

## 55+ Master-Planned Community

WideFoc.us helped create brand recognition and drive early interest list signups for a national 55+ housing community on Facebook. By creating tailored audiences, using a mix of owned and curated content, and building Facebook ad campaigns, we grew their online presence into an engaged community while building a VIP leads list.

### PROBLEM

WideFoc.us was tasked with building recognition for a new brand by an established builder focused on buyers 55+, with master-planned communities to be developed in several locations across two states. Although the builder had a presence in neighborhoods around the country, this was its first foray into the “active adult” segment, with a short timeline to build a VIP interest list and begin the sales process.

### SOLUTION

WideFoc.us created a new Facebook channel tailored to the “55-and-better” audience, supplementing limited owned content about the new communities with relevant and engaging curated posts that reflected the active lifestyle of the target audience while creating a sense of place for the community. Facebook ad campaigns were focused on building the fan base and driving traffic to the VIP interest list landing page.

### RESULTS

The combination of a consistent, strategic posting strategy and ad spends built an initial audience of 2,000+ Facebook fans and drove more than 5,000 clicks to the VIP signup page at less than \$0.50 cost-per-click. The initial offering of homes sold out before a single model had been completed. WideFoc.us continues to increase the fan base and impressions while driving model home tours and event participation, working to expand awareness of a second and third master-planned community under the same brand.



### STRATEGIES USED:

- **Facebook community management**  
Posting content daily while monitoring for customer service issues
- **Instagram posts and Stories**  
Elevations, construction updates, renderings of homes and amenities, along with branded stock photos to create an aspirational aesthetic for the 55+ active lifestyle
- **Curated and owned content planning**  
Relevant local news, lifestyle content, and engaging posts about the region combined with owned posts about the new community to develop a sense of place and possibility before the first home was even finished
- **Customer service monitoring**  
Real-time response to buyer questions, community inquiries, and other comments and messages
- **Advanced Facebook fan and engagement campaigns**  
Strategic post boosts to increase brand visibility while fan campaigns drive up page likes and followers
- **Targeted VIP signup list campaign**  
Website clicks ads on Facebook and Instagram optimized for a low cost-per-click, driving qualified traffic to the VIP landing page
- **Monthly reporting**  
Insights about content resonance, audience engagement, website clicks, and fan base along with other KPIs for continual improvement and strategic response

How is your [social media](#) driving business goals?

Email [info@widefoc.us](mailto:info@widefoc.us) to schedule a chat about effective strategies today.