



**CASE STUDY : SALES & LAND MANAGEMENT**



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GODINILAND  VIVID GROUP

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Godiniland, developers of Sunset Beach estate in Geraldton, knew marketing a WA regional location to various geographically diverse market segments including Perth and the eastern States markets, would require a little more thought and creativity.

An integrated marketing campaign driving traffic to a dedicated website was considered the best marketing approach. But when it came to providing a creative way of providing information relevant to the Perth and interstate markets, and a technology solution for capturing sales leads, Godiniland turned to Vivid Interactive.

Working with Vivid, Godiniland found the geographically diverse target markets were a major consideration when it came to both the structure and look and feel of the website. The clean and fresh look of the site, and the more unusual navigation headings, make information easy to find, while the flash animation takes users from a regional macro level through to a project level, providing an overview of the region and the quality of the estate.

Godiniland says this is the first time they have worked with Vivid but they were most impressed with Vivid’s ability to deliver a technological solution that supported a key strategy for the development of the Sunset Beach website – a sales lead management system.

The system not only allows interested parties register their interest online, it tracks their movements online, identifying which lots they are more interested in and allocates leads to selling agents – streamlining the sales process.

The solution also enables real time updating of sales, raising productivity and customer satisfaction. In addition, with the marketing campaign driving traffic to the Sunset Beach website, Godiniland sales agents don’t have to be in the office manning the phones and are better able to service their customers.

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