

What's in Your Digital Marketing Stack?

Must-Have, Don't-Care-For
& Integration Secrets



IBS Education

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Meet Your Speakers



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SMARTTOUCH® INTERACTIVE



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DATA STRATEGIST AND HUBSPOT MARKETING
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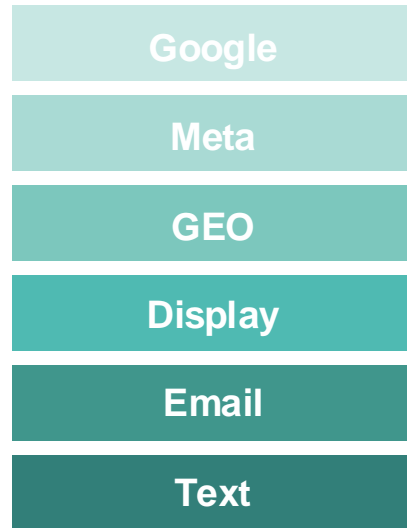
MATTHEW WILSON
EXECUTIVE VP OF INNOVATION
MARONDA HOMES

What's in your stack?



So What's In Your Digital Marketing Stack?

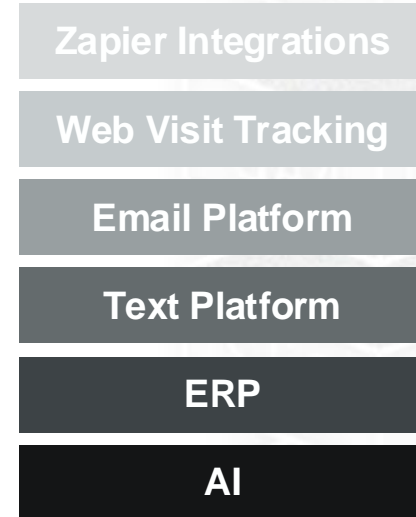
Digital Ad Marketing Stacks



Website Stacks



CRM Stacks

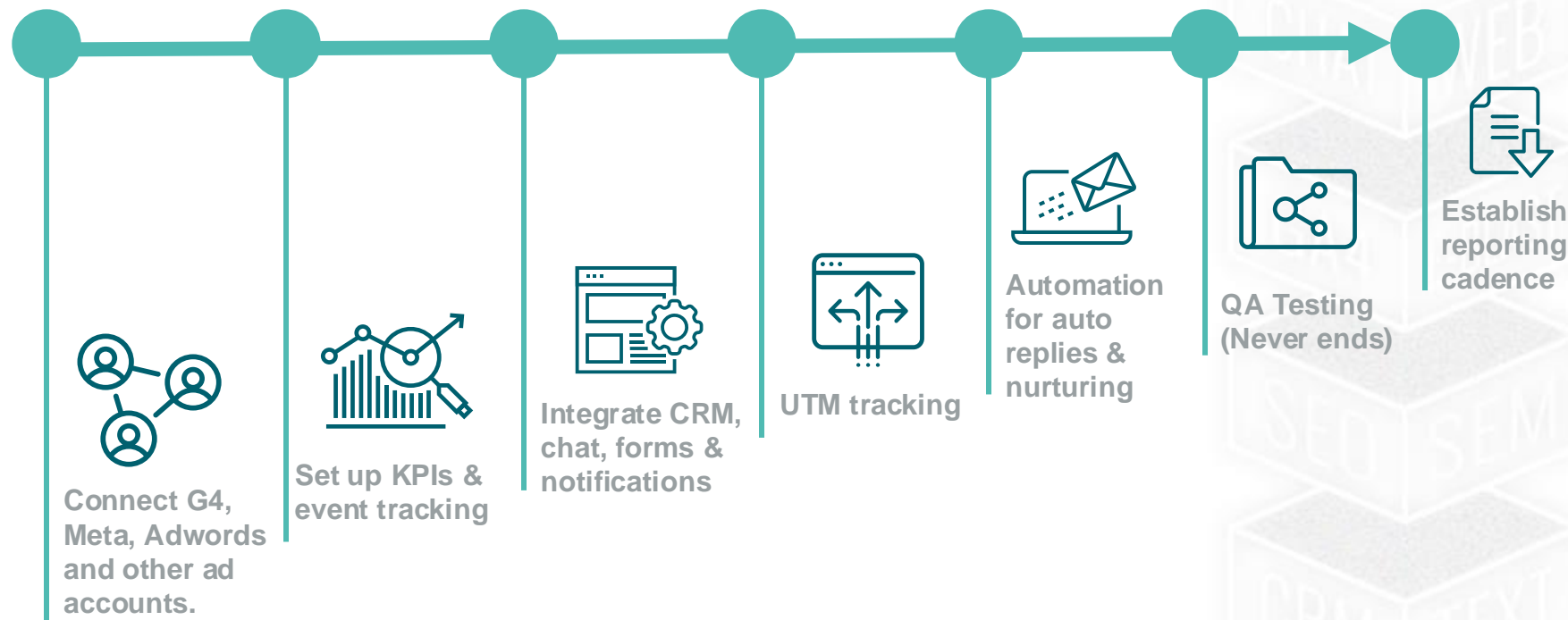




THE APPROACH TO ENABLE
**Start with the End in Mind -
Digital Marketing Stack**

Start with the End in Mind –

Enabling a Digital Advertising Stack



Start with the End in Mind – Digital Marketing Stack App Universe



The Key KPIs

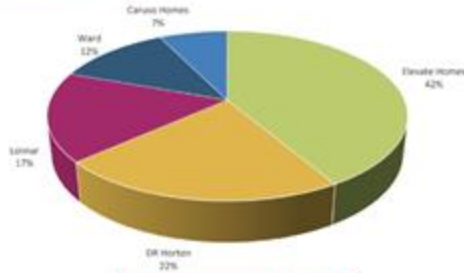


0001	+0.47	+1.2%
0002	-0.32	-3.3%
0003	-1.85	-1.9%
0004	+0.27	+0.9%
0005	+0.97	+1.4%

The Key KPIs

Purchased Floor Plans

(Recorded in the CRM)



Builder	Avg. Price
