



Housing Hub

Digital Marketing Strategy, Execution & Results Sept - Dec 2025

Version 1.0 • Dec 2025

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Executive Summary

This **Digital Marketing Strategy, Execution & Results** report outlines Housing Hub's structured, performance-driven approach to strengthening brand visibility, generating qualified property owner and tenant leads, and supporting sustainable growth across the Twin Cities property management market. Developed in alignment with company objectives and informed by a comprehensive Digital Marketing Audit completed in late August 2025, this report documents both strategic direction and measurable outcomes achieved through disciplined execution.

Beginning in September 2025, Housing Hub's digital marketing function transitioned from a limited, under-scaled operation into a data-driven growth engine. Strategic improvements were implemented across Google Ads, social media, website analytics, email automation, and organic content development. These changes prioritized efficiency, accountability, and scalability, ensuring marketing investment directly supports portfolio growth, tenant demand, and leadership-level decision-making.

Search and paid advertising efforts were restructured to capture high-intent property owners actively seeking management services while expanding top-of-funnel visibility through Display and Performance Max campaigns. Enhanced GA4 tracking and conversion measurement now provide clear visibility into lead behavior, form submissions, phone calls, and campaign performance, establishing a transparent performance baseline for ongoing optimization.

Organic social media and content efforts were refined to reinforce professionalism, trust, and brand consistency, while email marketing and tenant automation workflows improved engagement, retention, and operational efficiency. Together, these channels form an integrated digital ecosystem designed to attract, engage, and convert both property owners and prospective tenants.

This report includes:

- A summary of Housing Hub's digital marketing transformation following the August 2025 audit
- Clearly defined goals supported by executed strategies and tactical implementation
- Assigned roles and responsibilities supporting scalability and accountability
- Defined primary and secondary target markets with supporting audience insights
- A strategic overview of digital platforms and channel utilization
- A content framework aligned with current engagement and performance trends

- Performance analysis supported by Google Ads, GA4, social, and email metrics
- A budget review demonstrating efficient and intentional marketing investment

Results achieved between September and December 2025 confirm that disciplined strategy, accurate measurement, and continuous optimization significantly increase reach, engagement, and lead generation while maintaining strong cost efficiency. This report serves as both a record of performance and a foundation for continued growth, refinement, and leadership-ready decision-making.

Social Media: Goals, Objectives, Strategies, and Tactics

The following Goals, Objectives, Strategies, and Tactics (GOST) framework outlines the structured approach used to establish and scale Housing Hub’s social media presence. These elements work together to support a cohesive digital marketing strategy that strengthens brand awareness, engagement, and long-term growth.

Details	
Goal	Establish and maintain a professional, consistent, and scalable digital marketing presence for Housing Hub across key social media platforms.
Objectives	1. Review Housing Hub’s existing social media platforms to identify strengths, gaps, and opportunities by September 1, 2025. 2. Identify one to three primary social networks by September 15, 2025. 3. Create and optimize accounts on two identified social media platforms by September 30, 2025. 4. Grow a following of 275 on new Facebook network by December 15, 2025.
Strategies	1. Conduct a comprehensive social media audit of Housing Hub’s existing platform presence. <i>(Supports Objective 1)</i> 2. Review and interpret audit findings to inform platform prioritization and content direction. <i>(Supports Objective 1)</i> 3. Determine the most effective social media platforms based on audience behavior and marketing goals. <i>(Supports Objective 2)</i> 4. Establish and optimize social media accounts on selected platforms. <i>(Supports Objective 3)</i> Ensure all social media platforms are visible, branded consistently, and encourage engagement. <i>(Supports Objective 4)</i> 5. Actively invite and encourage customers, tenants, and property owners to connect with Housing Hub on social media. <i>(Supports Objective 4)</i>
Tactics	1. Research social media platforms to evaluate audience fit and engagement opportunities. <i>(Supports Strategy 1)</i> 2. Analyze audit results to determine which platforms to activate and prioritize. <i>(Supports Strategies 2 and 3)</i> 3. Develop and apply a consistent visual and messaging brand across all social media platforms. <i>(Supports Strategy 5)</i> 4. Create and publish high-quality, relevant, and value-driven content tailored to each platform. <i>(Supports Strategy 6)</i> 5. Incorporate clear calls to action within social content to drive engagement and connection. <i>(Supports Strategy 6)</i> 6. Include social media icons and links across Housing Hub’s website, email communications, and digital marketing assets. <i>(Supports Strategy 6)</i>

Roles & Responsibilities

Currently, the Marketing Department is led by an individual with the expertise, training, and experience required to manage, execute, and optimize Housing Hub's digital

marketing strategy. The Marketing Department is responsible for developing and implementing marketing campaigns, managing the company's social media presence, and analyzing marketing performance.

The Marketing Department also plays a key role in identifying new market opportunities and developing strategies to reach target audiences. This includes conducting market research, identifying key influencers, and developing targeted content.

