



# HAVAN REBRAND UPDATE

## 90 days in, where are we at?

---

### REMINDER: OVER ARCHING REBRAND GOALS

Bring added value to members and membership with a brand that:

1. Communicates Leadership = Advocacy Efforts
2. Memorable = Consumer Recognition
3. Easily Found = Online Digital Marketing
4. Increase Sense of Pride = Member Engagement

**90 DAYS IN:** Let's look at wins, challenges, and some supporting data.

### Google Organic Ranking (based on incognito search)

- ✓ Homebuilders Association Vancouver - #1 on page one
- ✓ HAVAN - #2, on page one. *We've arrived!*

### Website Traffic: 60 – 90 days into the rebrand – we're up!

#### Organic Acquisitions Year on year

- ✓ Unique visitors up 14%
- ✓ New Users up 23%
- ✓ Bounce Rate down 10%
- ✓ Continued SEO

### Social Highlights

- ✓ Facebook audience has grown by 43% from 2300 to 3308 followers in last 90 days
- ✓ YouTube followers 100+ (up from 26) allowing for vanity ULR

### Advocacy Efforts:

- ✓ Membership 'Provincial and National Benefits' one-pager
- ✓ Rebrand communication letter sent to HBAs across Canada – we're connected more than ever!

### Member Events:

- ✓ Members Expo May 1<sup>st</sup> 700+ attendees
- ✓ Ovation Awards Gala – 430+ Attendees
- ✓ Cross Chair Committee Meeting, New member Orientation meetings
- ✓ Continuing to request #LinkHAVAN to existing and new members
- ✓ Continuing to request Google Reviews (37)
- ✓ Driving Facebook Likes with Grand Prize at Members Expo (100 new likes), and New Member Orientations with Jelly Marketing Social Media Sponsorship

### Consumer Events:

- ✓ Maple Ridge Home Show (new event this year) – 2,500 directories
- ✓ Ovation Finalists Media Coverage: [Boulevard Magazine 8-page coverage](#), [Metro News](#), [West Coast Condos & Homes \(pp 19/20\)](#)

## What's coming up in the next 90 days?

### MARKETING'S PRIMARY REBRAND MANDATE IS TO:

- Encourage members to embrace our new name
- Continue to reassure members we are committed to our core values
- Continue to grow consumer awareness of the HAVAN brand
- Support advocacy efforts, member education, charity and networking events

**Challenge:** Members familiar with GVHBA continue to search for HAVAN via GVHBA (relying on the redirects.)

**Goal:** Members searching by HAVAN or Homebuilders Association Vancouver online.

**Strategies:**

- Continue to request Google Reviews which will require the use of searching by use of our new name within Google Maps, and will continue to support strength in organic ranking.
- Continue member engagement via various promotions which require use of HAVAN to build familiarity

### Planned outreach:

- ✓ CEO, Senior Director of Membership attending CHBA National Meeting/Awards
- ✓ Parade of Homes June 9<sup>th</sup> (targeting 500+ consumers interested in home building and design)
- ✓ Ovation Awards media coverage (Vancouver Sun, Boulevard Magazine, Metro News, Epoch Times etc.)
- ✓ Video Production
  - B2C - Consumer outreach videos (4)
  - B2B - Member videos produced from Members Expo (series)
- ✓ HAVAN Heros: Charity outreach
  - Easter Seals House Drop Zone Team. (We know you can build them, but can you rappel them? – 20 story rappelling team)
  - Nightshift Ministries – Kitchen Renovation.
- ✓ Social Activities: Continue to request reviews, linkbacks
- ✓ Members Profile Campaign: build pride in membership, humanize brand (trusted, local experts)

### HELP US GROW AWARENESS OF THE HAVAN BRAND. *Why should I help?*

*The housing market is facing challenging times and a strong voice behind our re-energized brand can carry a message farther. The following five asks are simple ways to strengthen your association's voice. Together we are stronger and can advocate for change to help strengthen our industry and your business.*

1. Search for us via HAVAN (not GVHBA) in Google and Google maps. The more you search using HAVAN, the more familiar Google becomes with the acronym, and this effect compounds in organic search for everyone.
2. Review HAVAN on [Google Maps](#). We'll return the favour – everyone wins with rankings.
3. Link back to HAVAN.ca from your website via the [HAVAN digital logo](#). (In most cases this will just require adding the URL havan.ca to the image uploaded.)
4. Like us on [Facebook](#), [Instagram](#), and follow us on [Twitter](#), [LinkedIn](#) and [YouTube](#).
5. Encourage your employees to like, share and follow us too! (Member rates apply to all staff attending HAVAN events and education courses!)
6. Bookmark HAVAN.ca