Caruso Homes	\$671,415
Elevate	\$600,121
Ward	\$526,101
Lennar	\$403,106
DR Horton	\$396,549
Community Avg.	\$517,987

Floor Plan	Total	Avg. Price
Elevate Homes - The Curator	7	\$558,775
DR Horton - Dawson	5	\$396,996
Elevate Homes - The Adventurer	3	\$567,875
Elevate Homes - The Virtuoso	3	\$568,133
Lennar - Laguna	3	\$421,790
DR Horton - Merritt	3	\$487,999
Elevate Homes - The Inspire	3	\$722,000
Ward - Grant	2	\$520,040
Lennar - Jennings	2	\$387,495
Elevate Homes - The Eden	1	\$716,000
Lennar - Lincoln	1	\$371,990
Ward - Lincoln	1	\$551,623
Caruso Homes - Panorama	1	\$799,910
Ward - Andrews	1	\$605,584
Lennar - Bancroft	1	\$489,399
Ward - Hancock	1	\$533,220
Caruso Homes - Kellaway II	1	\$655,055
Caruso Homes - Hayes	1	\$559,280
DR Horton - Bowen	1	\$359,990
Total Sales	41	\$517,987

Sales by Source & Type

Lead Source	Oct	Nov	Dec	Total
Internet Search	3	3	8	14
Referral	1	3	1	5
Google Ads Search		3	1	4
Online Search	3			3
Google Search	3			3
Bing Ads		2	2	2
Builder Traffic		2		2
Builder Website		1		1
Realtor	1			1
Private Communities		1		1
Google Ads Lead Form	1			1
IS-Communities	1			1
Website			1	1
Facebook	1			1
Billboard		1		1
Grand Total	14	14	13	41

