

# Stephens Valley

is a community of handcrafted residences that features diverse architectural styles, offers entertainment for people of all ages, and maintains deep Southern values that have been passed down for generations.



**EMILY WINKLER**

Director of Marketing at Stephens Valley

*MediaTree has this incredible ability to see the big picture before it's been "taken," a trait that goes a long way when you're building a never-before-seen community like Stephens Valley. Time and time again, MediaTree has proven that they are more than capable of handling everything we've thrown at them, helping us stay organized, on track, and all-in-all moving forwards as far as our marketing—and overall community—goals are concerned. We wouldn't be Stephens Valley without them...they're the glue that holds us all together!*



## EXECUTIVE SUMMARY

Due to their unique, out-of-the-box approach, keen eye for details, and ability to see multiple projects through to completion from start to finish, MediaTree has remained Stephens Valley's sole marketing partner since its grand opening in 2017. Tasked with bringing unity to both the Stephens Valley brand and its people, MediaTree has been able to accomplish more than your average marketing company in a short span of time, and looks forward to a continued relationship for many years to come.

- Brand Awareness
- Marketing Budgets & Spends
- Event Advertising
- Public Relations
- Creative Strategy & Design
- Digital Campaign Management
- Social Media Marketing
- Website Development

### THE CHALLENGES



The hardest part about building a never-before-seen community is finding a marketing company that can not only see the unseen but also frame it in a way that allows others to see it as well. With no houses or amenities to highlight and too many "cooks in the kitchen" in terms of community leadership, Stephens Valley's initial marketing team was unable to put two and two together and really maximize on the potential of what Stephens Valley will be in the future.



As such, there was a remarkable lack of brand consistency overall. What's more, the initial Stephens Valley website was unable to convert potential homeowners due to a notable lack of content, imagery, and most importantly, the lead-capturing elements necessary to do so.



## THE SOLUTION

MediaTree first set to work on the website, adding united design elements, an interactive community map, a development timeline, and several renderings in order to put the future of Stephens Valley on "paper" for all to see. Next, MediaTree incorporated lead capturing and conversion tracking where necessary, as well as the construction of a resident portal which gives the website a furthered purpose beyond marketing and the residents a more lived-in feel.

To support this new and improved website, MediaTree incorporated several print elements and signage to carry the brand from the website into the real world. MediaTree also executed—and continues to execute—creative campaigns spanning both digital and television channels on a regular basis, introducing—and re-introducing—the now cohesive Stephens Valley brand to the masses. In addition, MediaTree also develops monthly content distribution plans that have contributed to both email and social media marketing success, and has hosted several unique, large-scale events that unequivocally further Stephens Valley's reach.

Recognizing that each of the five builders working within Stephens Valley saw the future of Stephens Valley differently, MediaTree opened up communication by encouraging quarterly meetings and building brand marketing portals for use by each of the builders and their corresponding realtors. As a result, MediaTree not only achieved unity in a room full of big personalities, but also deep business relationships with each individual builder and the opportunity to contribute to a multitude of projects outside of Stephens Valley itself.



## THE RESULTS

If you ask us, the results speak for themselves. Here are some of the stand out accomplishments we are proud to have been a part of with Stephens Valley. Since our business here at MediaTree is built on retention, we look forward to adding many more bullet points to this list in the future!

Made Stephens Valley into a

**HOUSEHOLD NAME**

from scratch—all without the assistance of amenities, inventory, and a well-known and favored location.

Increased overall engagement by

**42%**

and website traffic by **45%** during the COVID-19 quarantine period alone.

*\*Ask us how!*

Exceeded

**137%**

over forecasted annual sales projections.

Produced over

**\$108M**

in home sales since 2018.

Hosted thousands of people at more than

**20**

Stephens Valley events.

Achieved a

**400%**

decrease in Stephens Valley's bounce rates.