

CONTENT MARKETING CASE STUDY

FEATURED CLIENT

**Keystone Pacific
Property Management**

THE CLIENT

Keystone Pacific has been providing property management services in Southern California since 1982. A provider of community association management, onsite management, developer services, escrow services, and commercial property management, Keystone Pacific offers superior customer care and strives to enhance the communities it manages.

Client Summary:

- Industry: Property and HOA Management
- Locations: Irvine, CA; Rancho Santa Margarita, CA; Temecula, CA
- Established: 1982

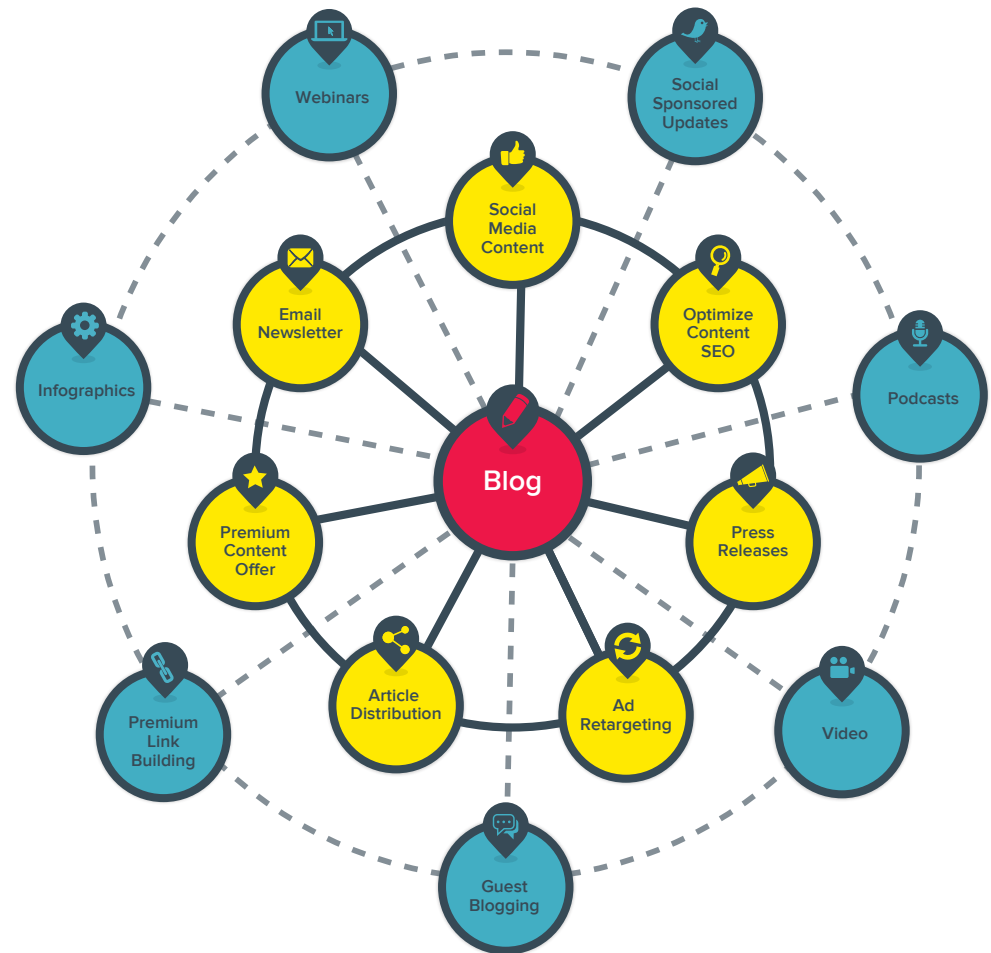


THE CAMPAIGN

Keystone Pacific launched a new website in May 2015 with the assistance of Bop Design. Immediately after the website launch, Keystone Pacific was looking to promote the website, increase brand awareness, drive more website traffic, and garner new community association management leads. Bop Design drafted a custom content marketing strategy to accomplish these goals and further increase the SEO of the website as well.