Lead Type	Q4 2024	% of Sales	Q4 2023	% of Sales
Manual	20	49%	29	67%
Forms	18	44%	8	19%
Imports	1	2%	4	9%
Lead Adapter	2	5%	2	5%
Total	41	100%	43	100%

33%
of Sales Pre-Register
Compared to 67% in Q4 2023

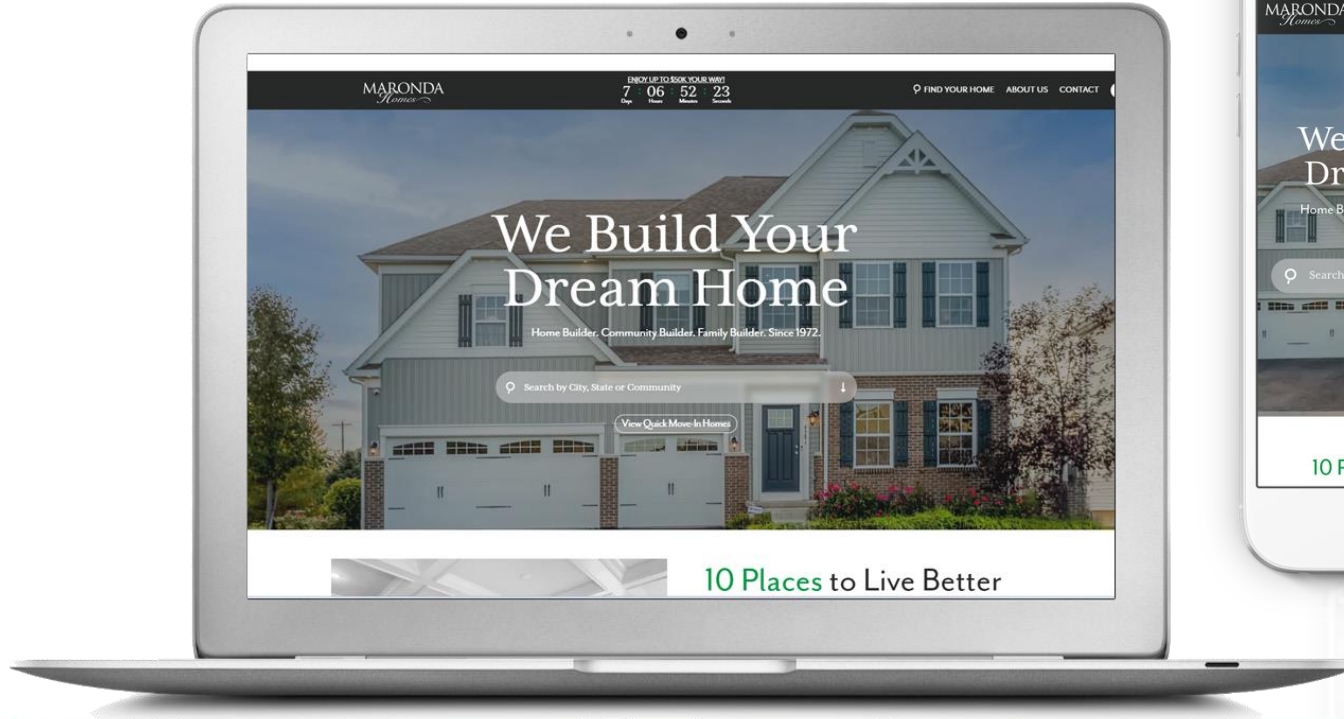
Total Sales by Location (Total 2024)





