Bay Area. The company seemed to be relatively unknown in the Fresno market where it decided to test its marketing plan by expanding to the Fresno area.

### Objective

The company made three objectives inherently clear. The first was to expand into the Fresno market and heavily saturate and make Movoto a recognizable and trustworthy name in the real estate game for Fresno. This objective was met with the use of multiple advertising campaigns. The company used Radio (KMJ Fresno NPR) as well as a billboard poster campaign in Fresno to quickly shotgun market the name to the area. The second objective is to attract real estate agents and property sellers to the website while the company expands into Fresno by creating a real estate office and hiring and offering its own agents to list and sell homes. This part of the campaign will be completed with additional billboard advertising until the end of 2016. The final objective, after a Fresno office has been established, is to attract homebuyers to use the website above others, which will take place using a billboard campaign heavily in the first two quarters of 2017. The ultimate goal of the campaign has been to drive web traffic to this point.

### Strategy

As far as the OOH billboard strategy goes the team is currently working with a three-part strategy. The first is to heavily brand the name Movoto using catchy poster billboard units that rotate around Fresno. The artwork that ran for this campaign was given much thought by Movoto as they wanted to create messages and artworks that would help to relate to community. The second part is to run rotary units in prime locations of Fresno to really attract real estate agents to the company as they open up a Fresno office. This is so that as consumers gravitate towards Movoto.com for home buying, the company can also assist the buyer as a one-stop-shop for all real estate selling and buying needs. And of course, the last step will follow at the beginning of 2017 and continue for the first two quarters with another rotary program to help capture the audience, who are looking to buy homes and drive web traffic to Movoto.



## Plan Details

Markets: Fresno, CA

Flight Dates: June 2016 - October 2016

OOH Formats Used: Eco-Posters

Target Audience: General Market, Adults 25+, Real Estate Agents

Budget: \$15,000.00 spent on OOH posters for 16 weeks.

## Results

Movoto is gaining a stronger presence in the Fresno market. The team has decided to expand its budget in this new market and would like to invest in additional OOH campaigns.