The Marketing Department is also responsible for managing the company's brand identity and ensuring that all marketing materials are consistent with the brand's values and mission.

**Pages 6-60 blurred for company privacy.
Able to show full report in any in-person meeting.**

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Target Markets

PRIMARY TARGET MARKET “The Portfolio Protector”

SECONDARY TARGET MARKET Prospective Tenants in the Twin Cities

Housing Hub's secondary target market includes prospective tenants seeking rental housing throughout the Twin Cities metro area. This audience supports Housing Hub's primary business objective by ensuring consistent demand for managed properties,

Source: Housing Hub, 2023. All rights reserved. Housing Hub is a registered trademark of Housing Hub.



Notes on the Charts

The charts above illustrate the demographic characteristics of prospective tenants in the Twin Cities metro area. The data is based on a survey of 1,000 individuals aged 18 and older who are currently seeking rental housing. The charts show that the majority of prospective tenants are between the ages of 25 and 34, are female, and have a bachelor's degree. This information is crucial for Housing Hub to tailor its marketing and property management strategies to meet the needs of this target audience.

Digital Marketing Presence

Housing Hub’s digital marketing presence is designed to attract new property owners, maintain tenant demand, and reinforce brand credibility across the Twin Cities metro area. The strategy is performance-driven and inbound-focused, with **Google Ads and Facebook (Meta) Ads**

...to drive leads and conversions. The strategy includes a mix of paid and organic marketing efforts, with a focus on high-quality content and targeted advertising. The goal is to increase brand awareness, generate leads, and drive conversions across all digital marketing channels. The strategy is designed to be scalable and adaptable to changing market conditions and marketing trends. The strategy is designed to be data-driven and performance-focused, with a focus on tracking and measuring the effectiveness of all marketing efforts. The strategy is designed to be collaborative and cross-functional, with a focus on working closely with all relevant departments to ensure a cohesive and effective marketing strategy. The strategy is designed to be transparent and accountable, with a focus on providing regular updates and reports on the performance of all marketing efforts. The strategy is designed to be flexible and agile, with a focus on being able to quickly respond to changes in the market and in the marketing environment. The strategy is designed to be innovative and creative, with a focus on finding new and effective ways to reach and engage with the target audience. The strategy is designed to be sustainable and long-term, with a focus on building a strong and lasting digital marketing presence for Housing Hub.

Marketing Channel			
Google Ads	Facebook (Meta) Ads	LinkedIn Ads	Twitter Ads
Organic Search	Organic Social	Organic Email	Organic Referral
Content Marketing	Influencer Marketing	Partnerships	Sponsorships
Public Relations	Community Outreach	Events	Webinars
Podcasts	YouTube Channel	Instagram Channel	TikTok Channel

Platforms, Implementation of Content & Analytics

Website Engagement

1. The authors of the book have been successful in their attempt to provide a comprehensive and accessible overview of the field of **2005**...

Facebook

Since September 1, 2025, Facebook has become a key channel for strengthening Housing Hub's digital presence, driving brand visibility, and supporting engagement with both property owners and prospective tenants. Through consistent content, short-form video, and targeted



Visits 0

Export

Follows 0

Export

3K ↑ 100%

286 ↑ 100%



Facebook Audience & Geographic Demographics

Facebook audience demographics closely align with Housing Hub's core target markets. The audience skews slightly female (**54.3% women, 45.7% men**) and is concentrated in the **35–54 age range**, a key demographic for both property ownership and rental decision-making.



Executive Context

Since September 1, 2025, Facebook has become a key driver of Housing Hub's digital visibility and audience growth. Through a combination of consistent content, short-form video, and strategic paid promotion, Facebook generated strong reach and engagement, increased brand

Instagram Engagement Sept 1 - Dec 18, 2025

Instagram

Sep 1, 2025 - Dec 18, 2025



Instagram Audience & Geographic Demographics

Instagram audience demographics align closely with Housing Hub's target market. The largest age segments fall within **25–54 years old**, with a slight female majority (**52.8% women, 47.2% men**). Geographic data shows strong concentration in the Twin Cities metro area, including



Executive Context

Instagram performance has improved significantly since September 2025, with strong gains in reach, visibility, and profile activity. While not a primary acquisition channel, Instagram now effectively supports brand professionalism, local market presence, and cross-platform consistency.



YouTube Watch Time by Device Types

Content		Views ↓	Watch time (hours)	Subscribers	Average view duration	Impressions	Impressions click-through rate
Duration	Publish date						
☐ Total		376	1.8	4	0:42	350	5.7%

Early performance indicates that **shorter, personality-driven and brand introduction videos** performed strongest, including:

- Welcome and introduction content
- Team and leadership features

Email Marketing & Automation (Mailchimp)

Tenant Email Communications Performance (Sept-Dec 2025)

Over the last three months, Housing Hub delivered nearly **7,000 tenant-focused emails** with a **66.66% delivery rate**, demonstrating excellent performance.