In order to reach their target audience of homeowner association board members, builders, developers, and homeowners in HOAs, Bop Design recommended a comprehensive content marketing strategy with the following tactics:

- Monthly blog creation
- Guest blogging outreach campaigns
- Building content offers
- Email newsletters



THE RESULTS

Between June 1, 2015 and November 24, 2015, Keystone Pacific has seen the following results from their content marketing efforts:

Website and SEO

(Jun 1 – Nov 24 2015 vs Dec 6 – May 31)

- 67.05% increase in sessions
- 57.57% increase in users
- 67.78% increase in pageviews
- Average pages per session = 1.66
- Keyword ranking:*

 - △ Property management Irvine ca: 11
 - △ On-site community management = 15
 - △ Property management Irvine = 15
 - △ Irvine property management = 20
 - △ Homeowners association property management = 31

*Branded key terms like 'keystone pacific property management' aren't tracked as the strategy is designed to attract new traffic and leads to the website.

KEYSTONE PACIFIC
PROPERTY MANAGEMENT, INC.

Why Keystone? Services News & Tips Client Resources Contact CLIENT LOGIN

OUR PEROGATIVE

**BUILDING A BETTER COMMUNITY
ONE HOME AT A TIME**

Proudly serving Homeowners, Homeowner's Associations Board Members,
Developers and Commercial Property Owners for over 20 years.

Pay Statement Maintenance Request Customer Care Request Proposal Escrow Services

WAY TO GO
HOW WE'VE HELPED MAKE
COMMUNITY MANAGEMENT EASY

“ADI CORROR ALIQUO ESSUM
FUGA. UT ET PA ENT RATIOS ET
OFFICIAM ET ENDI ODI RES VELENT
EXPERSPERUM EXCERIATEM UNTNT
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EXPERT PERONM REHSEQUAT.”

“ADI CORROR ALIQUO ESSUM
FUGA. UT ET PA ENT RATIOS
ET OFFICIAM ET ENDI ODI
RES VELENT EXPERS PERUM
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AM IM ACCAB.”

WHY KEYSTONE PACIFIC?

Developer Services Community Association Management Onsite Management Escrow Services Commercial Property Management

IRVINE | RANCHO SANTA MARGARITA | INLAND EMPIRE

CLIENT LOGIN SIGN UP FOR NEWS & TIPS

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Keystone Pacific Blog

- Keystone Pacific Blog visitors view an average of 3.06 pages/session and spend an average of 2:28 minutes on the website
- 67% of visitors entering the website via the blog are new website visitors

The screenshot shows the 'NEWS & TIPS' section of the Keystone Pacific Property Management, Inc. website. The page features a navigation bar with links for 'Why Keystone?', 'Services', 'News & Tips', 'Client Resources', 'Contact', 'CLIENT LOGIN', and 'REQUEST A PROPOSAL'. The main heading is 'NEWS & TIPS' in large white letters on a green background. Below this is a sub-heading 'HOMEOWNER ASSOCIATION MANAGEMENT NEWS & TIPS' and a link 'Read all about us!'. A paragraph states: 'There's always something new happening at Keystone Pacific Property Management. Check out the latest homeowner association management news and tips'. There are three buttons: 'SIGN UP', 'CATEGORIES', and 'ARCHIVE'. The content is organized into six article cards, each with a date, a photo, a title, a short description, and a 'READ MORE >>' link. The articles are: 1. 'HOW TO APPROACH HOMEOWNERS WHO BREAK THE RULES' (JAN 20) with a photo of people in a meeting; 2. 'WHAT MAKES A GREAT HOA BOARD MEMBER?' (DEC 21) with a photo of three people smiling; 3. 'HOLIDAY DECORATIONS, HOAS, AND HAPPY HOMEOWNERS' (DEC 15) with a photo of a decorated doorway; 4. 'SELECTING THE RIGHT VENDOR-PARTNER FOR YOUR COMMUNITY' (NOV 19) with a photo of a person painting a house; 5. 'UNDERSTANDING THE DIFFERENCES BETWEEN CC&RS, BYLAWS AND RULES & REGULATIONS' (NOV 17) with a photo of hands signing documents; 6. '7 SIGNS OF STELLAR COMMUNICATION AND FOLLOW-THROUGH' (OCT 27) with a photo of a family sitting on a couch. The footer contains regional links for 'IRVINE', 'RANCHO SANTA MARGARITA', and 'INLAND EMPIRE', along with 'CLIENT LOGIN', 'SIGN UP FOR NEWS & TIPS', and social media icons for LinkedIn, Facebook, Twitter, and RSS. A copyright notice at the bottom reads: '© 2014 Keystone Pacific Property Management, Inc. - A Professional Community Homeowners Association Management Company'.

