

# Finding new buyers in the digital space

NYHA Monthly Meet Up

PRESENTED BY :

David Finney

Owner and Founder of Bild Media

The logo for Bild Media is displayed on the right side of the image. The word "BILD" is in a large, bold, dark blue font, and "MEDIA" is in a smaller, red, sans-serif font below it. The logo is set against a background of abstract gray shapes, including a large square and a horizontal line.

**BILD**  
MEDIA

**THANK YOU**

**FOR ALL THE WORK YOU DO**

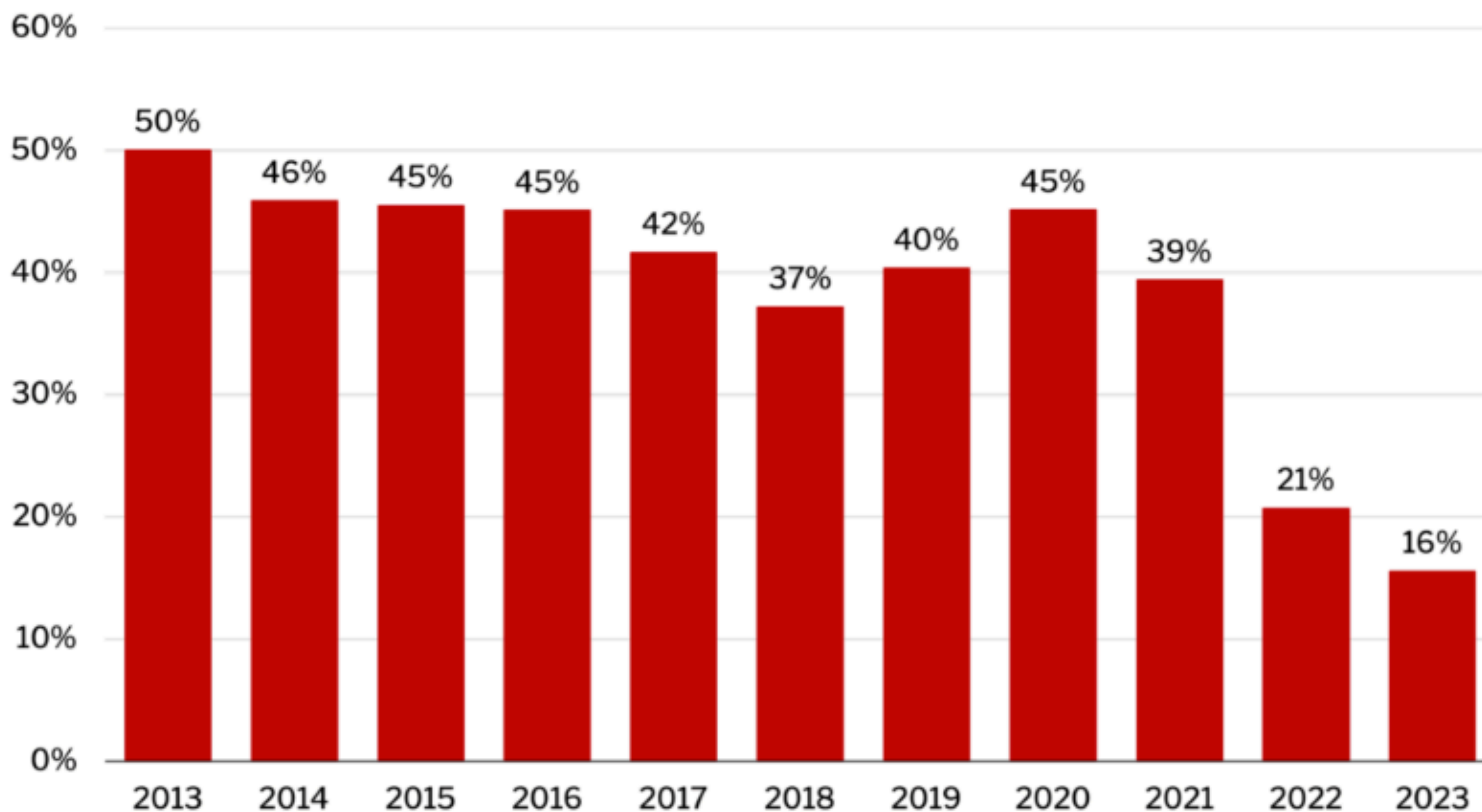
## GS Housing Affordability Index



# US Home Affordability

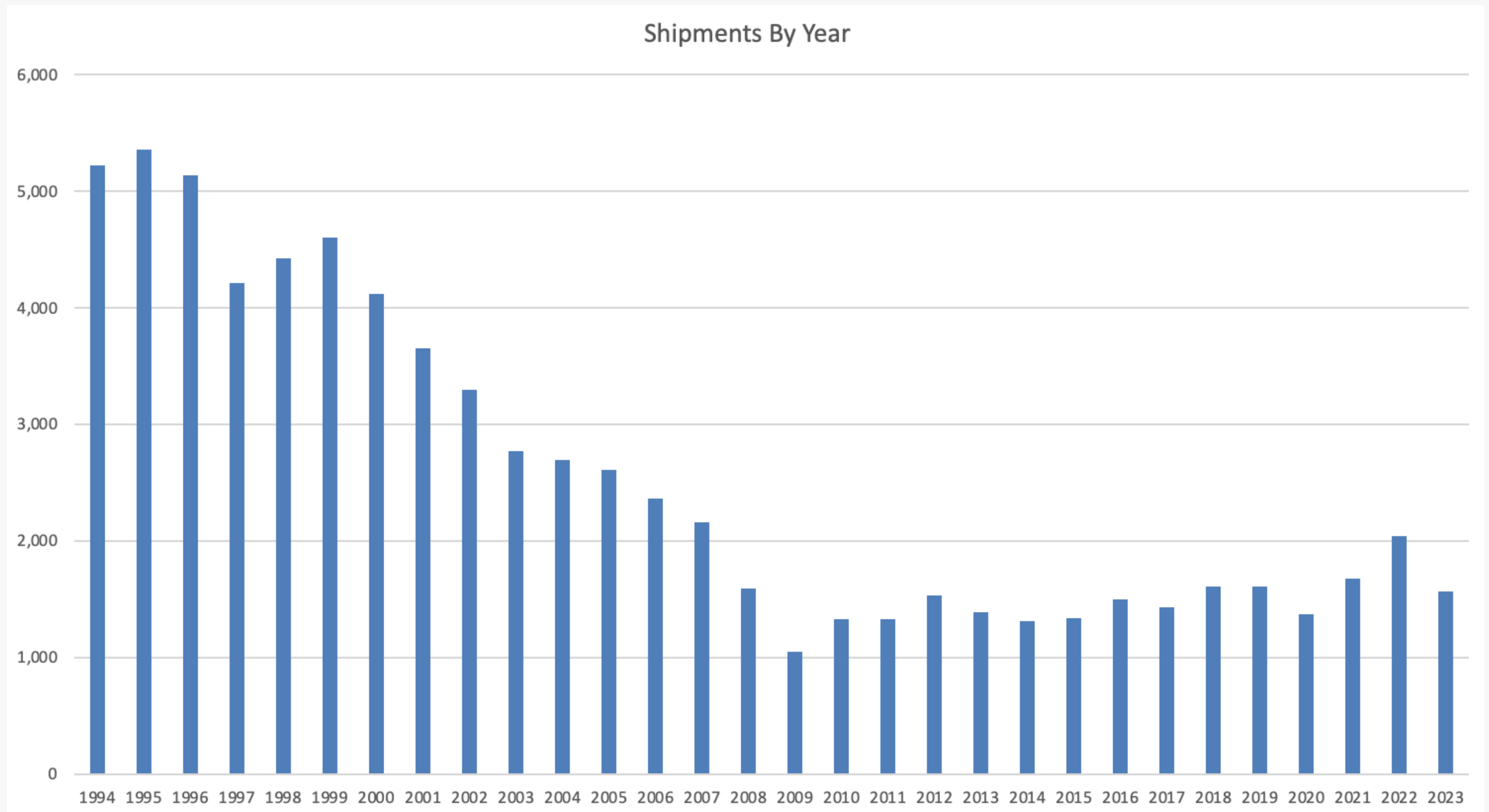
## Just 16% of Homes for Sale in 2023 Were Affordable