The chart illustrates the performance of tenant email communications over the last three months. The Delivery Rate, represented by the blue line, shows a consistent performance of 66.66% across all months. The Open Rate, represented by the orange line, shows a steady increase from 10.00% in September to 15.00% in December, indicating growing engagement with the email content.

Overall, the performance metrics demonstrate that the email communications strategy is effective in reaching and engaging tenants. The consistent delivery rate ensures that emails are reaching the intended audience, while the increasing open rate suggests that the content is resonating with tenants and encouraging them to interact with the emails.

Key Takeaways:

- Consistent Delivery Rate: The 66.66% delivery rate indicates that the email infrastructure is reliable and that the email list is accurate.
- Growing Engagement: The increase in the open rate from 10.00% to 15.00% suggests that the email content is becoming more relevant and interesting to tenants over time.

Recommendations:

- Continue to monitor and optimize the email list for accuracy to maintain the high delivery rate.
- Experiment with different email formats and content to further improve the open rate and engagement.

Conclusion:

The tenant email communications performance over the last three months is positive. The consistent delivery rate and increasing open rate are strong indicators of a successful email marketing strategy. Continued monitoring and optimization will ensure that the strategy remains effective and that tenants continue to receive relevant and engaging email communications.

Next Steps:

- Implement the recommended optimizations to further improve email performance.
- Report on the results of the optimizations in the next performance review.

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New Tenant Nurture Email Automation Campaign - Kicked off in Nov 2025

Email marketing and automation play a critical role in Housing Hub's digital marketing ecosystem by supporting consistent communication, improving the tenant experience, and enabling scalable engagement. Mailchimp is used as a **relationship-building and retention channel**, aligning most closely with the **Engage and Delight** stages of the inbound marketing

How Does Housing Hub Compare to Industry Benchmark

Metric	Industry Average	Our Performance	Assessment
Open Rate	30–35%	46.3%	Above average

Organic Content Development

Housing Hub's organic content strategy is designed to support brand visibility, lead generation, and relationship building across property owners, tenants, and employees. Content is

developed and published across various digital channels, including the company website, social media platforms, and email newsletters. The strategy focuses on creating valuable, informative, and engaging content that addresses the needs and interests of the target audience.

Key components of the organic content strategy include:

Content Pillars

The organic content strategy is built around four main content pillars: 1. **Company News & Updates**: Regularly publishing news about company milestones, new services, and industry trends. 2. **Property Listings & Guides**: Creating detailed guides and listings for available properties, highlighting their features and benefits. 3. **Community & Lifestyle**: Sharing content related to the local community, lifestyle, and amenities. 4. **Expert Insights & Tips**: Providing valuable insights and tips from industry experts, such as real estate agents or property managers.

Content Distribution

Content is distributed across multiple digital channels to maximize reach and engagement. The primary channels include the company website, social media platforms (Facebook, Instagram, LinkedIn, and Twitter), and email newsletters. Content is tailored to each channel to ensure it resonates with the audience and drives the desired outcome.

Content Performance

Regular monitoring and analysis of content performance is essential to optimize the strategy. Key metrics tracked include website traffic, social media engagement (likes, shares, comments), email open rates, and conversion rates. Data insights are used to identify high-performing content and adjust the strategy accordingly to improve overall results.

Organic Content Planning & Execution Framework

Housing Hub's content calendar serves as the strategic foundation for all organic digital marketing efforts, ensuring consistency, efficiency, and alignment with business objectives



Status	Platform/info	Type	Tenative Post Date	Direction	Scheduled	
Aug-Dec 2025						
-	Week of Aug 25th					Posting Ideas

Cross-Platform Efficiency

The calendar enables strategic repurposing—long-form content such as blogs or videos is broken into smaller assets (graphics, reels, stories, link shares) and deployed across multiple platforms without duplicating effort. This approach increases reach while preserving brand



Paid Digital Advertising (Google Ads)

Housing Hub’s paid advertising strategy is centered on Google Ads and supported by GA4 conversion tracking to measure performance across the full user journey, from initial search to



A dedicated **“Grow Your Portfolio” Google Display campaign** was launched to expand reach beyond search results and reinforce Housing Hub's positioning as a trusted, local property management expert. These ads appear across Google's Display Network, including Gmail, YouTube placements, and high-quality partner sites, ensuring ongoing brand presence even



3. Increase Engagement

Paid advertising is designed to direct users to clear, relevant landing pages that encourage interaction and exploration. Engagement is measured through click-through rates and on-site

time. The goal is to create a seamless user experience that encourages users to explore the product or service further. This involves creating clear calls to action and providing relevant information that addresses the user's needs.

Engagement is a key metric for measuring the success of a marketing campaign. It indicates how well the campaign is resonating with the target audience and how effectively it is driving user interaction. By focusing on engagement, marketers can gain valuable insights into user behavior and optimize their campaigns for better results.

One of the primary goals of paid advertising is to increase engagement. This is achieved by directing users to landing pages that are designed to encourage interaction and exploration. Clear calls to action and relevant information are essential for creating a seamless user experience that encourages users to explore the product or service further.