KEYSTONE PACIFIC PROPERTY MANAGEMENT, INC.

Why Keystone? Services News & Tips Client Resources Contact CLIENT LOGIN REQUEST A PROPOSAL


NEWS & TIPS

HOMEOWNER ASSOCIATION MANAGEMENT NEWS & TIPS

[Read all about us!](#)

There's always something new happening at Keystone Pacific Property Management. Check out the latest homeowner association management news and tips


SIGN UP CATEGORIES ARCHIVE



JAN 20

HOW TO APPROACH HOMEOWNERS WHO BREAK THE RULES


Rules and guidelines are developed by homeowners associations and monitored by the community association management team to ensure that properties within the community are safe, well-maintained, and retain the highest possible value. Community management services like [READ MORE >>](#)



DEC 21

WHAT MAKES A GREAT HOA BOARD MEMBER?


Sitting on the board of your homeowners association is a rewarding way to get involved in your community, get to know your neighbors, and personally ensure that your property values are preserved and protected-for the immediate future and in the long run. Many [READ MORE >>](#)



DEC 15

HOLIDAY DECORATIONS, HOAS, AND HAPPY HOMEOWNERS


It's the time of year when holiday decorations are hung and a festive spirit fills the air in communities across Southern California. Just because your community is governed by a [READ MORE >>](#)



NOV 19

SELECTING THE RIGHT VENDOR-PARTNER FOR YOUR COMMUNITY


Vendor relationships are about partnership, built on trust that deepens over time. Choose the right vendor-partner and you'll receive quality work at a reasonable price; make the wrong choice and you might end up with a very expensive legal headache. Your residential [READ MORE >>](#)



NOV 17

UNDERSTANDING THE DIFFERENCES BETWEEN CC&RS, BYLAWS AND RULES & REGULATIONS

Your homeowners association has three types of governing documents: Covenants, Conditions & Restrictions (CC&R's), Rules & Regulations, and Bylaws. Frequently, the function of these documents or the role the [READ MORE >>](#)



OCT 27

7 SIGNS OF STELLAR COMMUNICATION AND FOLLOW-THROUGH

Communication is the cornerstone of any successful relationship, especially when it comes to something as important as managing the value of your home. Your HOA board members are responsible for making important decisions that protect and preserve the value [READ MORE >>](#)

