



Alliance Pavers launches Homeowner Design Center

Recognizing a quickly growing customer base with direct to homeowner marketing, Alliance Pavers aims to provide a best in class experience for central Florida new and prospective homeowners interested in outdoor living

Customer: Alliance Pavers is Central Florida's premier hardscapes contractor, having grown over 25 years to employ 20 skilled crews servicing both commercial and residential projects. Working with both builders and directly with homeowners, Alliance Pavers has pivoted focus to accommodate the ever-changing economic climate and ensure quality installation and experience for every project size or type.

Market: Coastal | Oldcastle APG, a CRH Company

Introduction: As Florida's construction market recovered from the downfall, demand for paver projects with both tract homebuilders and commercial GC's soared, leaving the average homeowner with minimal resources for outdoor living renovations. Due to demand, most manufacturers and contractors focused on these customer types from 2016 on and – in my experience in market – still largely focus on them.

Having seen the impact of the Great Recession on Florida's market, I was eager to speak with Alliance Pavers owner Jeff Lane about the customer types he'd served over his 25 years and their evolution. After successfully forming and executing strategy to ensure Alliance Pavers stand out amongst competition with their homebuilder customers, our conversations in 2017 led to a firm wide desire to return service to their original customers – homeowners looking to renovate their existing drive and walkways, pool and outdoor living areas.

Solution: Leveraging Belgard's Design Studio Programs and working with the local sales team, I was able to help Alliance Pavers create an onsite outdoor display area that would serve not only as a physical catalog of product for homeowners, but an event and Design Center that customers could traffic to get inspiration, ideas, and – working with Belgard – digital renderings of potential projects for their space.

With a consumer marketing focus, I worked with the national team to pull "As Seen In" signage and collateral that spotlighted Belgard's sponsorship of both the HGTV Dream Home, as well as Coastal Living and Southern Living Magazine Idea Homes. Identification badges were placed throughout the display on items used in feature homes, and copies of the corresponding periodicals (with marked Belgard product) were distributed to homeowners alongside invites to the Grand Opening.

Action: Launching Alliance Paver's new, homeowner focused marketing program included:

- Targeted social media and email drip campaigns across Central Florida teasing at Alliance Paver's new design center opening and an accompanying series of homeowner design and DIY events
- A formal press release to local media outlets promoting the Grand Opening and Design Center services of Alliance's new display and outdoor design center
 - o Mention of Belgard being a locally manufactured product (with two plants in the area, and upcoming expansions bringing jobs to Central Florida)
 - o Working with a media partner to identify top zip codes and developments, mailed invites that included HGTV Dream Home, Coastal Living and Southern Living Idea Home collateral were distributed to key prospective customers
- Customized Collateral and Co Branded Signage for Alliance featuring key Belgard pavers and outdoor living elements
- Two executed Grand Opening Events in April and May of 2018: a VIP Cocktail hour for Central Florida designers, landscape architects and professionals, as well as a fully homeowner focused event that offered free design services, activities for children, a food truck and raffle prizes.

Results: With the opening of the Display and Design Center, Alliance Pavers began servicing homeowner and designer traffic that steadily grew month over month through 2018 and 19. As of last report (Winter 2019/20), Alliance averaged 7-10 customers per week using the display and design services to move forward with a residential project.

Statistics & Conclusion: Through both the offering of design services and outdoor display, and the new consumer focused marketing campaign, Alliance reported a 35% growth YOY in residential projects following their Belgard Design Center grand opening.