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Before / After – Digital Marketing Performance & Impact

Digital Marketing Transformation (August–December 2025)

Between August and December 2025, Housing Hub's digital marketing function underwent a

major transformation, moving from a fragmented, siloed approach to a unified, data-driven strategy. This shift was driven by the need to improve lead generation, streamline marketing efforts, and better serve our target audience. The transformation involved reorganizing the team, adopting new tools, and implementing a comprehensive marketing plan.

- **Team Restructuring:** The marketing team was reorganized into three main functional areas: Content & Creative, Digital Advertising, and Analytics & Reporting. This structure allowed for more specialized expertise and improved collaboration.
- **Tool Adoption:** We implemented a suite of new tools, including a Customer Relationship Management (CRM) system, a marketing automation platform, and a social media management tool. These tools enabled us to manage our campaigns more efficiently and track performance across all channels.
- **Unified Messaging:** A comprehensive brand messaging framework was developed, ensuring consistency across all marketing materials and channels. This helped to strengthen our brand identity and improve the overall customer experience.
- **Data-Driven Decision Making:** We established a robust analytics framework, allowing us to track key performance indicators (KPIs) and make data-driven decisions about our marketing strategy. This approach helped us to optimize our campaigns and allocate resources more effectively.

The transformation was a significant milestone for Housing Hub, marking the beginning of a new era in our digital marketing efforts. By adopting a unified, data-driven approach, we are better positioned to achieve our marketing goals and drive sustainable growth.

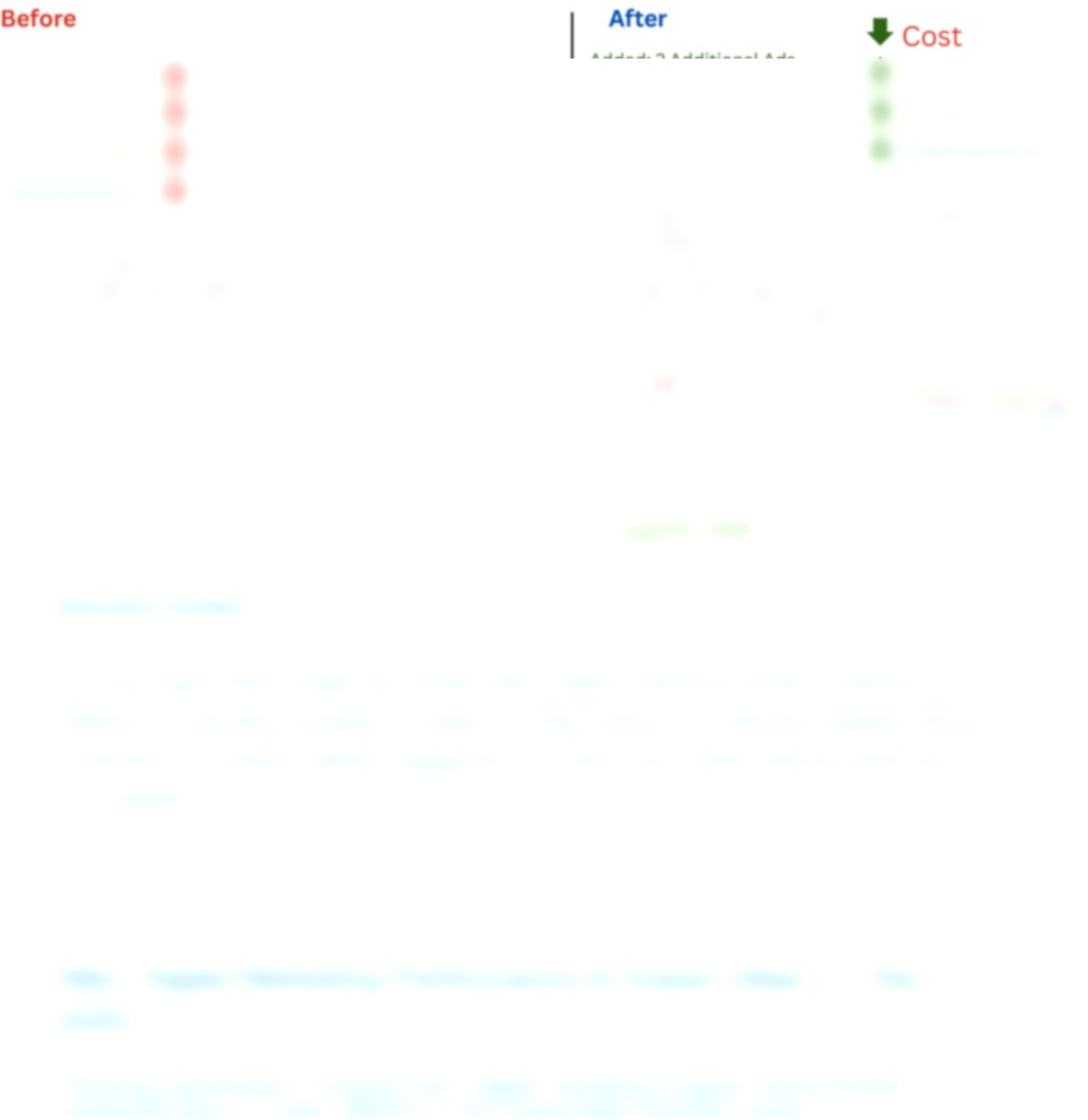
Key Performance Indicators (KPIs) and Results