Share of home listings affordable on median income



**Source:** Redfin analysis of MLS data, U.S. Census Bureau American Community Survey, Freddie Mac PMMS

**REDFIN**



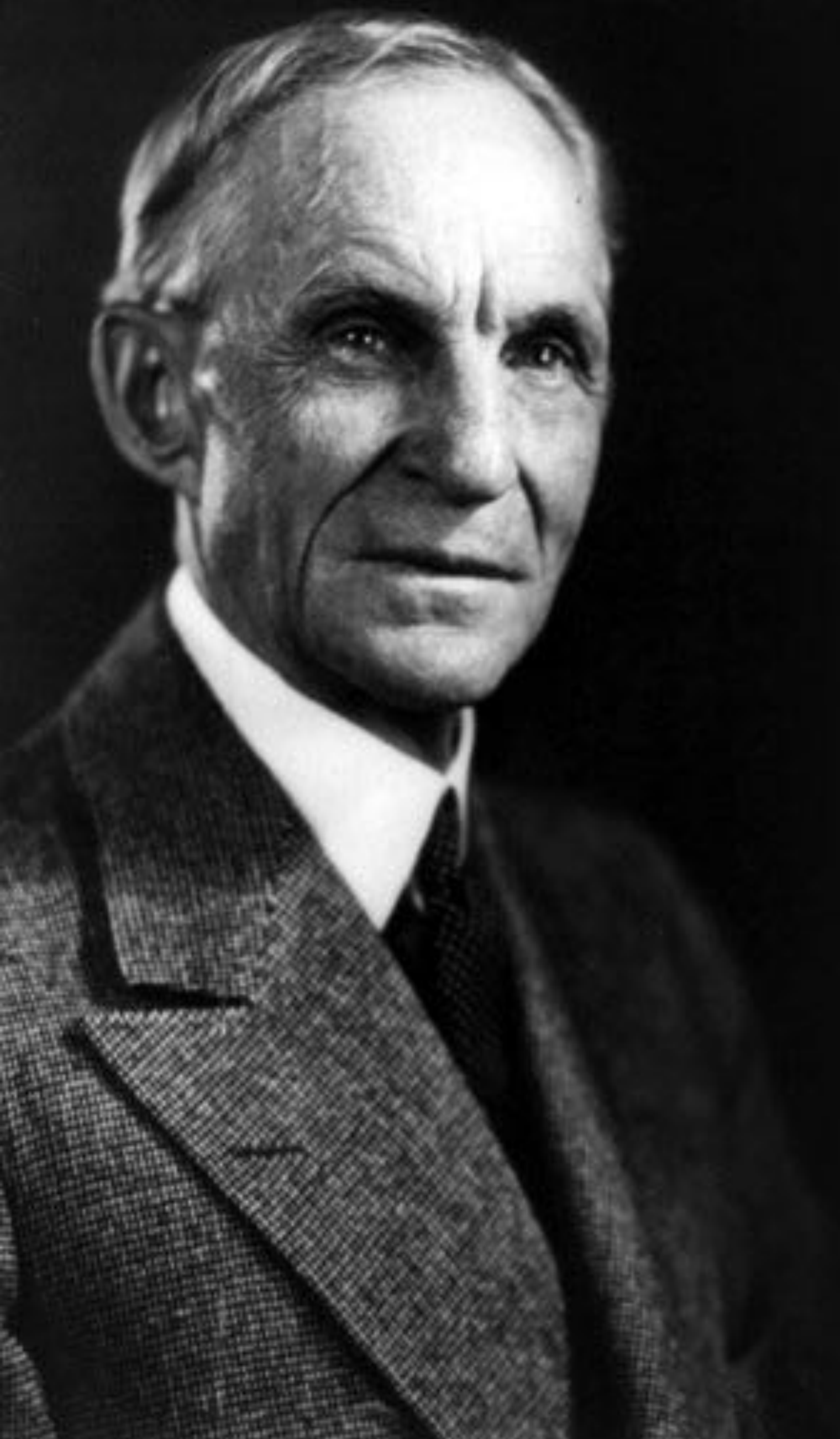
# NY Shipments By Year

“

*“Doing business without advertising is like winking at a girl in the dark. You know what you are doing but nobody else does.”*

**Steuart  
Henderson  
Britt**



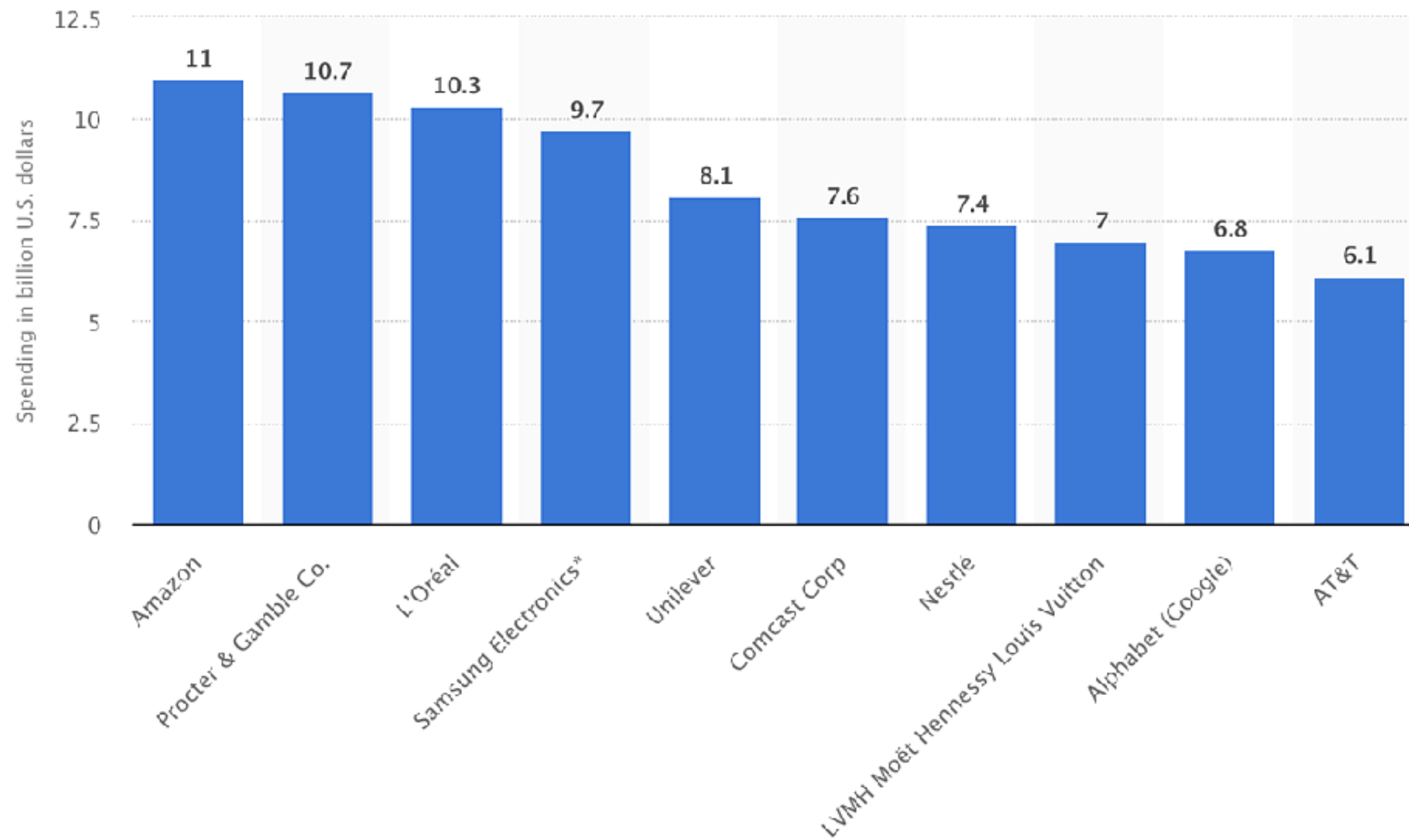


“IF I HAD ASKED PEOPLE  
WHAT THEY WANTED,  
THEY WOULD HAVE SAID:  
**FASTER HORSES...**”

