

Builders, developers enjoy competitive advantage with latest internet technology Carmichael Consulting provides cutting-edge marketing for high-profile clients

“In today’s challenging climate it’s more important than ever to stay on top of your game,” says Dawn Carmichael of Carmichael Consulting, Inc., a local elite marketing firm. “Savvy builders, developers and other real estate professionals know that times like these call for creative marketing with an innovative approach utilizing state-of-the-art internet marketing. That’s the key ingredient to success in the future. With 82 percent of all prospective homebuyers starting their searches on the internet, it is crucial that my clients be prominently positioned to capture every possible customer and close every sale.”

The award-winning public relations and advertising firm has developed a loyal following of top-tier clients ranging from luxury homebuilders and high-end land developers to a growing number of medical professionals by utilizing the latest in results-driven internet technology with one simple goal in mind—to generate traffic and sales. In creating individual programs designed to meet each company’s needs, Carmichael shares some of her strategies for a multi-tiered internet approach:

Client websites – It is not enough merely to have a web presence; a results-driven website must actually sell your product. It should answer the question: What is your competitive advantage? Sites on the forefront take it a step further with a monitored conversion rate, tracking how visitors are elevated first to prospect status and then to a solid buying position.

Search engine optimization – At Carmichael Consulting, we began optimizing our websites many years ago, long before many other agencies saw the value of hiring listing specialists to ensure that client sites appeared at the top in relevant categories during key word searches. Your website should be a salesperson working 24/7, generating leads for your sales team and company.

Private web-viewing capabilities – Developers love this feature offering passcode-protected online files that can be accessed by investors, banks, prospects and clients. With the ability to upload plat maps, project summaries, financials and more, business owners can offer multiple project proposals with secure passcodes for each approved viewer group, eliminating the need for expensive printing and mailing of marketing packets—all in a time-sensitive, secure environment.

Internet advertising – Marketing through prominent websites—especially media portals with high traffic counts and visibility, will continue to be the face of the future. For example, Carmichael clients like Hawkins-Welwood Homes and Alford Homes realize the importance of this strategy designed to include prominent positioning on sites like the new Luxury Homes page at dallasnews.com. Targeting the upper-end million-dollar home market in both Dallas and Collin counties, it offers property listings with direct links to a builder’s profile and website. It’s an advertising model that has proved to be quite cost-effective, according to Carmichael’s marketing coordinator Stephanie Crimmins. In the month of June alone it has directed an additional 1,200 visitors via click-thrus to each

builder's site and has offered an additional 100 prospects per each home listing. These advertisements and listings on the Luxury Homes page along with highly visible ads on the business page have increased exposure for each client's brand by 40,000 impressions a month.

"The defining principles for starting my agency four years ago were based on a desire to do things differently, to have a client-centered, results-driven approach," says Carmichael. "In each case, my client's success is the first priority. When they are successful, then I am successful, too."

Efforts like these have resulted in recent awards from the Dallas Home Builders Association including "2007 Best Builder Marketing Campaign" for client Jim Johnson Group and "2007 Best Builders Website" for client Alford Homes.

"We are fortunate to have partnered with some of the most outstanding companies in the area, and it is gratifying to be able to share that mission with a select group of professionals who know that we will go the extra mile for them in achieving their goals," says Carmichael.

For more information on Carmichael Consulting and its services, contact Dawn Carmichael directly at 214-417-5527 or dawn@carmichaelconsulting.com.