

Utilising Social Media for Consistent Lead Generation

Signature Homes, Christchurch South

Locally owned and operated in Christchurch by Rhys Gould and Kathryn Mitchell, the team at Signature Homes Christchurch South has local expertise and knowledge to help build Your Home, Your Way.

Signature Homes Canterbury offer a wide range of services including:

- Predesigned and Modified Plans
- Design and Build Service
- House and Land Packages
- Investment Properties
- Knock Down and Rebuild Service

"IT IS CLEAR THAT DIGITAL SIMPLE IS HELPING UP ACHIEVE OUR GOALS. IN THE MONTHS FOLLOWING THE LOCKDOWN, WE TOOK A RECORD AMOUNT OF DEPOSITS! WHICH SOCIAL MEDIA PLAYED A ROLE IN GENERATING."

Rhys Gould & Kathryn Mitchell, Co-Owners,
Signature Homes Christchurch South

LOCATING THEIR CUSTOMERS...

Signature Homes Christchurch South, were relying solely on Trademe and Showhomes for lead generation, prior to working with Digital Simple. Knowing there was an opportunity presented by social media, it was a no-brainer to see what the platforms could generate in terms of leads and increased engagement.

The increase in engagement and messages is a core sign that their customers are active and comfortable on social media. The relationships that they are able to build has increased compared to Trademe and Showhomes. That's their first observation from these campaigns; "Being in tune with our customers!"



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**LEADS IN THE
FIRST 6 MONTHS!**



RECORD MONTH
MOST DEPOSITS TAKEN, EVER!



22% GROWTH
IN PAGE ENGAGEMENT



1,120

**TOTAL LEADS SINCE WORKING
WITH DIGITAL SIMPLE**



\$6.24

AVERAGE COST PER LEAD

"WE ARE REALLY IMPRESSED WITH THE ALL-ROUND SERVICE. FROM THE QUALITY OF CONTENT, TO THE RESPONSIVENESS OF THE TEAM AND THE PERFORMANCE OF THE ADS MONTH TO MONTH"

Rhys Gould & Kathryn Mitchell, Co-Owners, Signature Homes Christchurch South