IRVINE | RANCHO SANTA MARGARITA | INLAND EMPIRE

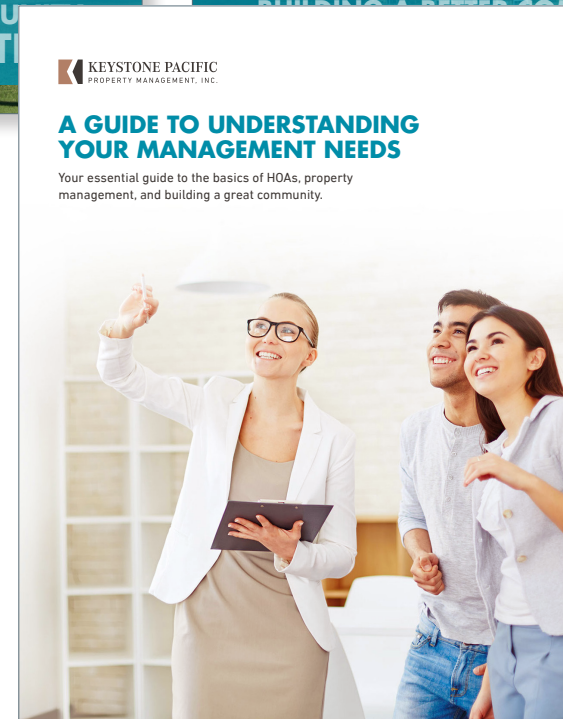
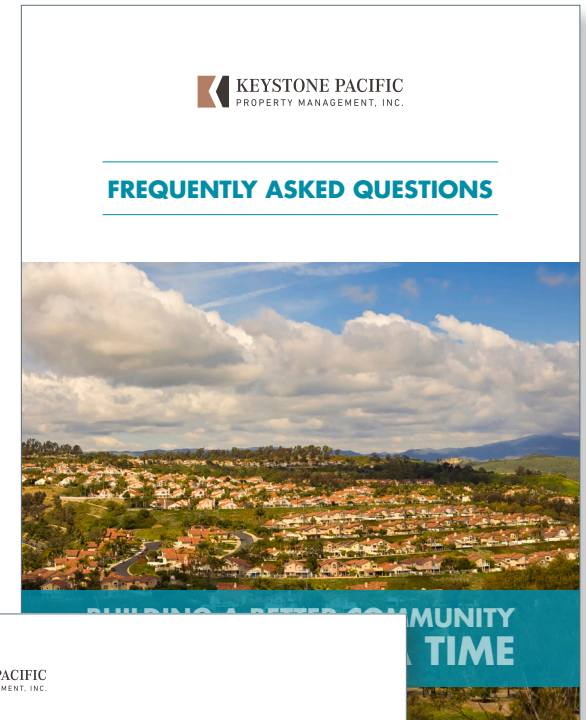
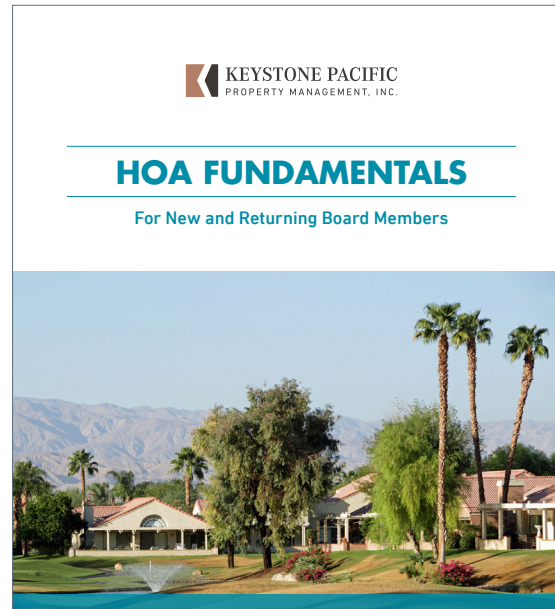
CLIENT LOGIN SIGN UP FOR NEWS & TIPS

in f t r

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Content Offers

- Total content offers: 4
- Premium content offers (e.g. downloadable tip sheets and guides) attract an average 180 visitors each month



Guest Blogging Outreach Campaign

- Secured 3 premium guest blog placements on industry websites that cater to target audience, provide relevant backlinks to enhance overall backlink profile and continuous traffic from ideal prospects:
 - △ CAI Common Ground
 - △ Home Advisor
 - △ HOA Member Services
- Secured 1 feature length article printed in a relevant industry publication:
 - △ CAI Common Ground
- Secured article sharing/syndication of blog posts on a relevant national industry website:
 - △ Community Association Network

CommonGround
CAI's Magazine for Community Association Leaders

 **HomeAdvisor**



HOA Member Services

**Community
Associations
Network**

Email Newsletter


- Average open rate = 56.2% (industry average = 16.8%)
- Average clicks = 11.45% (industry average = 2.2%)

Use this area to offer a short preview of your email's content. [View this email in your browser](#)



Keystone Pacific News

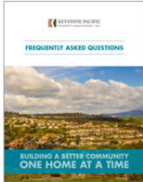
There's always something new happening at Keystone Pacific Property Management. Check out the latest homeowner association management news and tips.



Keystone Pacific Property

developed by the Irvine Company. Laguna Altura is situated in the master-planned City of Irvine, nestled atop the hillsides and just minutes from Laguna Beach. The project involved design and construction of 855 Mediterranean and Tuscan style homes on a beautiful hillside.

[Read More](#)



ABOUT BOP DESIGN



Bop Design understands that in order to grow your business, a holistic approach is required. Compelling design, content marketing, SEO (search engine optimization), SEM (search engine marketing) and social media are all valuable lead generation tools, but they need to be combined into a highly focused, cohesive strategy that targets your desired market.

We believe that every business, regardless of its size, deserves cost-effective design and comprehensive marketing solutions. We work primarily with business services firms—usually ones with fewer than 100 employees—that are serious about growing.

START YOUR CONTENT MARKETING PROJECT TODAY!

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CONNECT WITH BOP