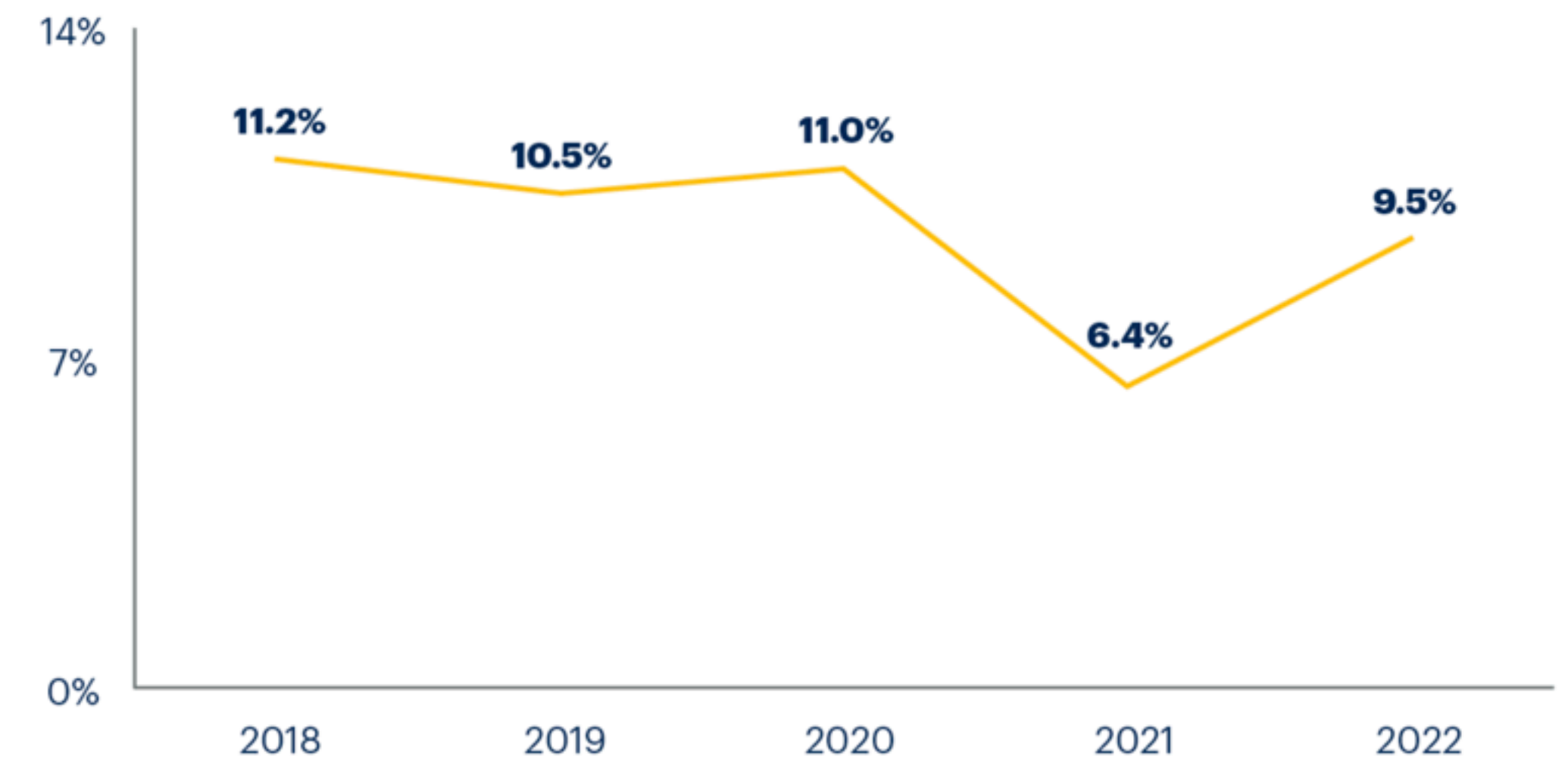
Henry Ford

# How much should you spend on marketing?

“As a general rule, small businesses with revenues less than \$15 million should allocate 7-8 percent of their revenues to marketing.” -SBA



**Marketing Budgets as Percentage of Total Revenue**



$$\text{\$150,000} \times 100 \times .04 = \text{\$600,000}$$

**Is \$600,000 too much?**

**Amazon doesn't think so.  
2022 Marketing Budget: \$20B  
2022 Revenue: \$514B**

**4%**



*Sometimes we need to get  
out of our own way...*

# Think Different.

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# Liquid Death

“We're just a funny water company who hates corporate marketing as much as you do. Our evil mission is to make people laugh and get more of them to drink more water more often, all while helping to kill plastic pollution.”

**Bold Packaging**



**Sales Growth**

Sales:

2019: \$ 3 million  
2022: **\$ 130 million**

**Bold Images**

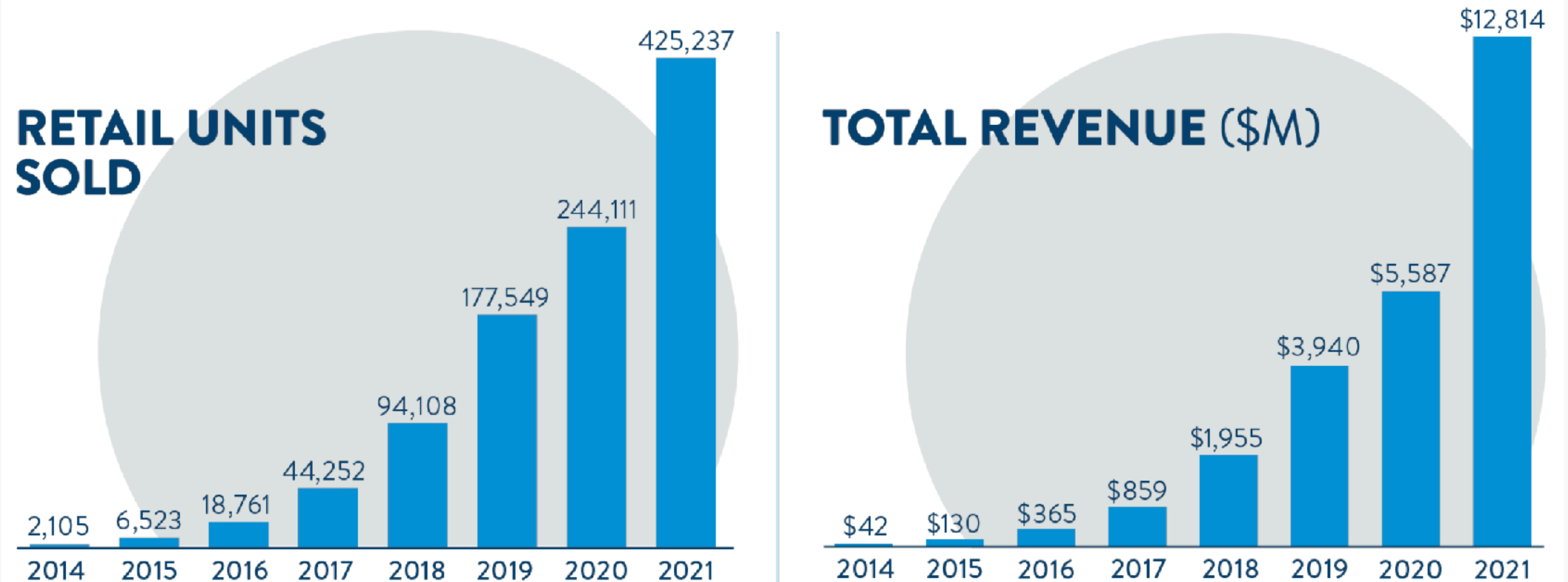


**Reputation =  
Merchandising**



# Carvana - A digital car buying experience

What would you have thought about the concept in 2014?



