

# Case Study

## Marketing an Emerging Master-Planned Community



### Prairie Ridge Case Study

PRAIRIE  RIDGE  
EST. 2020

# Case Study

## PRAIRIE RIDGE

[www.criterionb.com/blog](http://www.criterionb.com/blog)

## How Criterion.B Positioned Prairie Ridge for Success With a Strategic Inbound Strategy

### The Client

Prairie Ridge is a thriving single-family community located in Midlothian, Texas. With a need for moderately-priced homes in the surrounding area, Prairie Ridge wanted to build a community that valued neighborliness, an active lifestyle, and family.



### The Ask

When Criterion.B became Prairie Ridge's marketing agency in 2018, they were a brand new single-family community — still in the development phase. Due to this, they needed a full marketing plan to increase awareness of their new community along with distinct deliverables such as a complete branding guide, new website, social content plan, and signage design. They were looking for an agency to launch their online presence in a matter of months.

### The Goal

The goal for Prairie Ridge's marketing plan was to implement an inbound strategy that drew in prospective homebuyers through content marketing, social media, and branding.

### The Challenge

The initial challenge was creating a comprehensive brand for this new single-family community before it was even built. Criterion.B wanted the branding of Prairie Ridge to accurately reflect the atmosphere and nature of the future community.

As the project began to move forward, the next challenge was to not only execute each deliverable but also ensure that the individual components were combined seamlessly as Prairie Ridge's online presence grew.





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### Deliverable Success

#### Branding

Through active collaboration with Prairie Ridge and creative expertise, Criterion.B was able to design a brand that communicated the positive and natural atmosphere of the community. Now, Prairie Ridge has a distinct, recognizable brand that stands out from the competition.

#### Web

In the time span of just a few months, Criterion.B designed and developed a vibrant website for Prairie Ridge that inspired intrigue in the new community. Optimized for local search and performance, the website helped attract new home buyers.

#### Social

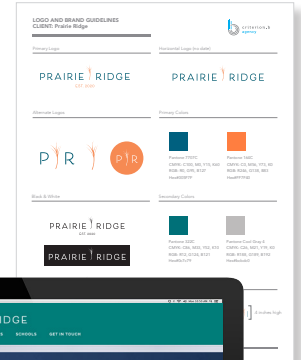
Using Prairie Ridge's branding, Criterion.B set up platforms and launched a social media campaign to spread awareness about the community. Within a few months, our team was able to increase post each to 1,695 and post engagement to 71. As well, a Facebook Page Likes campaign was implemented for two months which resulted in a 25% increase in audience.

#### Signage

To attract interest from potential homeowners in the DFW area, Criterion.B designed a span of billboards to promote the community. The team was able to tell a story about life at Prairie Ridge that drivers were able to easily follow while on their commutes.

#### Branding

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#### Website



#### Brochure



#### Signage

