



Messaging Strategy

CroweBuilt Homes

Prepared by GreenMellen

Purpose

Effective marketing starts with a clear message. Before you can spread the word about your business, you have to know what to say. The goal of this strategy is to provide you with the right words and tone so that your digital marketing will be focused and impactful.

This document shares GreenMellen's recommendations for an overarching messaging strategy for your business. This is based on our conversations with you, your clients, and our knowledge of marketing best practices. It's meant to be a resource that all other marketing efforts stem from.

Target Audience

The first step with any message is knowing your audience. Who we speak to greatly impacts what we say. This section is an overview of your target audience—who they are and what they want.



Homebuyer Heather is a 38-year-old who lives in Sandy Springs with her husband, Hudson, and their two elementary-aged children. For the past seven years, the family has lived in their three-bedroom, 2,500-square-foot home, for which they originally paid \$452,000.

The house was 20 years old when they purchased it. Although they've poured money into renovations, including a new roof and HVAC system, the house still needs work. Their kids have grown since they originally moved in and the family feels cramped in a space that doesn't quite fit their lifestyle.

Heather and Hudson met at Georgia State University, where they both earned bachelor's degrees. Hudson works full-time as a software developer at a fin-tech company in downtown Atlanta, and Heather has a part-time job as an executive assistant at a mid-sized law firm. Their combined household income is \$215,000.

Heather has been interested in moving for a few years but hasn't found a house that suits her family's needs. She spends time each week looking at home listings on Zillow and getting decor ideas from Pinterest and Instagram. During that time, the family has been saving up money for a downpayment on their dream home.



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Heather desires a space to host gatherings such as Bible studies or kids' birthday parties. Hudson works from home more often so he'd love to have a private office space and a home equipped with more tech gadgets like smart thermostats and appliances. Both parents want more outdoor space for their kids to run and explore.

Problems

Every company is in the business of helping people to solve problems. These issues may be big or small, singular or multi-faceted. Understanding what these challenges are is the best way to serve your audience.

- Homebuyer Heather's current home doesn't meet her family's growing needs. She wants a home designed to entertain guests with more outdoor space for her kids and smart gadgets for her technophile husband.
- Although she's searched, Heather hasn't found an existing house that fits their needs. Atlanta is a competitive housing market and she has specific expectations in mind.
- Heather has considered having a custom home built, but that process seems complicated and expensive. She has a healthy budget, but she also doesn't want to waste money.
- She's also heard negative feedback about custom home builders in the past. Friends have shared about homebuilders who cut corners or who were a pain to work with.
- Ideally, Heather would like a newer house that would be less costly to maintain, but also have more technological amenities to serve her family.

Solution

Your business' services should directly help to solve the problems faced by your audience. This section explains exactly what you do to help them overcome these obstacles.

Homebuyer Heather recently visited a friend who'd had a custom home built with CroweBuilt Homes. While touring the house, Heather was blown away not only by the beautiful interior but also by her friend's description of working with CroweBuilt. She was initially skeptical because of other homebuilders' reputations, but her friend assured her that CroweBuilt was different.

Later that day, Heather visited CroweBuilt's website and browsed their portfolio of Atlanta homes. She was impressed by how unique each project was and the personal information shared about the company founders. It was comforting to know they were family-owned and local.



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After discussing the prospect with Hudson, she filled out the questionnaire on CroweBuilt's website and submitted it to begin the process. Heather learned they would need to work with an architect to design the home and purchase land to build on. But she wanted to involve CroweBuilt early in the process early because she trusted their expertise.

Over the next year, Heather and her family worked with the CroweBuilt team to design and build their dream house. They appreciated the level of detail and care along each step. Heather's preconceived notion of unresponsive builders was changed and the entire family was thrilled with the final results. They now have a home that meets their needs and allows them to maximize the time they spend together.

The Guide

When your marketing focuses on your audience, it positions you as the guide to their story. They can trust you because you can make their lives better. Establishing yourself as a guide sets your business apart from the competition.

Empathy

- You deserve a home that meets your family's needs and provides a safe and comfortable place for you to do life.
- A custom home is a major investment. You deserve a builder who creates a smooth and enjoyable process in addition to the beautiful home you expect.
- Your custom home should reflect your priorities and preferences. We go the extra mile to ensure the small details are taken care of.
- A home shouldn't be a limitation on your lifestyle. Instead, it should help you reach your goals and allow you to be more functional.
- CroweBuilt Homes was founded by a local Atlanta family. We know this area and we understand what challenges homeowners face.

Authority

- CroweBuilt Homes has been in business since 2016.
- We're a member of the Southern Living Custom Homebuilders Program—an exclusive, invite-only group that most home builders aren't part of.
- We're also a part of the Homebuilder Group Purchasing Network (CBUSA). This allows us to be a smaller builder with the purchasing power of a much larger one.



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Transformation

To make your marketing a compelling story, you'll want to demonstrate how your audience's life is better as a result of doing business with you. How does their story change now that you're a part of it?

Before

Homebuyer Heather wasn't satisfied with her previous home. It wasn't a bad house, but it didn't fully meet her family's needs. It was a constant limitation on working from home or hosting guests. Heather felt unfulfilled and held back by where they lived. It was a drain living somewhere that required significant maintenance but wasn't their dream home.

The process of looking for a new house was also daunting. Because of her specific requirements and the competitive market, Heather wasn't able to find a house that met her expectations. She felt like this was a continual waste of time and a source of disappointment. However, going the custom home route seemed risky and complex.