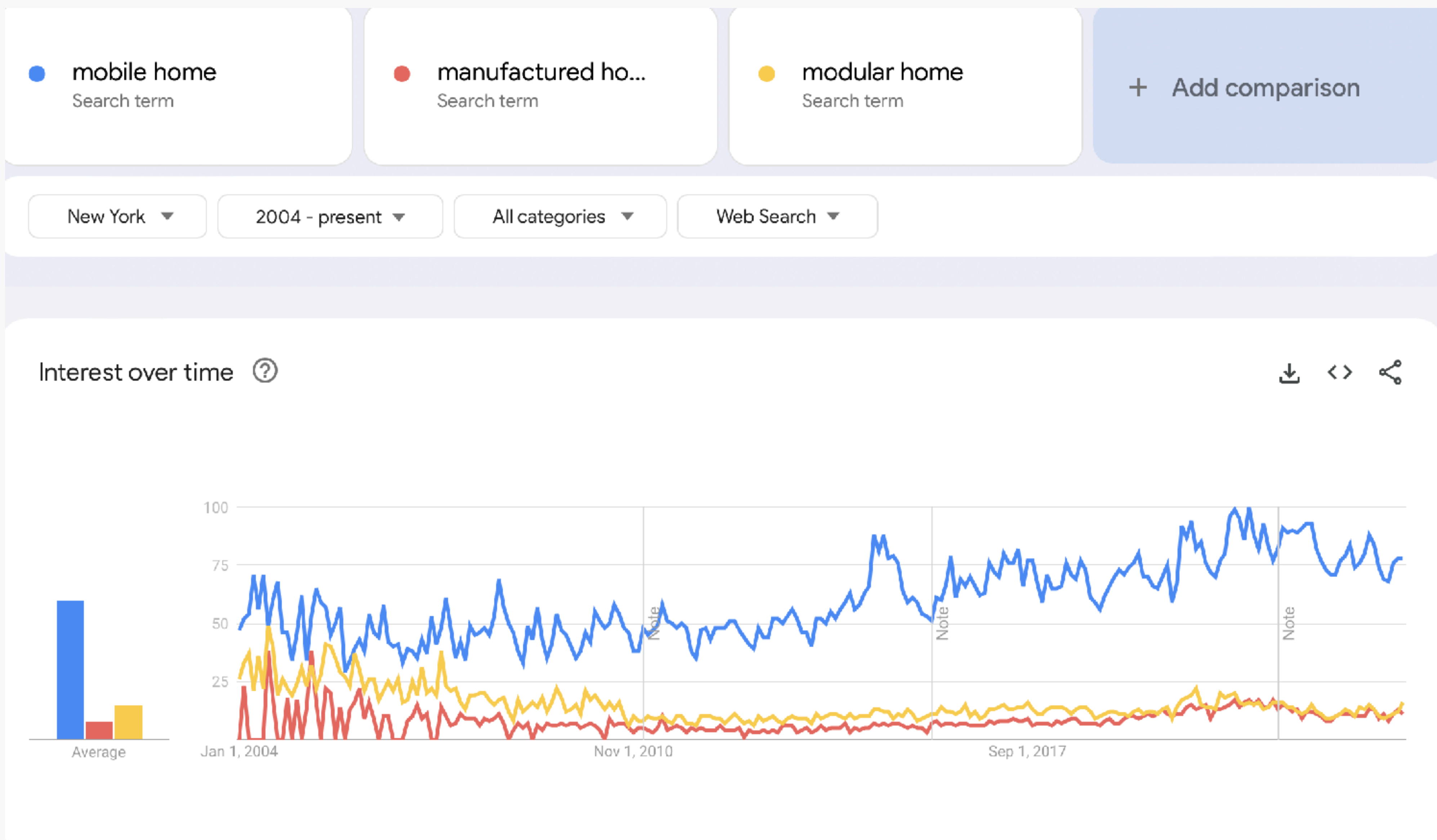
# The Housing Market In 2022



**NEW LISTING COMING SOON!**

List Price: \$299,900

## US Housing Market



# NY Google Trends

Median Sale Price

\$517,900

+6.1% year-over-year

# of Homes Sold

8,763

-2.8% year-over-year

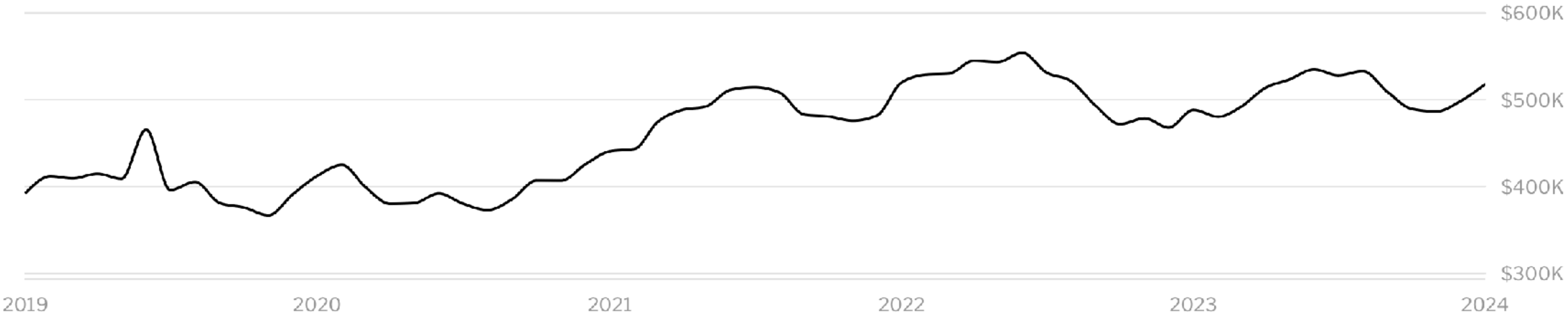
Median Days on Market

45

-5 year-over-year

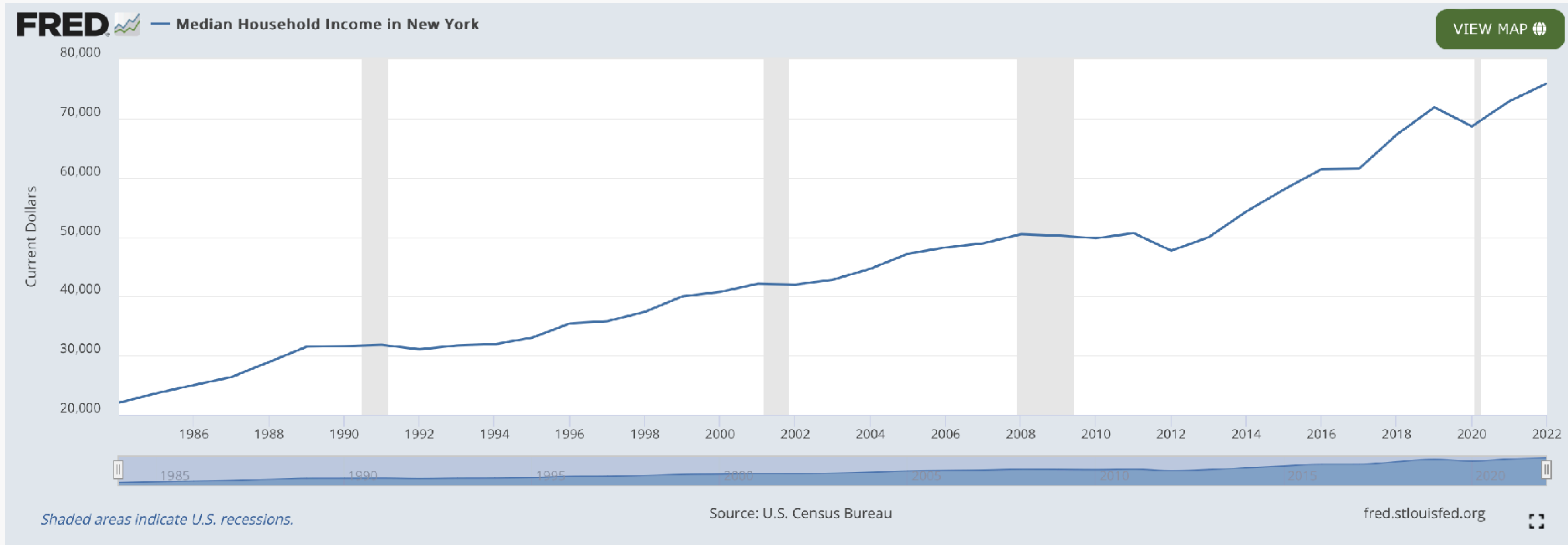
All Home Types ▼

1 year 3 years 5 years



Based on Redfin calculations of home data from MLS and/or public records.

# NY Median Home Sales Price



# NY Median Household Income

Median Sale Price

\$517,900

+6.1% year-over-year

# of Homes Sold

8,763

-2.8% year-over-year

Median Days on Market

45

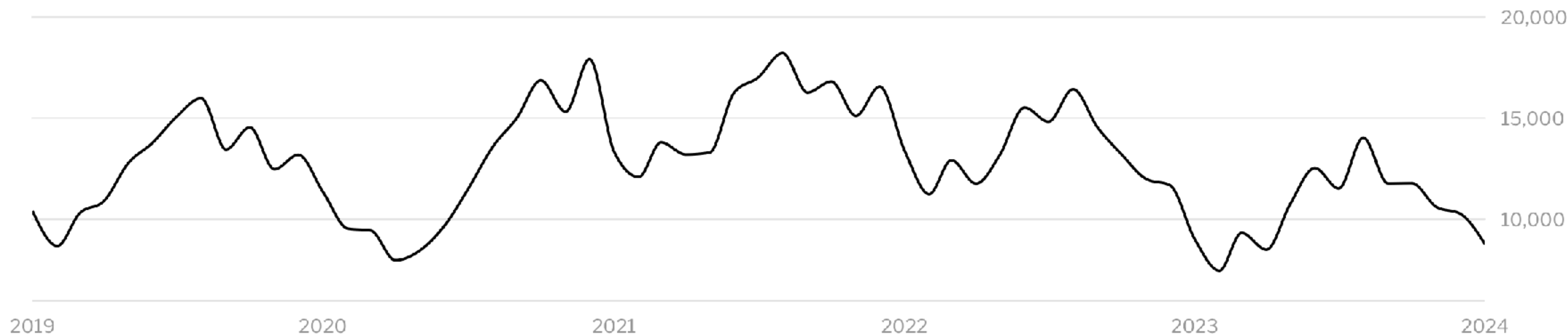
-5 year-over-year

All Home Types ▼

1 year

3 years

5 years



Based on Redfin calculations of home data from MLS and/or public records.

