

CLIENT:

Westover Estates
Lubeck, WV

Integrated Marketing
Property Development Program



“They gave us a solid plan of action with creative production and budgeting that met our objectives. They did it with knowledge of how it all integrated with contractor and real estate concerns.”

— Don Dooley
Real Estate Agent

PROJECT SUMMARY:

Westover Land Development Company needed to increase sales for its Westover Estates housing development. The project required an amended marketing plan to fine-tune an earlier effort. Following preliminary research and multiple site visits, the Salter team developed the new plan, along with new creative and multi-media tools designed to address multiple targets in the purchase equation. Using a Web-centric approach, Salter created an online information center, and used highly stylized and photo-rich creative to attract interest and drive traffic to the site. Through a blended investment in print and broadcast mass media, plus direct mail and traditional awareness pathways, the program generated increased interest and sales as desired.

SERVICES:

- Television
- Radio
- Web Site Development
- Newspaper
- Signage
- Outdoor
- Direct Mail
- Literature
- Project Mapping
- Photography



Brochure



Land Development Site Plan



Web Site Development & Design



Newspaper Ad



30 sec. TV Commercial



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