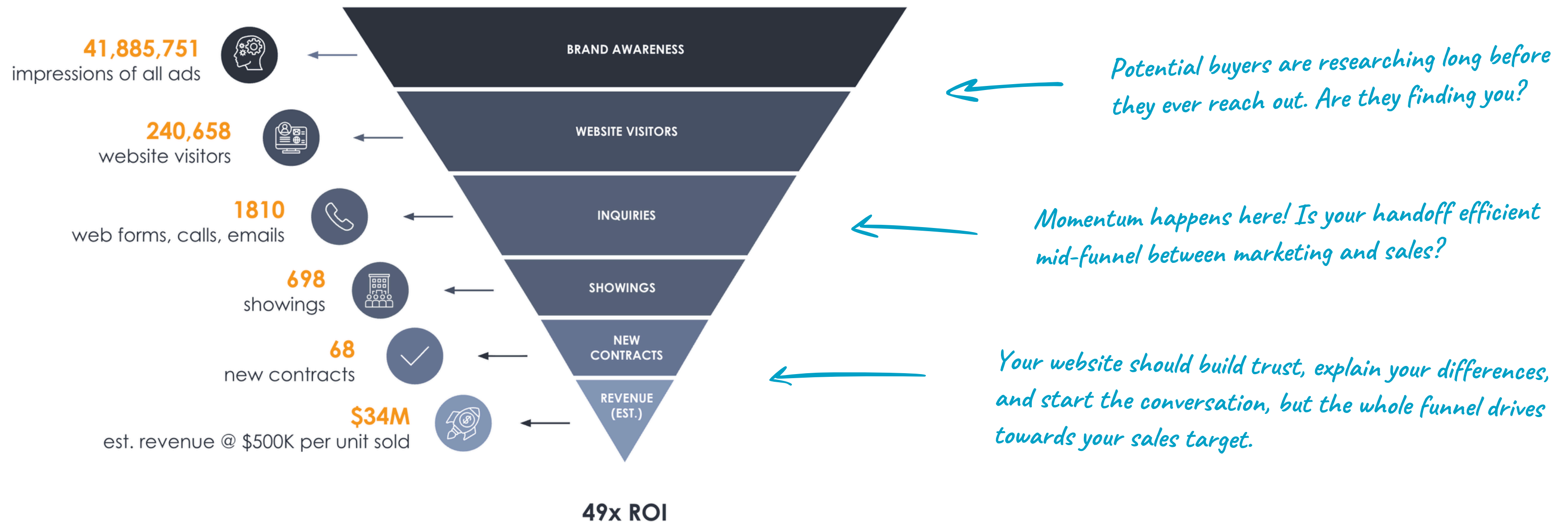


How Real Estate Developers Control Their Marketing Funnel

Control your funnel.
Build momentum.
Then go enjoy that adult beverage.

Example Real Estate Developer Marketing Funnel (real annual data shown)





The 3 Paddle Marketing System

“Growth happens when you put more paddles in the water. At Twin Creek, it's not just our 3 Paddle System that gets results, but the fact that our whole team is in the boat and ready to add momentum to your business. The combination is so powerful, gaining back time for owners and directors, while adding serious new revenue.”

James Shaw, CEO/Cofounder

twincreek**media**

*High priority items for
Real Estate Developers
are highlighted!*



Common Funnel Problems (and how to fix them)

If this is true...

 "Your project website looks like a postcard."

 "Social media feels random."

 "Website traffic is weak."

 "You don't know what marketing is working."

 "Your project blends in with competing developments."

 "One person does all the marketing right now."

 "Marketing and sales feel disconnected."

 "Sales depend too heavily on market timing."

 *Most companies don't have just one issue. Funnel problems tend to stack together over time – which is why random tactics rarely solve the bigger problem.*

Grab some quick wins, then tackle the big momentum killers.



Do that

"Love at first sight is great, but build out what your buyers really want. "

"Tie content to launch phases, urgency, and buyer intent."

"Add top-of-funnel visibility from multiple sources."

"Install proper tracking before increasing spend."

"Own a clearer story about lifestyle, location, and differentiation."

"Stop relying on a marketing unicorn. Put more paddles in the water."

"Improve handoff between campaigns, showings, and follow-up."

"Think seasonally, and build sustained visibility ahead of sales targets."

SPICINESS LEGEND

 = Easy
 = Medium
 = Harder but high impact



We're a good fit if you...

- Like the idea of gaining an instant marketing department
- Value loyalty (we don't work with your competitors)
- Don't want to pay commissions or markups on advertising costs
- Want a team that already gets results in your industry
- Love working with experienced people who don't need babysitting

→ 22 years in business
→ Local, national &
international experience

→ 11-person Canadian team
→ Google & Meta Certified
→ Agency of the Year Winner

Kelowna, BC
Canada

Let's talk!
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"From day one, everything they've brought to the table actually has receipts. Not just big ideas and buzzwords, but real numbers, real data, and real explanations behind why something will work."

—Jennifer Knourek, ARG