# NY Homes Sold By Month

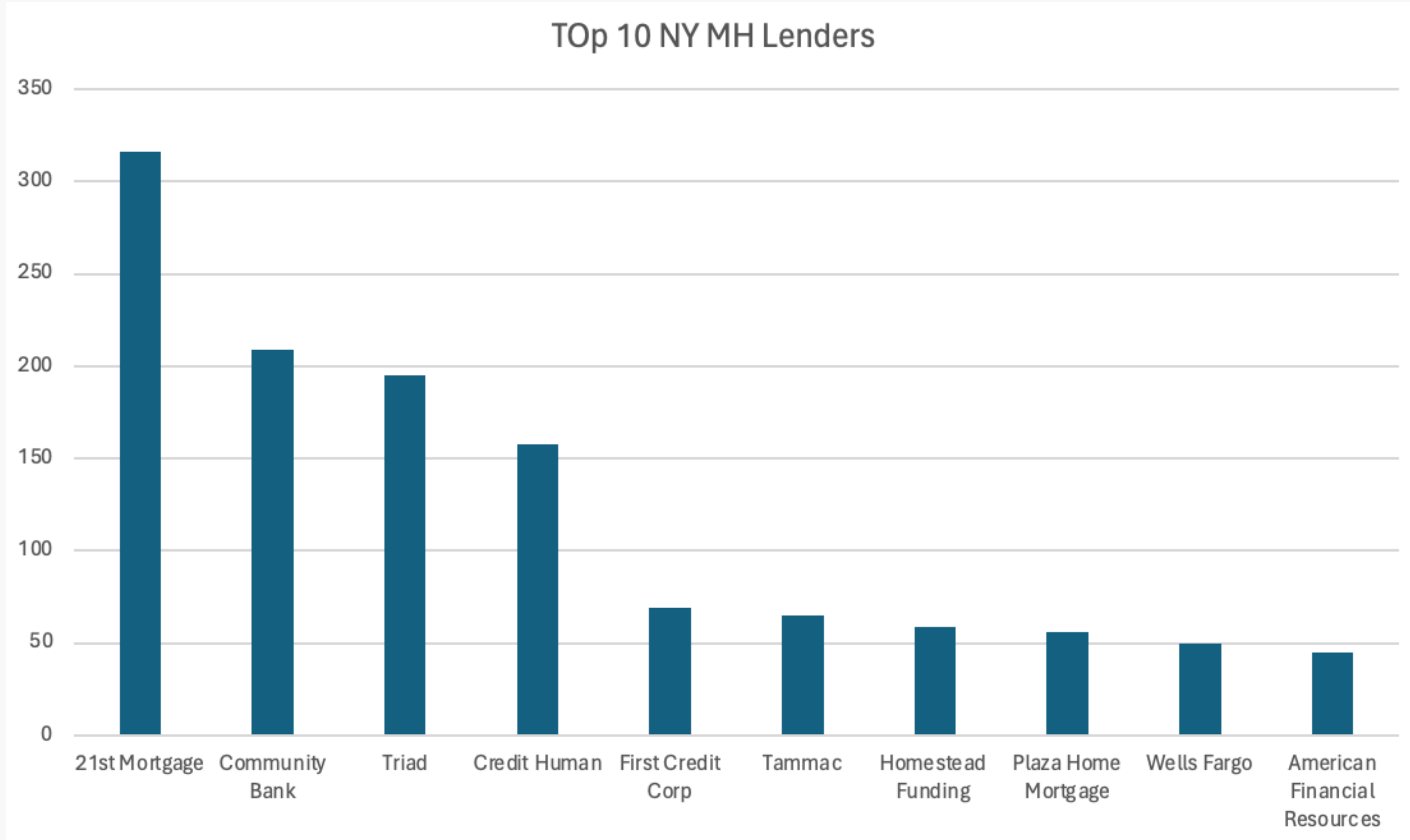


*And now...*

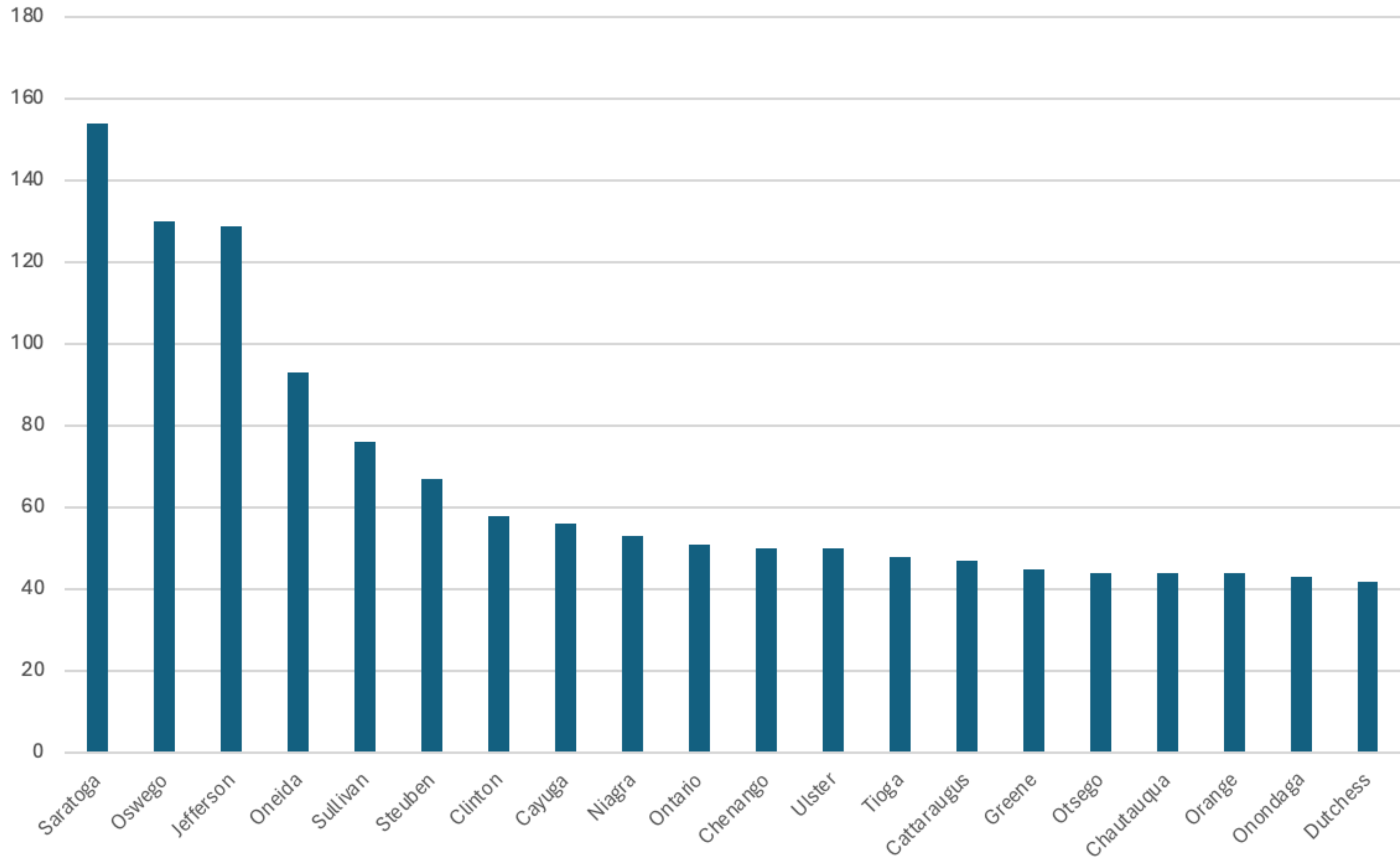
# New York MH Opportunity

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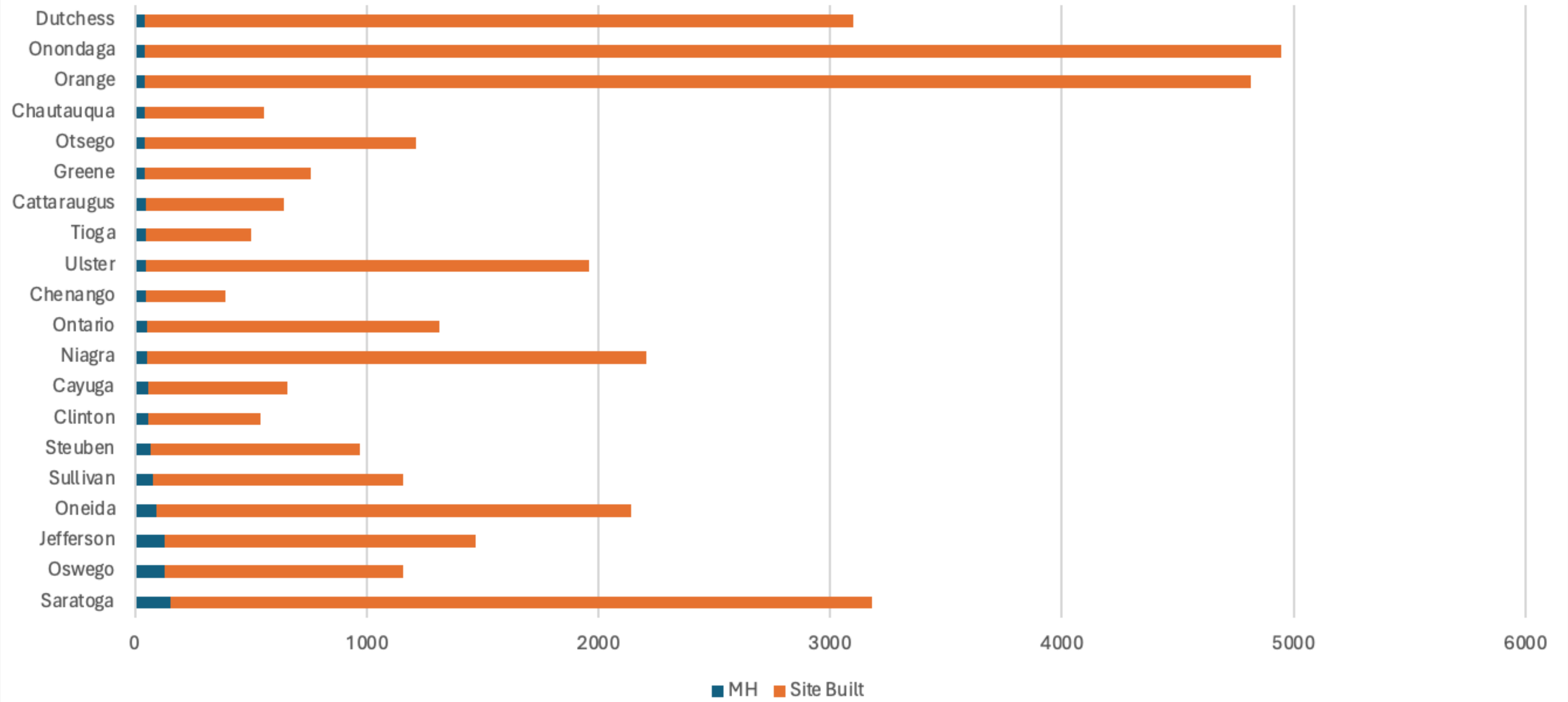
# 130 MH Lenders in NY



