

LAKE SIDE RENTALS

Brand Development & Go-To-Market - A Case Study



Creating a new brand that would stand out from established players.

Covid-19 lockdown had just started when Elle at Lakeside Rentals initially got in touch. Having successfully grown Lakeside Accommodation, her holiday rental business in Taupo more than 500% in six years, Elle was convinced the next opportunity to help property investors was in the longer term rental market. She was looking to pivot and needed a new strategy to appeal to an ever changing landscape.

A brand strategy and go-to-market plan was established by the end of lockdown and a fresh new property management brand was launched soon after.

Here's what we did and how we did it...



A PRACTICAL APPROACH:

Develop differentiating brand strategy

Identify target audience and develop meaningful personas

Map the customer experience

Develop and execute an impactful go-to-market plan

ONE-ON-ONE CONSULTING WORKSHOPS

We kicked-off the project with a two hour one-on-one consultation, which heavily focused on brand values.

Determining what you stand for and why is core to any brand strategy. Your values drive how you look, feel and sound to your customers and prospects - they define your approach to market and your credible differentiation. When operating in a mature market with well established competition, you may end up offering similar services but it's your values that create distinction.

For Lakeside Rentals, this became all about personalisation and connection. With core values of compassion, integrity and respect, we created an authentic brand story that revolved around people and their lifestyles rather than properties and their income.

While large corporates were full of expertise, the emotional and personal aspects of property management seemed to be missing from competitive communications. To stand out, we took the financial benefits further, by appreciating that investors see security not just in dollars but in affording a certain lifestyle or protecting a nest egg.



COMPASSIONATE CONNECTIVITY - Brand Essence

Following agreement of the brand's values, purpose, vision, mission and essence, we then workshopped target audiences in even more detail.

Personas were developed for two key segments - professional retirees and astute investors. We identified demographic, psychographic and geographic factors for each, along with their pain points and drivers of success.

Personas help brands empathise with their target audiences and build marketing programmes around their specific needs, desires and behaviours.

Attempting to appeal to everyone only serves to appeal to no one. When you're specific with your messaging, you're more likely to resonate with the audiences you're targeting.

"Having two other businesses and previously completing this process with other marketing agencies, I can assure you Marijke is at the top of her game."

- Elle Knight,
Lakeside Rentals

CUSTOMER JOURNEY & EMPATHY MAPPING

We also mapped the customer journey from awareness through to contract renewal and every stage in-between. These maps gave us insights into the needs of our personas and the type of messaging and content required at each stage in the journey.

This then became the basis of our go-to-market plan...

RETHINKING INVESTMENT STRATEGIES FOR PROPERTY OWNERS

Covid-19 has created uncertainty in the property investment markets. For some this will bring opportunity, but for others, concern around keeping up with changing legislation and regulation, and security of their financial assets.

Elle Knight, Property Manager for Lakeside Rentals identified this shift in investor sentiment during lockdown.

Having successfully grown Lakeside Accommodation, a boutique short-term holiday rental business, she started looking at

alternative ways she could support Taupo property investors.

"I noticed the uncertainty was leading some property owners to rethink their investment strategies," she says.

"Some were looking for help to pivot their holiday rental into longer term lets and others, who had self-managed their long-term rentals, were looking for more support.

"With increased regulations, many were nervous about managing properties themselves and simply didn't have the time to dedicate to it anymore."

Lakeside Rentals is a fresh, new, boutique property management company that provides a more connected and personalised management service for Taupo property investors and their tenants, says Elle.

"With smaller portfolios, we take greater care to manage your Taupō property as if it were our own.

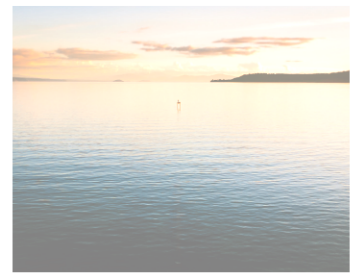
"Not every property is the same and so ours is a personal approach. We listen to your needs, we place quality tenants, and we treat our owners and tenants with respect, courtesy and kindness."

The team are all Taupo locals. This means that they're all well connected.

"We use the best tradespeople and know where to find the best tenants," Elle says.

"We're locally owned and take genuine pride in offering a service that is second-to-none."

Lakeside Rentals are in the business of nurturing nest eggs, managing your property investments to



established in 2014 to assist people looking for short-term rental properties.

We now manage over 50 properties and employ 15 local staff and are proud to say that every one of our property owners has come to us through referrals, says Elle.

"It makes sense for us to expand from holiday lets into long-term rentals at this time, to service the changing needs of property investors. Lakeside Accommodation

and Lakeside Rentals complement each other and now offer property investors a variety of solutions."

Lakeside Rentals offer no-obligation, free rental appraisals and would love to hear from property investors looking at their options.

Please visit the website: www.lakesiderentals.co.nz or phone Elle on (021) 596 379 or email elle@lakesiderentals.co.nz for further information.



LAUNCHING LAKESIDE RENTALS Our Go-To-Market Plan

The go-to-market plan was built around achieving two core objectives:

1. Generate awareness via an impactful launch; and
2. Develop consideration and deliver quality leads post-launch.

A number of channels and media opportunities were evaluated against budget and the following were selected:

- Media interviews with Taupo-based publications - articles to generate awareness and reprints used in collateral with clients and referrers;
- Social pages on Facebook, Instagram and LinkedIn to build credibility and distribute future storytelling; and
- Digital search and remarketing advertising campaigns to capture the most relevant audiences - those already in the market for Taupo-based property managers.

CLIENT'S MESSAGE

I wanted to move quickly to ensure I could go to market at pace and Marijke worked with me to develop everything that I wanted the brand to be and more. . . I love it! She then created the strategy around how we would take the brand to market.

She worked efficiently and effectively to bring this together. I can not recommend Marijke more highly - just know that her expertise will be a valuable investment into your business.

Marijke Timmers
MODERN MARKETING SOLUTIONS