It All Starts with the Website Stack

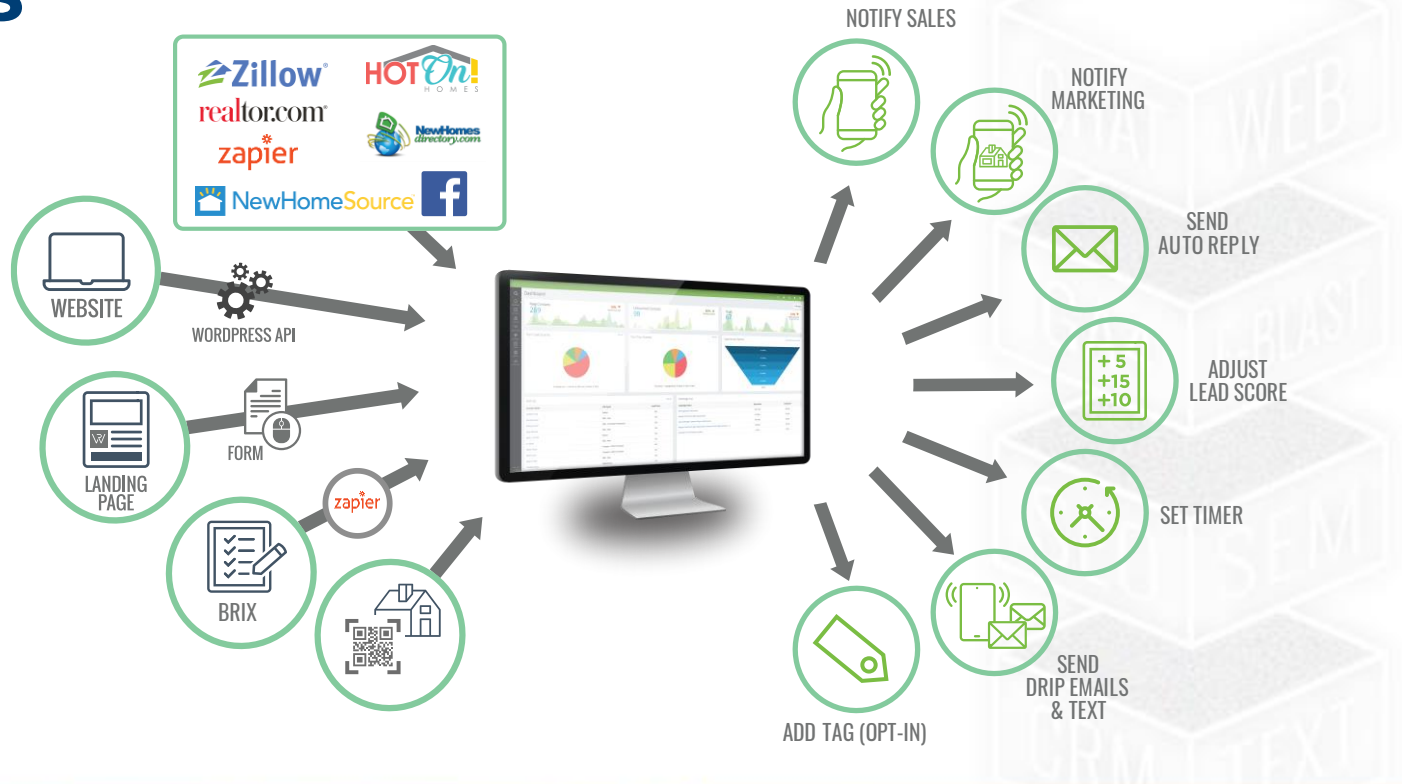
It All Starts with the Website Stack





The Essentials: CRM & Key Apps

Layering Data Capture for All Leads



Putting Your Digital Stack Together



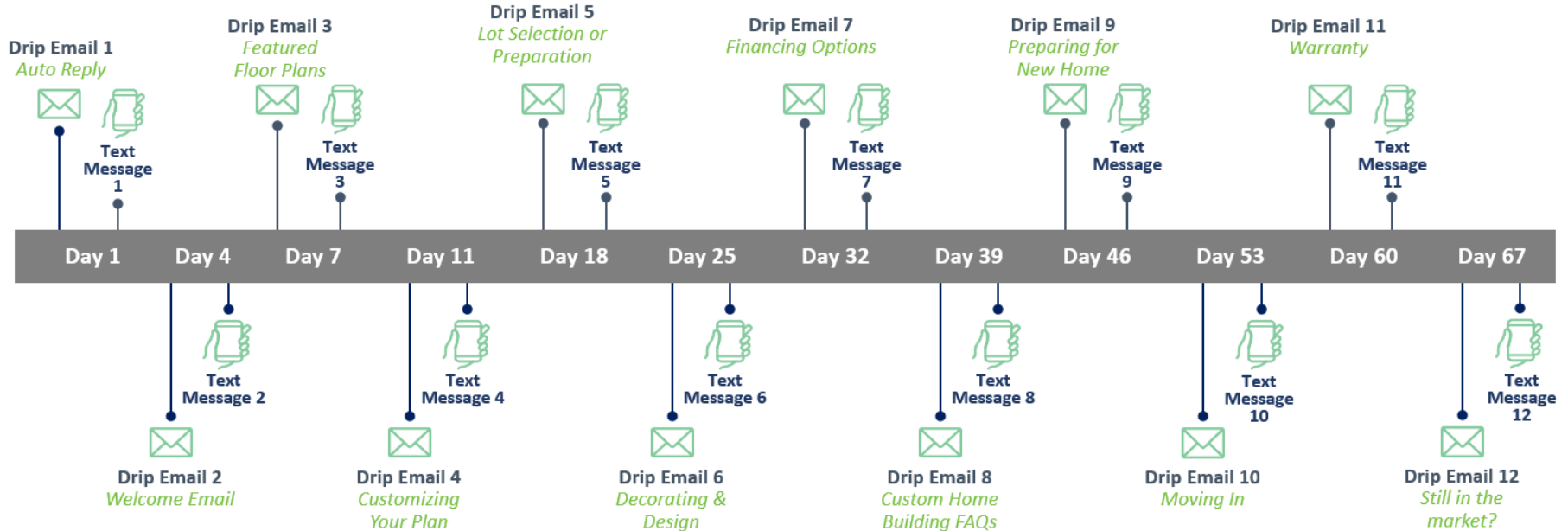


The Single Source of Truth: Data Warehouse

The Importance of Workflows



Lead Nurturing Musts



Maximizing ROI



