



# Winners Marketing

## Our Winners

*Delivering Wins For Brands At Home & Worldwide*



# Rosewood Lido Key

*The first of its kind – 65 private beachfront residences*

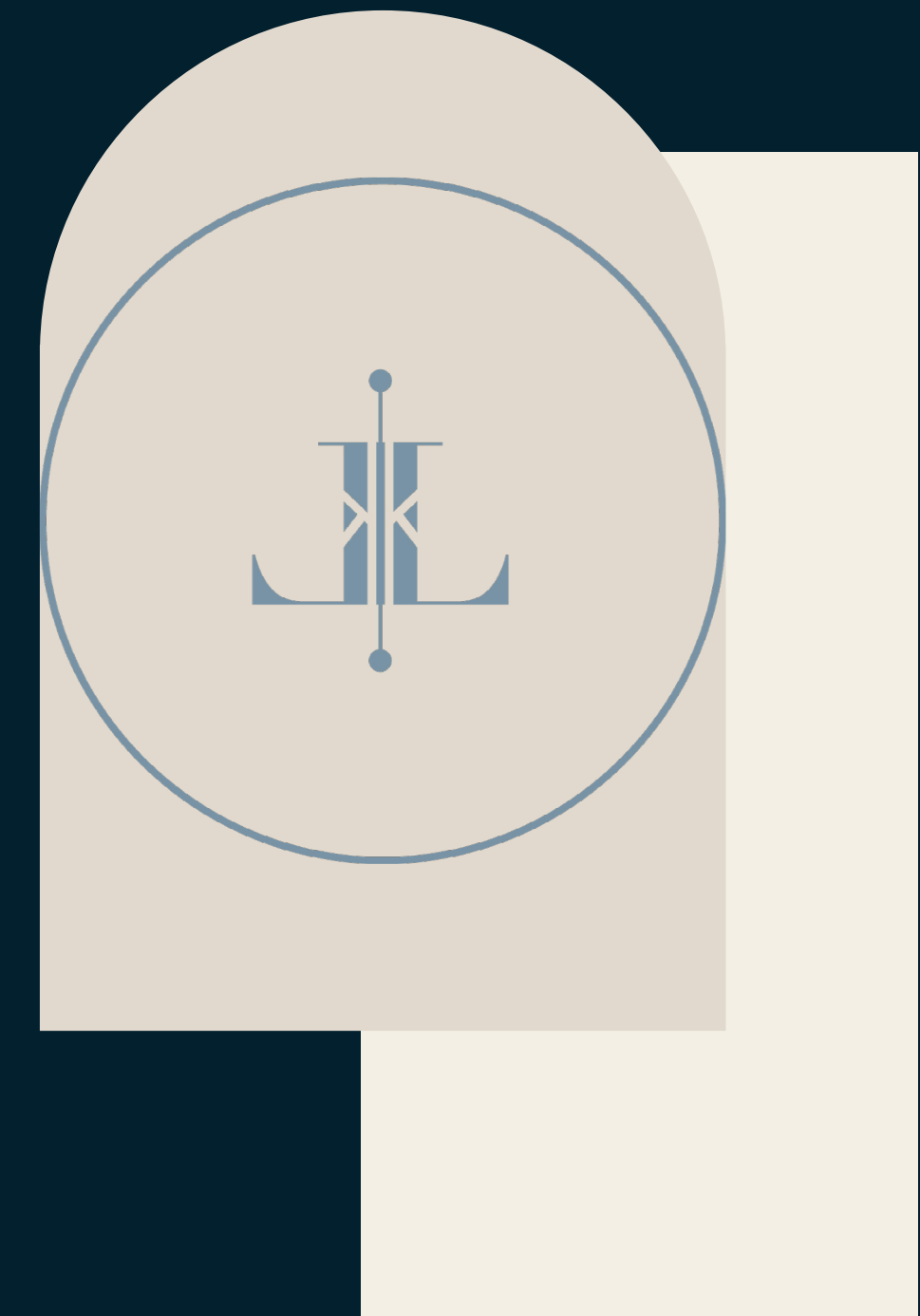
## The Game Plan:

Rosewood is an ultra-luxury hotel group established in 1979 in Dallas, Texas. Over the years, they have developed and managed 33 unique luxury hotels, resorts, and residences across 21 countries, with an additional 27 properties currently under development. In 2021, Rosewood made a strategic decision to venture into luxury housing by constructing their first standalone residence on the pristine beaches of Lido Key, Florida.