After

Heather and her family are excited to have completed their custom home build with CroweBuilt Homes. The process was far smoother than she initially imagined. The CroweBuilt team made each step of the process engaging rather than exhausting. She was grateful to have a builder she could trust at each stage of the process.

She greatly appreciated that CroweBuilt delivered a fully-custom experience while sharing their expertise on what would work best for the family's needs. Heather felt cared for and guided, rather than being told what to do. She looks forward to utilizing her space every day, sharing it with friends and family, and giving due credit to CroweBuilt.

The Why

Every organization should understand the purpose behind what they do. This focuses your efforts toward a single, important goal.

Mission Statement

CroweBuilt Homes exists to give Atlanta families the once-in-a-lifetime opportunity to design a custom dream home that they can live their best lives in.



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Core Values

- **Communication:** Homebuilders have the reputation of being hard to work with. Our commitment is to always be responsive and overcommunicate your options to you.
- **Attention to detail:** Some homebuilders save on cost by cutting corners. By contrast, we go the extra mile by adding those small details you'll enjoy in the long run.
- **Quality:** Some homebuilders drive down budgets at the expense of quality. While we're price-conscious, our commitment is to high-quality and high-end finishes.
- **Respect:** We strive to provide an outstanding product and experience for every customer. In turn, we work best with customers who respect our professional input and guidance.

Key Differentiators

You're probably not the only business that can help your audience. However, you can stand out from the competition by highlighting what makes you unique in your industry. These unique selling points show why your audience should work with you over your competition.

- CroweBuilt Homes never cuts corners or compromises on the quality of our work. We're intentionally in the high-end of Atlanta custom home builders.
- We're different in that we're actually enjoyable to work with. CroweBuilt aims to break the mold of non-responsive or manipulative home builders.
- Our high level of quality allows us to provide more energy-efficient and technology-savvy homes. There are fewer limitations on options of materials and designs.
- We'll go out of our way to check other vendors and suppliers to get better options and materials. This isn't just to save on cost, but also to improve the quality.

Stakes

Your goal is to help your audience visualize how their story will be different by working with you. That means not only imagining the good things that come with partnering together, but also the negative things they risk by not. We give an overall positive tone by limiting the negative examples and providing far more positive cases.

What happens if you **don't do** business with CroweBuilt Homes:

- Remain stuck in a home that doesn't meet your family's needs and is a daily limitation on your functions, rather than an asset.



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- Work with a home builder who might be non-responsive, limit your options, cut corners and compromise on the quality of your home.

What happens if you **do** business with CroweBuilt Homes:

- Live in a custom home that meets your specific needs
- Get the once-in-a-lifetime experience of designing your home
- Have a genuinely one-of-a-kind home
- Enjoy the process of building the home nearly as much as you do living in it
- Work with the highest quality of materials and people
- Be guided through the otherwise complicated process of custom homebuilding
- Live your best life because of the home you're in

Brand Attributes

Your brand tone is not what you say, but how you say it. This helps you express your brand's personality in every audience interaction. A consistent tone of voice across all platforms helps build trust with your customers. Stick to this tone in your communications to build consistency.

CroweBuilt Homes is...

- A custom residential home builder
- Exclusive to building in Metro Atlanta
- A locally and family-owned business
- Energy-efficient and technology-savvy
- Experienced and professional
- High-end and exclusive
- One-of-a-kind and unique

CroweBuilt Homes is NOT...

- Going to cut corners to save cost
- Work with homeowners who don't respect the process
- Cookie-cutter
- An architect or interior designer
- A budget builder
- A massive construction company



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Brand Aesthetics

A brand is more than a logo—it's your audience's perception of you. How do they view and feel about your business? By intentionally setting the tone, you can begin to control how people see and engage with your brand.

See

- Finished CroweBuilt homes
- Residents living in and walking through their new home
- Timelapse photos or videos of crews working on building a home
- Side-by-side renderings next to the finished product
- Architectural designs and blueprints
- Photos of the Crowe family

Feel

- Excited at the prospect of customizing a home
- Properly guided through the process
- Respectful of the process and CroweBuilt's expertise
- Safe and secure in their new space
- Eager to refer CroweBuilt to another potential homeowner
- At peace with their new home

Act

- Fill out the home questionnaire on the website
- Browse previous home build projects
- Email questions to the CroweBuilt team
- Follow on social media to see project ideas
- Secure architectural designs to share with CroweBuilt

Elevator Pitch

This short pitch is constructed to quickly define the problem you solve, the service you provide, and the outcome of that service. Teach this to your team so they can use it to explain what they do.

You spend most of your life in your home, but often your current home doesn't meet your family's needs. Finding the perfect fit in an existing home or a custom home builder is daunting. You



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deserve a beautiful home that helps you thrive and a quality building experience to match. CroweBuilt Homes has been providing the highest quality of homes and customer service across Metro Atlanta since 2016. The investment you make into your dream home should go to a partner you can trust.

Headline Examples

These are some examples of headlines you could use to convey your tone, messaging, and value. No need to pick a few specifically; you can use the ones you'd like where they fit best—your website, email marketing, ads, and beyond.

- Custom homes with outstanding customer service to match
- Love your home and the process of building it
- Homes that bring you peace
- Your home should help you achieve your goals
- Invest in the place where you spend most of your life
- Never compromise on the quality of your dream home
- High-quality custom homes in Metro Atlanta
- Your dream home is an investment into your future
- Homes people can't help but notice
- Own a home that turns heads