The 1,000 Decisions Along the Way



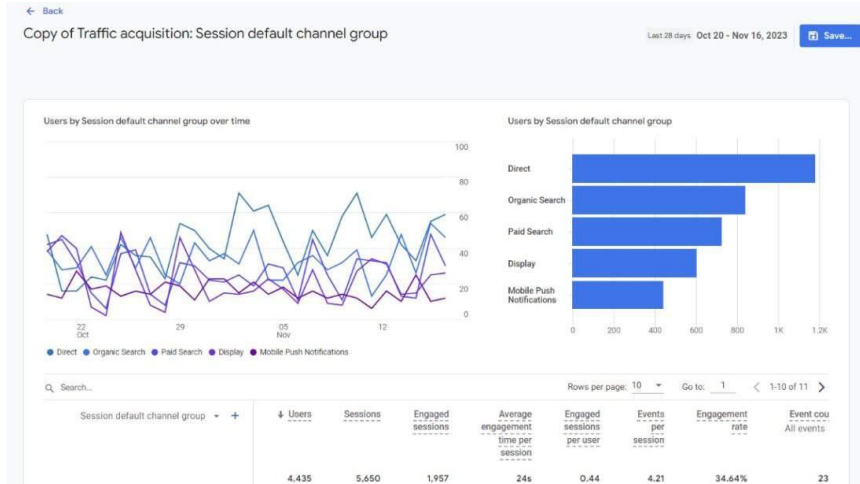
Infrastructure for AI & Data Tracking



Where to Prioritize Adding Value



Start with the Basics



Beyond the Basics - Enriching Data

Power BI



Looker Studio

 hotjar

 + a b | e a u

Q&A

What's in Your Stack?



Speakers Contact Information



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