- **Lead Generation:** The number of qualified leads generated increased by 25% over the period, indicating a more effective marketing strategy.
- **Website Conversion:** The website conversion rate improved by 15%, reflecting a more user-friendly and targeted digital presence.
- **Social Media Engagement:** Engagement rates on our social media channels increased by 30%, showing a stronger connection with our audience.
- **Cost Per Acquisition (CPA):** The CPA decreased by 20%, demonstrating improved efficiency in our advertising campaigns.
- **Customer Retention:** The customer retention rate improved by 10%, suggesting that our marketing efforts are contributing to a more loyal customer base.
- **Brand Awareness:** Brand awareness metrics, such as search volume and brand mentions, showed a significant increase, indicating a stronger brand presence in the market.
- **Marketing ROI:** The overall marketing return on investment (ROI) improved by 18%, reflecting the positive impact of the transformation on our bottom line.

Google Ads Performance — Before Optimization

Metric	May 1 - Aug 15, 2025
Impressions	47,510

Google Ads Performance Transformation May–December 2025



Google Ads Performance — After Optimization

Metric	Sept 1 - Dec 17, 2025
Impressions	589,917



The reduction in CTR during the post-audit period is expected and appropriate given the intentional expansion into Performance Max and Display campaigns. These channels significantly increased reach and conversion volume while maintaining strong cost efficiency. CTR decline reflects scale, not reduced performance quality.

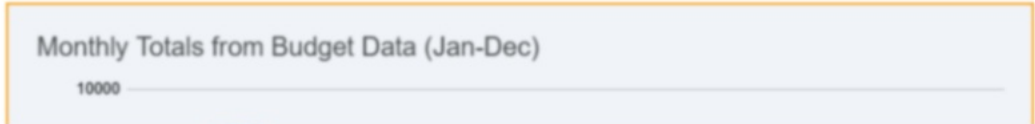


Marketing Spend / Budget

Housing Hub’s 2025 marketing investment reflects a **deliberate shift from maintenance-level marketing to growth-oriented demand generation**, aligned with measurable business outcomes. While total marketing spend increased compared to prior years, this investment



Monthly Spend Trend (2025) - Dec 22 (so far)



Appendix A: New Tenant Email Automation Campaign (RE/MAX Partnership)

New Tenant Email Automation Campaign (RE/MAX Partnership)	
This campaign is designed to welcome new tenants and introduce them to the services and amenities of the property. It includes a series of emails that are triggered based on the tenant's move-in date.	
The campaign is structured as follows:	
1. Welcome Email: Sent immediately upon move-in, introducing the tenant to the property and the RE/MAX team.	
2. Amenities Overview: Sent 2 days later, providing a detailed overview of the property's amenities and services.	
3. Community Introduction: Sent 5 days later, introducing the tenant to the local community and highlighting nearby points of interest.	
4. Feedback Request: Sent 10 days later, requesting feedback from the tenant on their experience and the quality of the services provided.	
5. Final Welcome: Sent 15 days later, providing a final welcome and reiterating the commitment to providing excellent service.	



RE/MAX Welcome Sign

Welcome, *|FNAME|*!

We're so excited to officially welcome you to Housing Hub — where we take pride in providing quality homes, building community, and having fun along the way!



Thank you for choosing Housing Hub. We're excited to have you as a member of our community. We'll be in touch soon with more information about your new home.



Stay tuned for more updates and news from Housing Hub. We'll be in touch soon with more information about your new home.

Thank you for choosing Housing Hub. We're excited to have you as a member of our community.



Thank you for choosing Housing Hub. We're excited to have you as a member of our community.

Thank you for choosing Housing Hub. We're excited to have you as a member of our community.

Subject: Settle in, get comfy — make this place *yours* 🏡

Preview: Small touches, smart habits, and a few pro tips for happy renting.

Header: Feeling at home yet? Let's make sure you do.

Body:



1. Welcome to your new home!

2. Here are some tips to help you get settled in and make this place yours.

3. Try to establish a routine and stick to it. This will help you feel more at home.

4. Don't forget to take care of yourself. Get enough sleep, eat healthy, and exercise.

5. If you have any questions or need help, don't hesitate to ask your landlord or a friend.

6. Remember, this is your home now. Make it a place you love.

7. Good luck and welcome to your new home!

8. We hope you enjoy your new home and all the adventures it has to offer.

9. Feel free to reach out if you need anything or have any questions.

10. Welcome to your new home!

Closing:

Thanks for choosing Housing Hub — where every rental feels like home, and every tenant is part of the community.