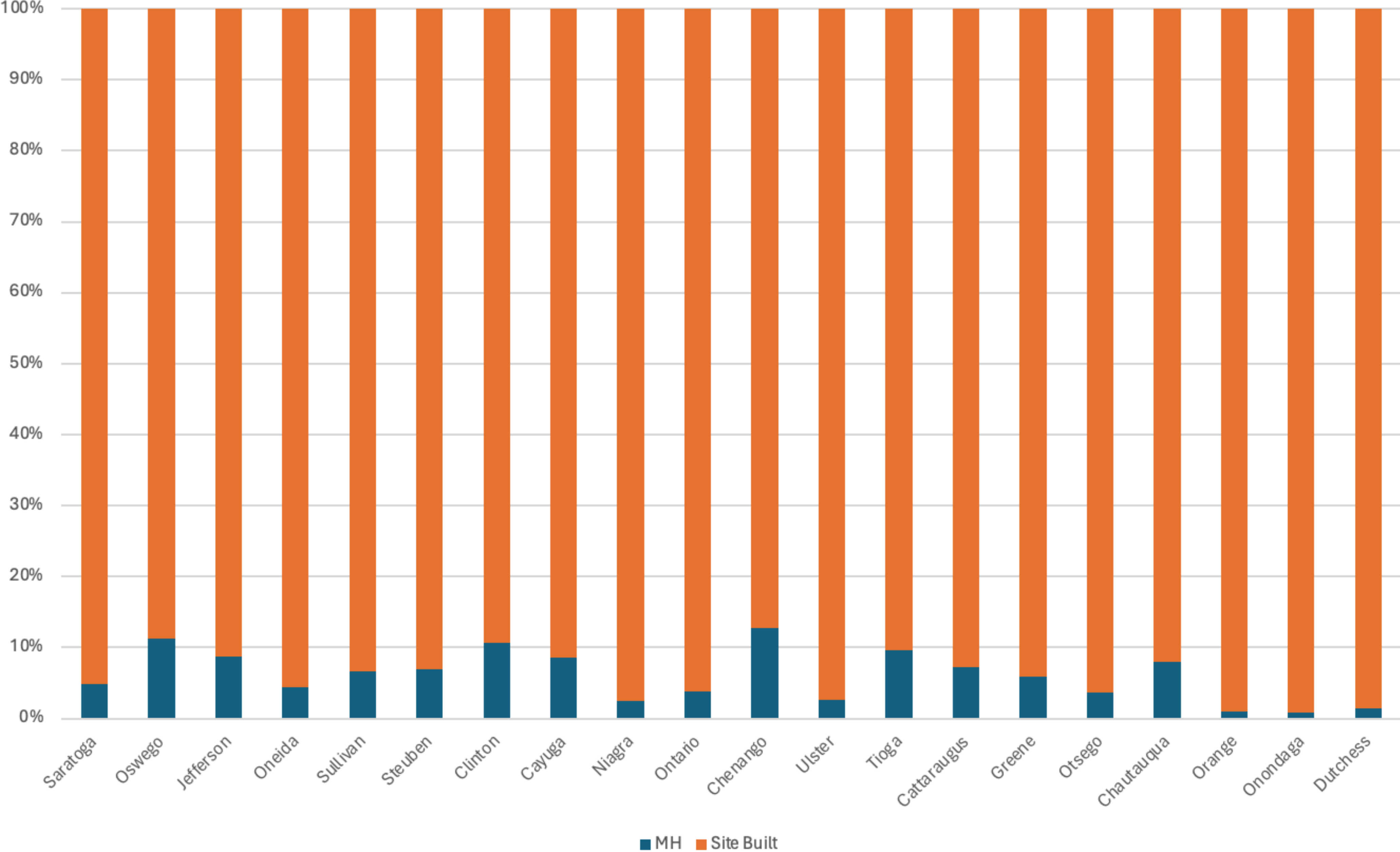
Top 20 MH Counties in NY



# MH vs Site Built Sales



MH Vs Site Built Percent of Total





*The secret to successful  
marketing...*

# BE EVERYWHERE

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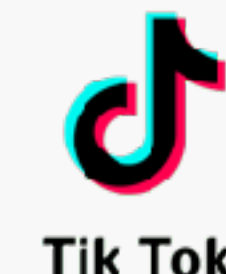
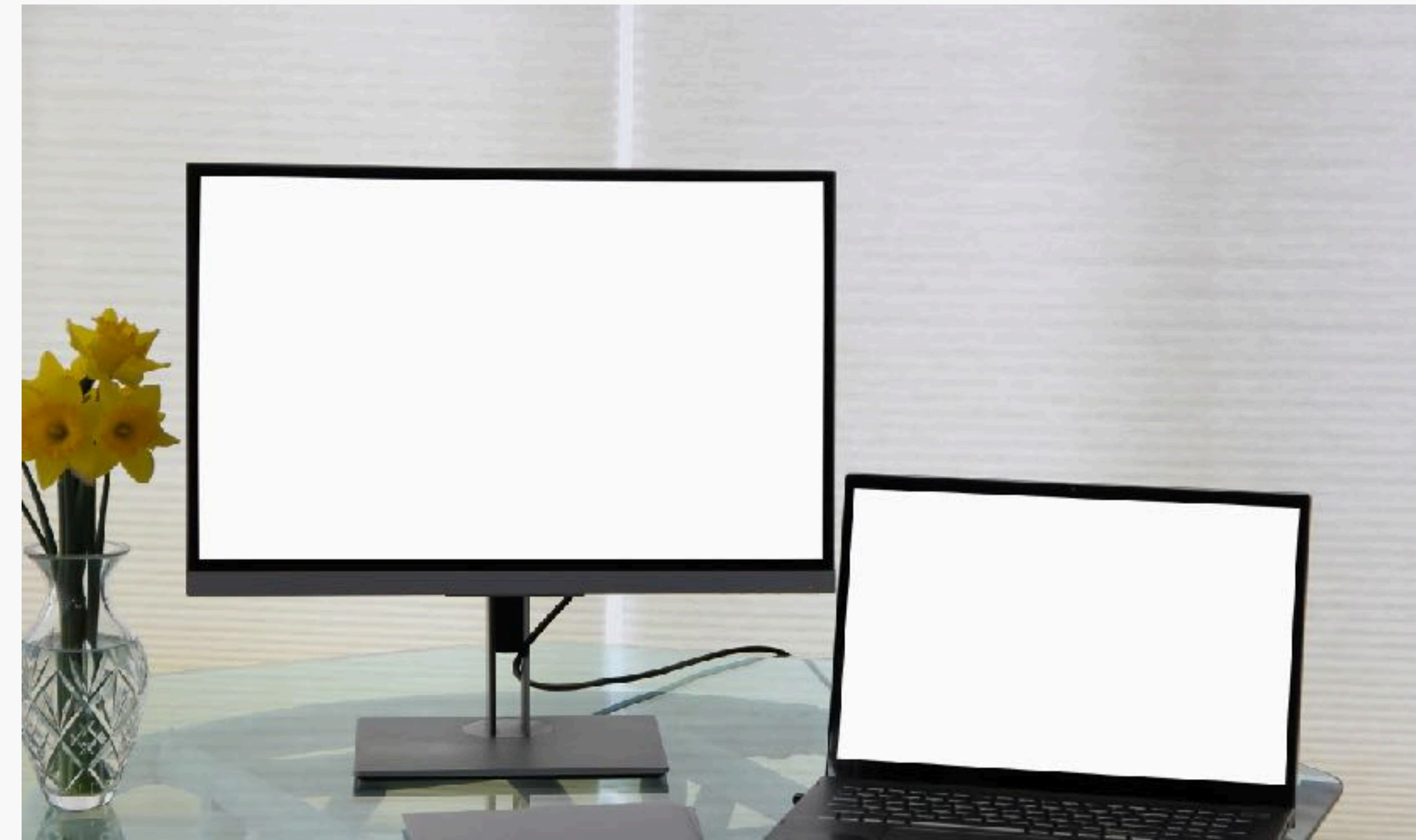
Don't let them forget you.

