

RESULTS

80%

increase in traffic

+25%

increase in conversions

20%

brand lift / ad recall



Objectives

Alliston Homes (previous Madison Ave Group) came to Tag for a full rebrand, including taking on their digital marketing. Tag was responsible for introducing the new brand to the industry and consumers, as well as marketing their 5 current home developments to garner more sales.



Challenges

Due to the company rebranding, there was an uphill battle to market to consumers since they'd be unfamiliar with Alliston. Trust and loyalty had to be earned at the same time they had to market their product. Tag needed to strategize a way to implement both their branding only messaging while marketing 5 separate residential developments, all of which had different demographics and price points.



Solutions

Tag presented a full digital marketing plan, including customer personas, KPIS, benchmarks, keyword planner, competitor analysis and more.

Tag utilized remarketing heavily in order to show either branded ads first and then product ads or vice-versa to interested consumers. That way consumers would learn about the new brand and also current developments.

By geo-targeting and using behavioural targeting, Tag showed different lifestyle brand ads to fit that demographic. Each ad set was created with a specific sales funnel, which allowed Alliston to gain crucial information about the customer journey and their home purchasing habits.

Tag also created unique landing pages for the campaigns to customize and tailor design and copy based on search and targeting criteria.

OUR SERVICES INCLUDED

Branding

Including overall brand direction, design, copywriting and strategy.

Digital Marketing

Including strategy, SEM, Display, Remarketing, YouTube, Landing pages and sales funnels.

PR / Media

Including overall media strategy, planning and buying, and Public relations with relevant industry publications.



*"Not only did we fall in love with our new brand look and the brand vision, but Tag was able to get us out of the gate running by providing a great digital marketing campaign, driving customers to our door"*

CAREN MENDYK

Alliston, Marketing Manager