Warmly,

🧡 The Housing Hub Team



Thank you for choosing Housing Hub — where every rental feels like home, and every tenant is part of the community.

Warmly,
🧡 The Housing Hub Team

Thank you for choosing Housing Hub — where every rental feels like home, and every tenant is part of the community.



You're doing great, |FNAME|! Every on-time payment, every small financial win — it all adds up. Future You will thank Present You (and probably buy them a fancy coffee ☕). Keep it up — you're building more than credit; you're building confidence.

Warmly,



— [Name] —



— [Name] —



— [Name] —



— [Name] —



— [Name] —



If you're starting to feel like your space isn't quite fitting your lifestyle anymore, we can help you think about your next move.

Book 10 May 1998 Georgetown College

Header: Love where you live — explore what's nearby.

Body:

Love where you live — explore what's nearby



Love where you live — explore what's nearby

Love where you live — explore what's nearby

Love where you live — explore what's nearby

Love where you live — explore what's nearby

Love where you live — explore what's nearby

Love where you live — explore what's nearby

Love where you live — explore what's nearby

Love where you live — explore what's nearby

Love where you live — explore what's nearby

Love where you live — explore what's nearby

Explore Your → [Tenant Portal](#) today and bookmark this email should you need to access it quickly!

Need to get in touch? No problem! Leave us a message [HERE](#)!

DO NOT REPLY TO THIS EMAIL. If you have any questions, please contact your account manager.



Thank you for your interest in our services.

Best regards,
[Signature]

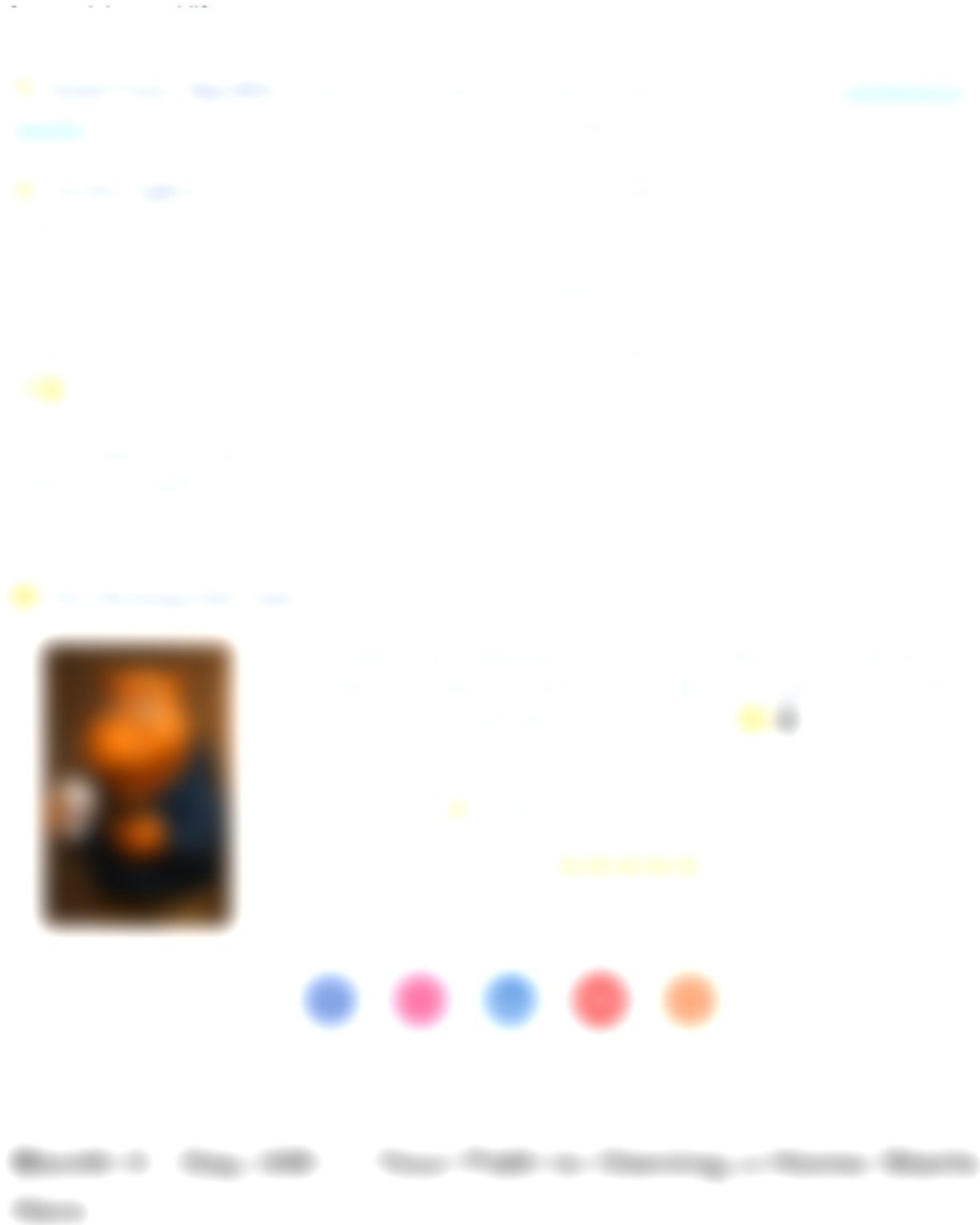
For more information, please visit our website at [www.example.com](#).