# What is Digital Marketing?

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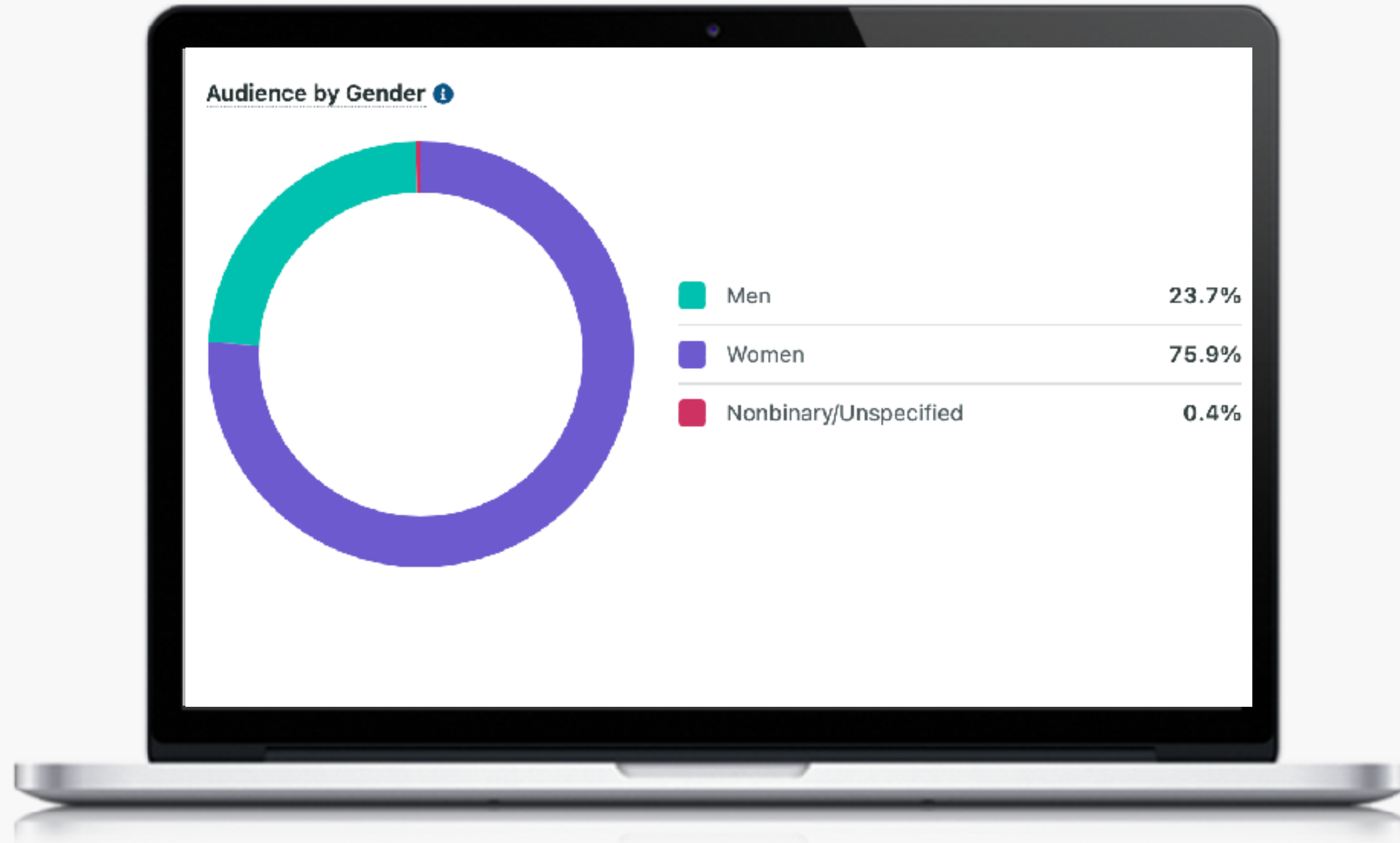
Digital marketing, also called online marketing, refers to all marketing efforts that occur on the internet. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers. This also includes communication through text or multimedia messages.

In short? Marketing that you see on a screen.

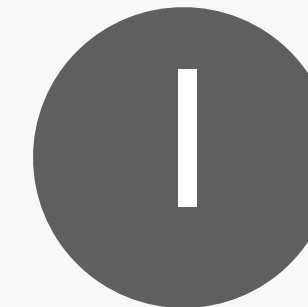


# Today's Digital MH Customer

They're young, mostly women, and they want to see the whole picture of a nice home.



The largest buying group is ages 25-34



The median buyer income is \$60,000



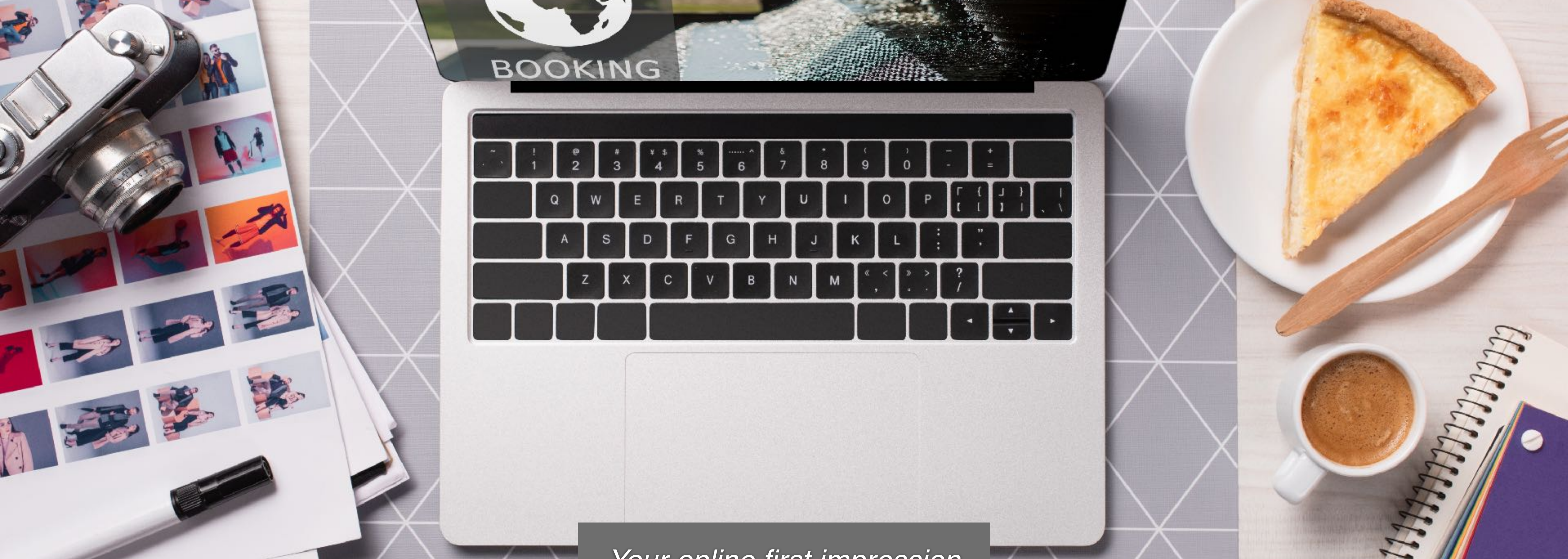
They're all over NY



**This?**



**Or this?**



*Your online first impression*

# Website Marketing Tips

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# Transparent Pricing



Foundation Series

## The Lewis

Built by: Giles Industries

\$115,900

Giles Lewis Double Wide Mobile Home - 46OWR28623AH - Come see us today to take a tour of thi...

-  3 Beds
-  1632 Sq Ft
-  2 Baths
-  62x28

MORE INFO

CONTACT SELLER



## CHAMPION INNOVATION 3276N MOBILE HOME

\$237,995

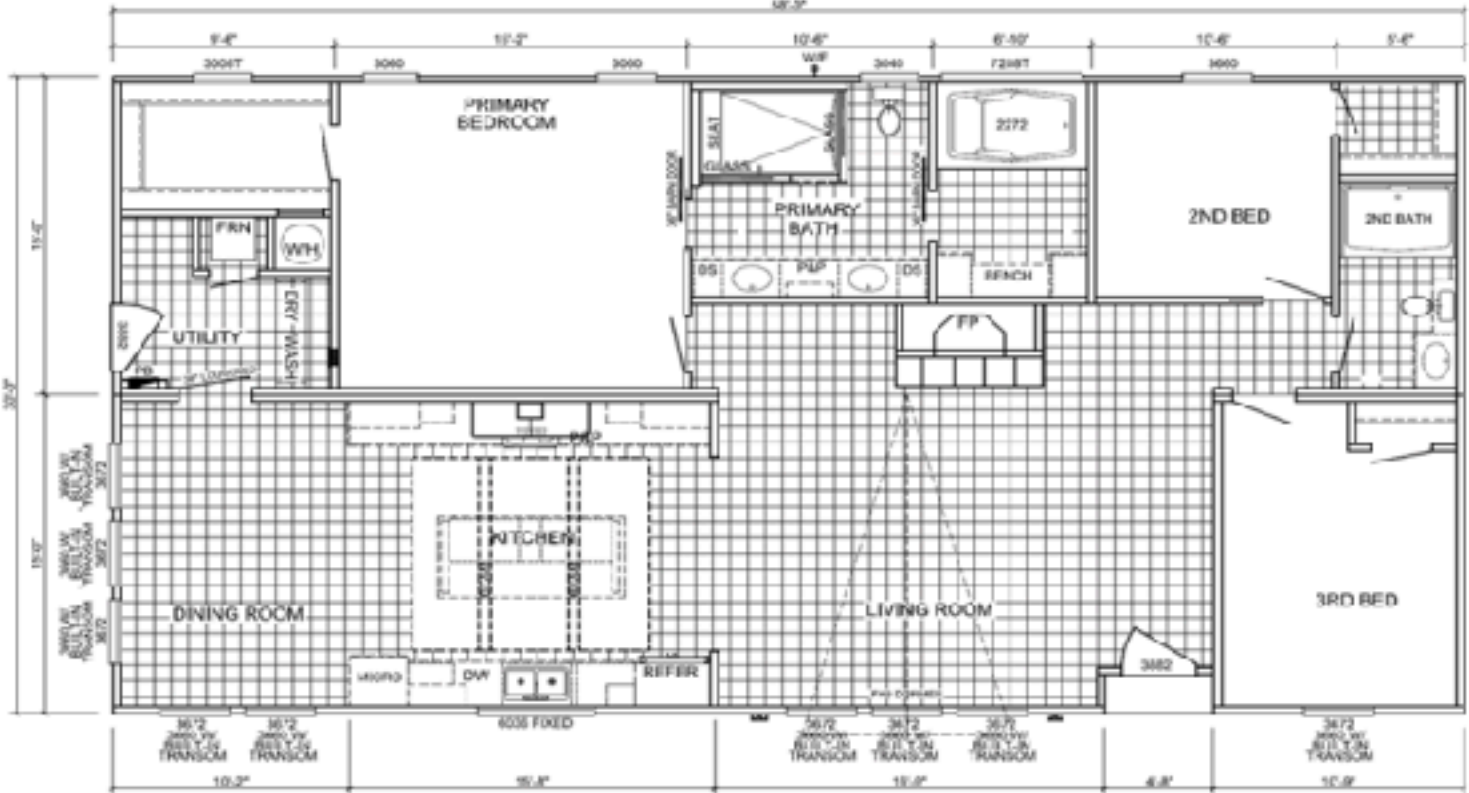
- Manufacturer: Champion
- Model: IN3276N
- Size: 32X80
- Square Feet: 2,235
- Bedrooms: 4
- Bathrooms: 2

### Model: 06

CATEGORY: DOUBLE WIDE

The Abigail  
32x62- 3 Br, 2 ba.  
1,856 SQ.FT.  
**\$173,995**  
Pricing includes delivery, set-up, Carrier central air/heat and skirting.

