Campaña City Heights

Pillar 1 – Campaign Objective

Primary Goal:

Accelerate the closing of remaining apartment sales in *City Heights* to return investment capital and finalize the project successfully.

Success Metric:
Number of qualified leads generated via landing page form submissions (name, WhatsApp number, and email).

Pillar 2 – Target Audience

First-Time Homebuyers in San Fernando:

- Focusing medium to medium-low income level. Between the ages of 28–45, who value security, convenience, affordability, comfort.
- **Message:** “Ready to own your home? City Heights offers a safe, stylish, move-in-ready space in San Fernando.”

Real Estate Investors:

- **Profile:** Local or regional investors looking for rental income or resale opportunities
  Motivation: Immediate rental potential, strong demand in area, turnkey investment.

Recommended Channels:

- **Facebook & Instagram Ads:** Use geotargeting for San Fernando + interest in real estate, investing, homeownership.
- **Email Campaigns:** Engage past prospects and leads with a “limited units available” message.
- **Landing Page:** Simple, mobile-optimized with 1 clear CTA: *“Schedule a Viewing”* or *“Request More Info”*

Pillar 3 – Irresistible Offer

Offer free, value-packed incentives to get people to submit their info and turn into leads.

1. **Free Consultation or Property Tour:** “Book a free private showing of a City Heights apartment.”
2. **Buyer’s Guide PDF:** “Download a quick-start guide to owning at City Heights, including floor plans, community map, key benefits, price ranges and financing options.”
3. **Investment ROI Calculator:** “Curious about rental income? Use our free calculator to estimate your ROI from a City Heights unit.”

Pillar 4 – Thumb-Stopping Visual

Images (for ads and email):

1. Wide shot of the modern *City Heights* exterior showing the gated entrance and parking.
2. Bright, staged interior shot of a furnished corner or middle unit.
3. Happy family or young couple enjoying the balcony or pool area.

Videos (short-form, mobile-optimized):

1. 30-second video walkthrough: “Step inside a move-in-ready unit at City Heights”
2. Customer testimonial: “Why I chose to live/invest in City Heights”
3. Community feature reel: quick cuts of the pool, recreational area, security gate, and parking

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Pillar 5 – Compelling Message

All messaging should reflect your **core purpose** of delivering *affordable luxury* and emphasize trust and value.

Here are 5 sample ad headlines/texts:

1. ***“Move-In Ready Apartments in San Fernando – Own for Less Than You Think”***
   Affordable luxury is just a click away. Book your free tour of City Heights today.
2. ***“Why Rent When You Can Own?”***
   Stylish 2–3 bedroom apartments, gated community, ready for you now. See it today.
3. ***“Final Units Selling Fast – Secure Yours at City Heights!”***
   Prime location, pool & security, and unbeatable prices. Let us show you around.

4. ***“Invest Smart in San Fernando Real Estate”***
   High-demand rental units ready now. Calculate your ROI and schedule a walkthrough.

5. ***“City Heights: A Place to Call Home”***
   Comfort, security, and convenience. Join a thriving community of happy homeowners.

Pillar 6 – Customer Journey

Stage 1: Awareness

- **Meta Ads & Emails:** Ads show lifestyle photos/videos + strong CTA: *“Book a Free Tour”*
- Use lead magnets to capture email + WhatsApp.

Stage 2: Consideration

- **Landing Page:** Simple layout with testimonials, floor plans, and benefits. Lead capture form (Name, WhatsApp, Email). Automatically send email.

Stage 3: Conversion (Follow-Up):

- Sales team follows up via WhatsApp or phone.
- Booking of in-person tour or virtual consultation.
- Provide clear pre-sale deadlines or limited unit notices.
- Drip email campaign (3-day sequence): success stories, FAQs, urgency reminders, pricing insights.

Stage 4: Advocacy

- Ask happy buyers to leave testimonials or participate in a case study.
- Share these stories in updated campaigns.
- Share “Welcome Home” social posts with tagged new owners.
- Incentivize referrals with rewards.
