



HAVAN

Homebuilders Association Vancouver

HAVAN Rebrand, 60 Days In

April 3, 2019



OVER ARCHING REBRAND GOALS:

Value to members and membership:

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- 4. Increase Sense of Pride = Member Engagement**

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#1 Regain organic online ranking

3 April 2019

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- **Reassure members we are committed to our core values**
- **Grow consumer awareness of the HAVAN brand**
- **Support advocacy efforts**

TEN DAYS IN – The Launch

- [HAVAN.ca](https://havan.ca) website launches, redirecting all GVHBA pages to **HAVAN.ca**
- CEO's [announcement](#) sent to members February 1.
- [Media release](#) sent out to industry and government officials February 1.
- **Decals and name tags** mailed to members, February 8.
- Shared one page 2019 [government relations summary](#)
- Homebuilders Association Vancouver and HAVAN are not ranking in Google Search.

ONLINE STATS: ORGANIC

MEASURE (YEAR ON YEAR)	10 DAYS	45 DAYS	60 DAYS
Website Traffic		-18%	-18%
Google Search (Organic) Homebuilders Association Vancouver	Nil	Bottom Page 1	Top of page one
Google Search (Organic) HAVAN	Nil	Nil	Top of page 2
New Users to Site – Only down 1.6%			
Direct Brand Searches up 28.7%			
SEO – ongoing work with Jelly Marketing			
ENGAGEMENT: Average visit time has increased by 52% year over year , Number of pages viewed per visit increased by 15%			

60 Days Online Stats – Organic Acquisitions

We're heading in the right direction.

February to March – Month on Month	% Increase
Users	+14%
New users	+ 4%
Session Time	+13%

60 Days – Government Relations

- Business as Usual! Municipalities embraced name change
- Asking Members to #LinkBack to HAVAN to help strengthen our Voice.
- GR 'Wins' Update shared with members Feb 8th

45 Days – Consumer Outreach

- **Spring Home and Garden Show Feb 20 - 24 54,764 consumers**
- White Paper Campaigns - **New Leads = 193**
- HAVAN Homebuyer Forum
 - 280 pre-registered
 - 757 people reached via Facebook Live

60 Days – Consumer Outreach

- Homebuyer Forum YouTube Video Campaign
- Home Reno Show – 300 pre-registrations, 250 attendees (**125 new names registered**)
- **Tri- City Evergreen Home Show** – 250 directories
- HAVAN Ovation Awards Finalist Media Coverage
 - Next Home – 3 articles, featuring members (20,000 circ, plus online)
 - Epoch Times 50,000
 - Boulevard Magazine – 8 page feature – 8 members (20,000 circ, plus online)
 - Star News Vancouver – 4 page section, 5 members (296,000 daily readers)

60 Days – Industry Outreach

- Buildex Booth Feb 13/14 14,000 Industry members
- **Ovation Awards O'iree** February 28th - 250 members, 1350 viewers reached online
- **Breakfast networking Event** - Thursday, March 7th 100 members
- Working to garner more Google Reviews at the AGM!
- LinkBack Campaign requests continue
- Reviewing bringing Ovation Awards site into HAVAN site

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 - Brand Awareness - Video Campaign featuring Ovation members (Trust)
 - Connections - Developing the 2020 Home Show Plan
 - Advocacy - White Paper Campaigns (Get it in Writing)

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- Monitoring website traction, organic search, new users
- HAVAN Ovation Awards Gala May 4th and extensive media coverage
- Developing Consumer Campaign
 - Brand Awareness - Video Campaign featuring Ovation members (Trust)
 - Connections - Developing the 2020 Home Show Plan
 - Advocacy - White Paper Campaigns (Get it in Writing)
- HAVAN Heros Campaign to Encourage Member Engagement
 - B2B HAVAN events (Members Expo, U40, golf etc)
 - Charities (Easter Seals Drop Zone)
 - B2C / B2B Brand Advocates