### Floor Plan



1. Modern buyers expect it
2. 2-3x improvement in web lead conversion rate
3. Better experience - more referrals

# Simple Contact Forms

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Make completing the form quick and easy - so easy a child could do it.


Send us a Message!

**Name \***


First Last

**Email \***

**Phone \***

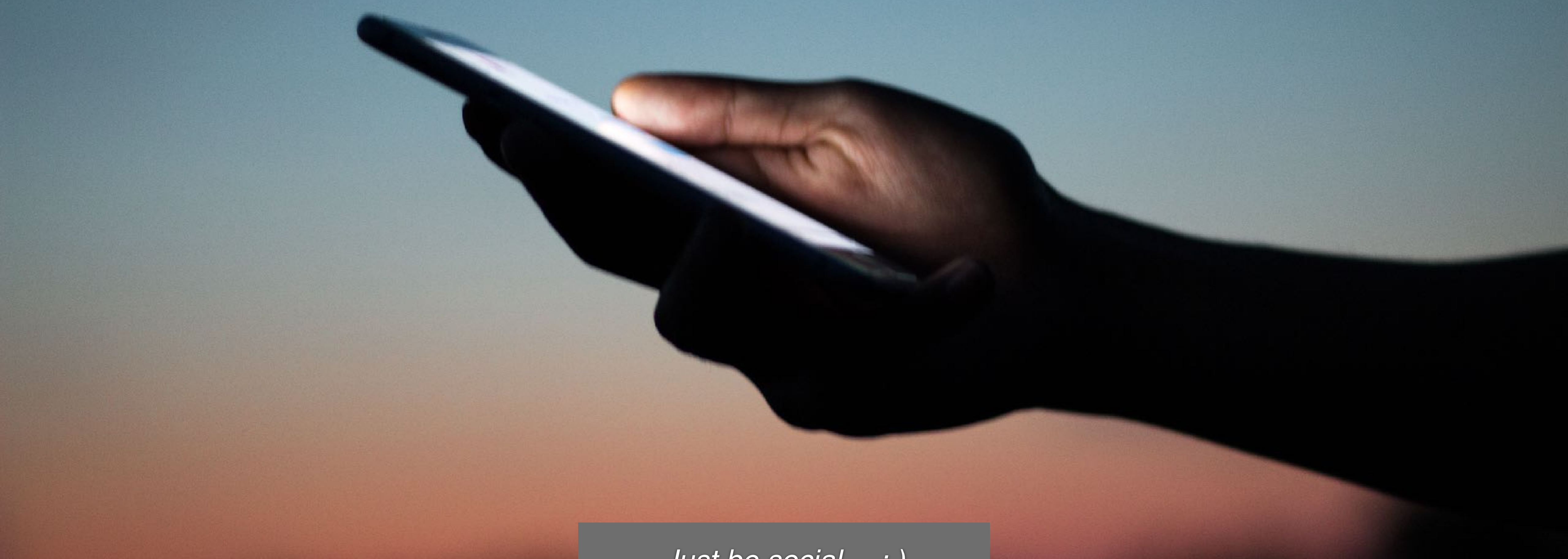
 ▾

**Message \***

☐ I'm not a robot   
reCAPTCHA  
Privacy - Terms

Contact forms exist to collect lead contact info.  
Not qualify leads - that is done by the sales staff.





*Just be social... : )*

# Social Media Marketing

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# So...How Does It All Work?



**Engagement**

**Ad Inventory**

**Advertising**

# A picture is worth 1000 words.



Metrics					
Ad set	Cost per result	Results	Reach	Impressions	Amount spent
New Engagement Ad Set	\$6.90	11	1,422	2,104	\$75.94
New Engagement Ad Set	\$14.06	5	1,431	1,868	\$70.32

**Winning ad set found**

New Engagement Ad Set is the winning ad set with the lowest cost per result at \$6.90.

There's a 84% chance you'd get the same winner if you ran this test again. ⓘ

Update Winning Ad Set

**Cost per result**

**Version A**  
New Engagement Ad Set \$6.90

**Version B**  
New Engagement Ad Set - Copy \$14.06

**Cost per result**

Results are based on a 7-day click or 1-day view attribution window ⓘ

Or \$100,000.



	New Lead	Contact	In Store	Apply	Approved	Closed	
Conversion Rate	N/A	50%	30%	30%	50%	25%	
Real Image	\$6.90	\$13.80	\$46.00	\$153.33	\$306.67	\$1,226.67	
Rendering	\$14.06	\$28.12	\$93.73	\$312.44	\$624.89	\$2,499.56	
Difference	\$7.16	\$14.32	\$47.73	\$159.11	\$318.22	\$1,272.89	
				100 sales per year		\$127,288.89	



*Finally...*

# What's in a name?

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# Is it perception?

# Or is it awareness?

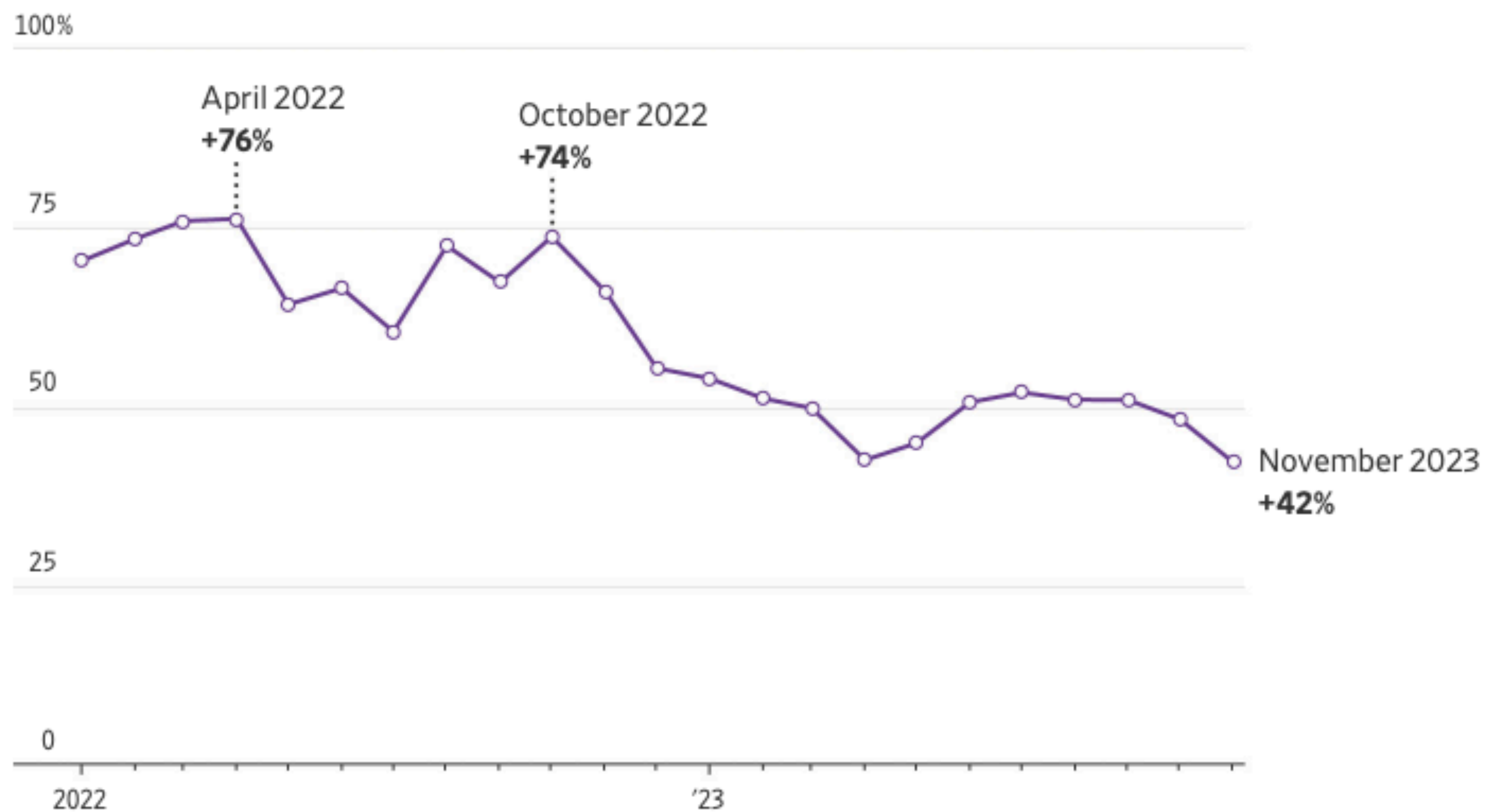


90s and before



2000s and beyond...#VanLife

## U.S. electric-vehicle sales, change from a year earlier



**Thank you for coming!**