In collaboration with Compass Marketing, Winners was entrusted with crafting a comprehensive and precisely targeted digital marketing and media buying campaign for this prestigious project.

## The Results:

Our efforts played a significant role in generating over \$200 million in contracted sales, with individual property prices ranging from \$6.5 million to over \$15 million. The campaign strategy included a targeted paid search and email marketing campaign, resulting in an average cost per lead of \$275. Additionally, our traditional media buy, including placements in traditional media outlets, signage, and mailers, achieved a cost per lead of \$255.





# Alexander Walker Griffin

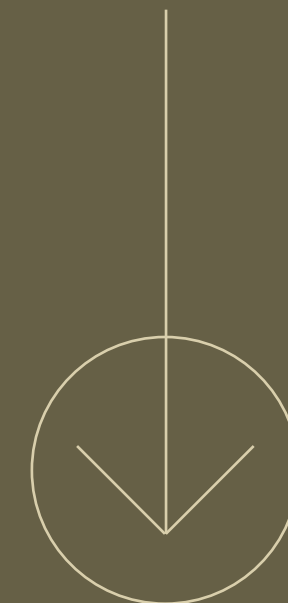
*The Youngest city council member with the most votes in Hercules CA history*

## **The Game Plan:**

Winners Marketing was tasked with developing a campaign that not only drove results but also prioritized environmental sustainability. Our solution was to launch an almost exclusively digital campaign. Our strategy was straightforward: since Hercules is a non-partisan race, we aimed to reach and resonate with all three major political parties—Democrats, Republicans, and Independents. We tailored our digital campaigns to each party, ensuring that the messaging and content would resonate effectively with their respective ideologies and values.

## **The Results**

Alex made history in Hercules, CA, by being elected to the city council at the age of 25, becoming the youngest council member with the highest number of votes in the city's history. Since then, he has served as Vice-Mayor and currently holds the position of Mayor in 2024. Throughout his tenure, Alex has introduced numerous positive initiatives aimed at fostering the growth and prosperity of Hercules, CA.





# Travis Club

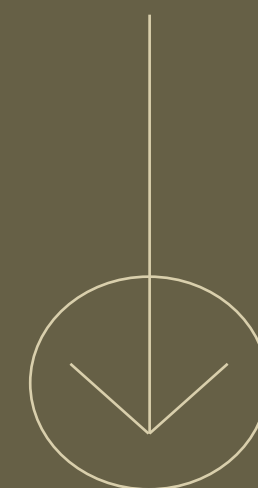
## *Lake Travis – Founding Members*

### **The Game Plan:**

Travis Club, situated in the heart of Lake Travis near Austin, Texas, spans 1,500 acres and boasts a luxurious development featuring a beautifully designed Beau Welling 18-hole golf course. This project marks another collaboration between Compass Marketing and Winners. Winners was assigned the task of creating a comprehensive and effective digital marketing and media buying campaign to sell the first 50 plots within 120 days, a phase known as the “Founders Club.”

### **The Results**

Despite the initial goal of selling the first 50 plots within 120 days, we achieved this milestone in just 88 days from our original launch date! Our success can be attributed to a variety of methods employed during the campaign. We initiated a hyper-targeted Google Ads campaign, which generated leads at an average cost of \$205 per lead. Additionally, we utilized local publications to send out dedicated e-blasts (resulting in a \$286 cost per lead), digital advertising at University of Texas football games, as well as placements in both local and national newspapers and magazines.





# Haig Point

*A Storybook Lifestyle with - Top 100 Golf*

## The Game Plan:

Haig Point, situated on Daufuskie Island, stands as the southernmost sea island in the Carolinas, spanning five miles by three and encompassing 5,000 virtually untouched acres. Accessible solely by ferry, the island boasts pristine natural beauty and seclusion. In collaboration with Compass Marketing, Winners undertook the challenge of revitalizing Haig Point's digital marketing strategy.

## The Results

Winners achieved significant results for Haig Point, generating a 75% increase of traffic from ferry services alone. Additionally, the cost per conversion was reduced from \$63 in 2021 to \$39 in 2022 and further decreased to \$24 in 2023. Home sales at Haig Point increased by 17% since 2021. The "For a Day" campaign, launched in Q2 of 2022, contributed over \$150,000 in new revenue and attracted 74 new signature golf membership members, totaling approximately \$750,000.