© 2023 Example Company. All rights reserved. This email and any attachments are confidential. If you have received this email in error, please do not print, copy, or disseminate it. Please notify the sender immediately if you have received this email in error.

👉 **Declutter & Donate:** Clear out closets and drawers — your local donation center will thank you.

🌿 **Switch Up the Scenery:** Try rearranging a room or adding new decor, pillows, or curtains



Subject: Your Path to Owning a Home Starts Here 🏠

Preview: Explore your options early — no pressure, just information.

Header: Thinking about your next step?

Body:





HOUSING HUB & DE/MAY



HOUSING HUB & DE/MAY

IDEAS FOR MONTHS 9 & 10

Month 9 Day 270 Your Home Equity Potential



Month 9 Day 270 Home Equity Potential



Month 9 Day 270 Home Equity Potential



Month 12 - Day 360 — Congrats on Another Great Year!

Subject: Congrats on another great year — your next chapter awaits 🎉

Hey there! It's time to reflect on the incredible journey you've completed this year. From the challenges you've overcome to the triumphs you've celebrated, every moment has shaped you into the amazing person you are today.

As you look back on the past 360 days, you'll see how far you've come. You've grown, you've learned, and you've achieved so much more than you ever imagined. It's a testament to your resilience, your hard work, and your unwavering determination.

But this isn't just a time to look back. It's a time to look forward. The future is bright, and it's waiting for you. You have the skills, the experience, and the wisdom to tackle whatever comes your way. You are ready for whatever the future holds.

So, take a deep breath and embrace the new year with an open heart. You've earned it. You've got this. And remember, you're never alone. We're all cheering you on, and we're proud of everything you've accomplished.

Here's to a new chapter filled with growth, adventure, and endless possibilities. You've got this. You've got us. And you've got a fantastic future ahead of you. 🌟

With love and admiration,
[Your Name]

[View this message in English](#) [View this message in Spanish](#)



Appendix B:



Inventory Table

Inventory Table: Housing and Community Development
Inventory Table: Housing and Community Development

Inventory Table: Housing and Community Development

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Campaign Objective

The goal of this Google Display Ad campaign is to:

• Increase brand awareness

• Drive website traffic

• Generate leads

• Increase conversions

• Improve ROI

• Increase customer loyalty

• Increase customer retention

• Increase customer lifetime value

• Increase customer satisfaction

• Increase customer engagement

• Increase customer advocacy

• Increase customer referrals

• Increase customer testimonials

• Increase customer reviews

• Increase customer ratings

• Increase customer feedback

• Increase customer surveys

• Increase customer polls

• Increase customer quizzes

• Increase customer contests

• Increase customer giveaways

• Increase customer prizes

• Increase customer rewards

• Increase customer discounts

• Increase customer coupons

• Increase customer vouchers

• Increase customer gift cards

• Increase customer loyalty cards

• Increase customer membership cards

• Increase customer subscription cards

• Increase customer credit cards

• Increase customer debit cards

• Increase customer prepaid cards

• Increase customer gift cards

• Increase customer loyalty cards

• Increase customer membership cards

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• Increase customer gift cards

• Increase customer loyalty cards

• Increase customer membership cards

• Increase customer subscription cards

• Increase customer credit cards

• Increase customer debit cards

• Increase customer prepaid cards

• Increase customer gift cards

• Increase customer loyalty cards



WELCOME TO THE

WORLD OF



Figure 2



2. Responsive Display Ads

Optimized across devices, these ads resize and adjust for the best performance whether viewed



3. YouTube Display Ad

Designed to capture attention while users are browsing video content.



Housing Hub Display Ad Overview...

View (2 filters)

All campaigns

Campaign

Website traffic-Display-1-828-GrowPortfolio

Ad groups (1)

