

# Social Media Wall Case Study:

## Wendell Falls NEWLAND COMMUNITIES WENDELL, NC



### The Community:

Wendell Falls, a master planned community by Newland Communities, is located outside Downtown Raleigh with close proximity to shopping, dining, employment, cultural centers and entertainment. The community offers a multitude of home builders and home styles, but most importantly promises a rich social life with various community amenities, porch-lined streets and a busy calendar of events. It's all about *lifestyle* at Wendell Falls.

### Marketing Objective:

The primary marketing objective for **Social Media Wall** at Wendell Falls was to provide a digital platform to engage home shoppers and current home owners with the community's lifestyle. **Social Media Wall** also allows the developer to leverage their social media effort by bringing it directly to the Information Center.

CPS, Inc. worked closely with Wendell Falls' creative agency, Roni Hicks, on the design and marketing content for **Social Media Wall**. To maximize marketing impact, a 20-panel digital display was selected (alternative hardware configurations are available, from single monitor to multi-panels). The **Wall** displays traditional marketing copy/images combined with consumer generated social media content.

The social media content is curated through an administrative website from posts using a community-specific hashtag. Both the curated and traditional marketing content randomly rotate on the panels to create an engaging visual experience. **Social Media Wall** encourages visitors to join the conversation and the lifestyle. **#GetSocial**

To learn more about **Social Media Wall**, please contact us at (800) 648-6608 or at [sales@cpsusa.com](mailto:sales@cpsusa.com).

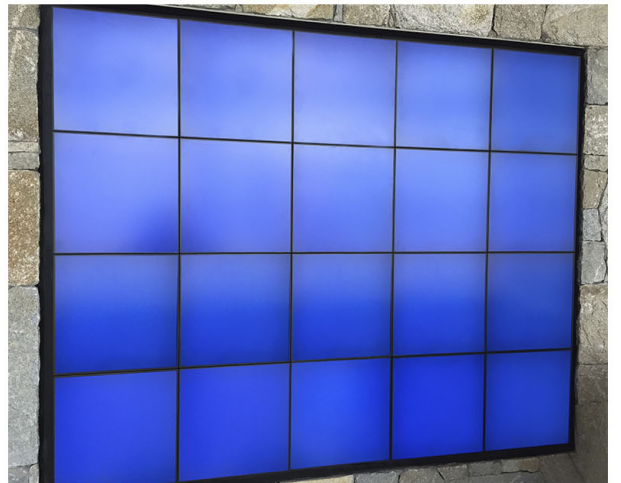


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Sales/Marketing, Scheduling and Warranty Software Solutions  
[www.cpsusa.com](http://www.cpsusa.com) | 800.648.6608 | [info@cpsusa.com](mailto:info@cpsusa.com)

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## THE SETUP

**Social Media Wall** was installed into an impressive stone wall in the Information Center, the main starting point for visitors. The **Wall** contains 20 square panels in a 5x4 configuration, with each panel measuring 22" x 22".



## SOCIAL CONTENT

The social media images are curated through an easy-to-use administrative website from posts using the hashtag #WendellFalls. Since the content is curated, the developer is able to manage what is displayed. Images typically depict community events, activities and homesite purchases. Each image displays the poster's social media handle.



# Your side of the Triangle

## MARKETING COPY

The traditional, preset marketing copy rotates on the panels in various color blocks of orange, blue, red and green. The copy can be contained within one panel, or arrayed across multiple panels. Messages such as “Make fast friends” and “New front yard, new frontier” portray the community’s social focus and promote ownership in the community.



## MARKETING IMAGES

Marketing images are a combination of lifestyle and community-centric photos that rotate on the panels alongside the marketing copy and social content. The larger multi-panel arrays are especially engaging. The marketing images are powerful visual motivators for visitors to join the lifestyle.

