Campaña EastLake North

Pillar 1 – Campaign Objective

Objective:
Complete the pre-sale of remaining EastLake North Phase 3 units by generating qualified leads of prospective buyers and investors.

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 Arima

- Focusing on Arima, Readymix Road and vicinity, and surrounding areas (including east-central Trinidad), from middle and lower-middle income groups seeking affordable, secure, and stylish housing.

Real Estate Investors:

- Real estate investors interested in rental or resale opportunities in fast-developing areas.

Recommended Channels:

- Facebook & Instagram Ads with radius targeting around Arima (Port of Spain and surrounding eastern corridors for investors or commuters).
- Email Marketing: Directed to T&T leads with property interest.
- Landing Page: Simple, mobile-optimized with 1 clear CTA: *“Schedule a Viewing”* or *“Request More Info”*

Psychographic Refinement:

- Motivated by upward mobility, family security, and homeownership pride.
- Looking for safety, proximity to transportation, and good community design.
- Value the idea of “starting simple, then upgrading” (e.g., adding a 3rd bedroom later).

Pillar 3 - Irresistible Offer

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

Recommended Lead Magnets:

1. **Free Consultation or Property Tour:**
   “Book a free 15-minute call or site visit with a housing advisor to explore your fit.”

2. **Buyer’s Guide PDF:**
   Includes floor plans, community map, key benefits and price ranges.

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

You want your ad to stop the scroll. Use bright, emotionally compelling, mobile-first visuals.

Images:

1. Before/After: Dirt lot vs. vibrant EastLake community.
2. Interior shot of the open concept layout.
3. Smiling families standing outside their new home.

Videos:

1. 30-second community walk-through video with upbeat music.
2. “Life at EastLake” short video testimonial (residents speaking).
3. Fast-motion build progress video + inspirational call to action.

Pillar 5 - Compelling Message

All messaging should reinforce your core purpose: raising the standard of living through "affordable luxury."

5 Sample Messages:

1. *“A home that grows with you. Start with 2 beds, and expand when you’re ready.”*

2. *“EastLake North: Beautiful, secure, and within reach.”*
3. *“Live where families thrive. Over 500 homes sold. Phase 3 selling fast!”*
4. *“Own your dream home in San Fernando—without breaking your budget.”*
5. *“These are more than apartments. They’re communities built with purpose.”*

Pillar 6 - Customer Journey

Stage 1: Awareness

- **Meta Ads & Emails:** campaigns introduce EastLake North with visuals + 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

- Encourage new residents 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.