Select an ad group

Enabled

Status: Eligible

Type: Display

Budget: \$2.05/day

Optimization score: 94.0%

Simulate campaign changes

Campaign settings



Summary of Ad Groups

Ad Group	Ad Group Name	Ad Group Type	Ad Group Status	Ad Group Budget	Ad Group Optimization Score	Ad Group Last Modified
Ad Group 1	Ad Group 1 Name	Ad Group 1 Type	Ad Group 1 Status	Ad Group 1 Budget	Ad Group 1 Optimization Score	Ad Group 1 Last Modified
Ad Group 2	Ad Group 2 Name	Ad Group 2 Type	Ad Group 2 Status	Ad Group 2 Budget	Ad Group 2 Optimization Score	Ad Group 2 Last Modified
Ad Group 3	Ad Group 3 Name	Ad Group 3 Type	Ad Group 3 Status	Ad Group 3 Budget	Ad Group 3 Optimization Score	Ad Group 3 Last Modified
Ad Group 4	Ad Group 4 Name	Ad Group 4 Type	Ad Group 4 Status	Ad Group 4 Budget	Ad Group 4 Optimization Score	Ad Group 4 Last Modified
Ad Group 5	Ad Group 5 Name	Ad Group 5 Type	Ad Group 5 Status	Ad Group 5 Budget	Ad Group 5 Optimization Score	Ad Group 5 Last Modified
Ad Group 6	Ad Group 6 Name	Ad Group 6 Type	Ad Group 6 Status	Ad Group 6 Budget	Ad Group 6 Optimization Score	Ad Group 6 Last Modified
Ad Group 7	Ad Group 7 Name	Ad Group 7 Type	Ad Group 7 Status	Ad Group 7 Budget	Ad Group 7 Optimization Score	Ad Group 7 Last Modified
Ad Group 8	Ad Group 8 Name	Ad Group 8 Type	Ad Group 8 Status	Ad Group 8 Budget	Ad Group 8 Optimization Score	Ad Group 8 Last Modified
Ad Group 9	Ad Group 9 Name	Ad Group 9 Type	Ad Group 9 Status	Ad Group 9 Budget	Ad Group 9 Optimization Score	Ad Group 9 Last Modified
Ad Group 10	Ad Group 10 Name	Ad Group 10 Type	Ad Group 10 Status	Ad Group 10 Budget	Ad Group 10 Optimization Score	Ad Group 10 Last Modified

Summary of Ad Groups

Ad Group	Ad Group Name	Ad Group Type	Ad Group Status	Ad Group Budget	Ad Group Optimization Score	Ad Group Last Modified
Ad Group 1	Ad Group 1 Name	Ad Group 1 Type	Ad Group 1 Status	Ad Group 1 Budget	Ad Group 1 Optimization Score	Ad Group 1 Last Modified
Ad Group 2	Ad Group 2 Name	Ad Group 2 Type	Ad Group 2 Status	Ad Group 2 Budget	Ad Group 2 Optimization Score	Ad Group 2 Last Modified
Ad Group 3	Ad Group 3 Name	Ad Group 3 Type	Ad Group 3 Status	Ad Group 3 Budget	Ad Group 3 Optimization Score	Ad Group 3 Last Modified
Ad Group 4	Ad Group 4 Name	Ad Group 4 Type	Ad Group 4 Status	Ad Group 4 Budget	Ad Group 4 Optimization Score	Ad Group 4 Last Modified
Ad Group 5	Ad Group 5 Name	Ad Group 5 Type	Ad Group 5 Status	Ad Group 5 Budget	Ad Group 5 Optimization Score	Ad Group 5 Last Modified
Ad Group 6	Ad Group 6 Name	Ad Group 6 Type	Ad Group 6 Status	Ad Group 6 Budget	Ad Group 6 Optimization Score	Ad Group 6 Last Modified
Ad Group 7	Ad Group 7 Name	Ad Group 7 Type	Ad Group 7 Status	Ad Group 7 Budget	Ad Group 7 Optimization Score	Ad Group 7 Last Modified
Ad Group 8	Ad Group 8 Name	Ad Group 8 Type	Ad Group 8 Status	Ad Group 8 Budget	Ad Group 8 Optimization Score	Ad Group 8 Last Modified
Ad Group 9	Ad Group 9 Name	Ad Group 9 Type	Ad Group 9 Status	Ad Group 9 Budget	Ad Group 9 Optimization Score	Ad Group 9 Last Modified
Ad Group 10	Ad Group 10 Name	Ad Group 10 Type	Ad Group 10 Status	Ad Group 10 Budget	Ad Group 10 Optimization Score	Ad Group 10 Last Modified

Summary of Ad Groups

This Display campaign has proven to be a **high-efficiency, low-cost awareness and traffic driver**, delivering meaningful engagement and conversions while maintaining excellent cost control. The results support continued investment and expansion as part of Housing Hub’s broader property-owner acquisition strategy.

How the Brand-Specific Display Campaign

performed across the campaign period, including the number of impressions, clicks, and conversions.



How the Display Campaign is Performing



Overall Summary

The Display campaign has proven to be a high-efficiency, low-cost awareness and traffic driver, delivering meaningful engagement and conversions while maintaining excellent cost control. The results support continued investment and expansion as part of Housing Hub’s broader property-owner acquisition strategy.

Appendix C: Detailed Marketing Expense Log

EXPENSES LOG

EXPENSES LOG

DATE	VENDOR	CATEGORY	DESCRIPTION	AMOUNT
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AMOUNT

EXPENSES LOG

DATE	VENDOR	CATEGORY	DESCRIPTION	AMOUNT
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EXPENSES LOG

DATE	VENDOR	CATEGORY	DESCRIPTION	AMOUNT
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