



Case Study

Web Design & Digital Marketing

splatworld.tv


Real Estate



Introduction

We've been designing websites and providing digital marketing services to real estate clients since 2003.

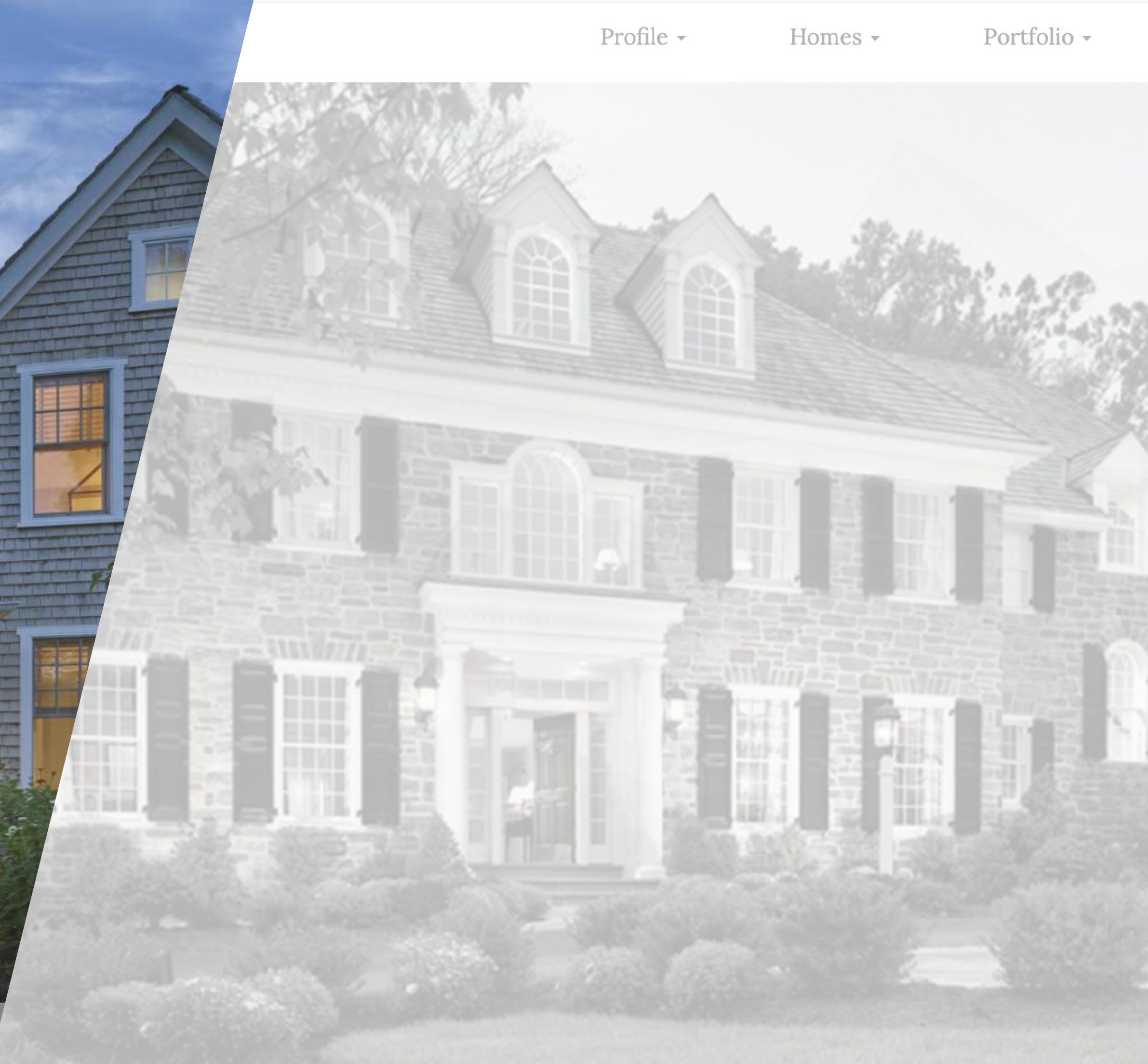
On the following pages, you'll find examples of how both our web design and marketing services drive sales to both rental and for sale projects.



Websites

Before & After Views

LET'S *build* YOU *a home.*



WE ARE *here* to TAKE
YOU *home.*



VAUGHAN
BUILDING COMPANY

A builder for whom excellence is a constant companion.

Search our website for photos & content:

Profile ▾

Homes ▾

Portfolio ▾

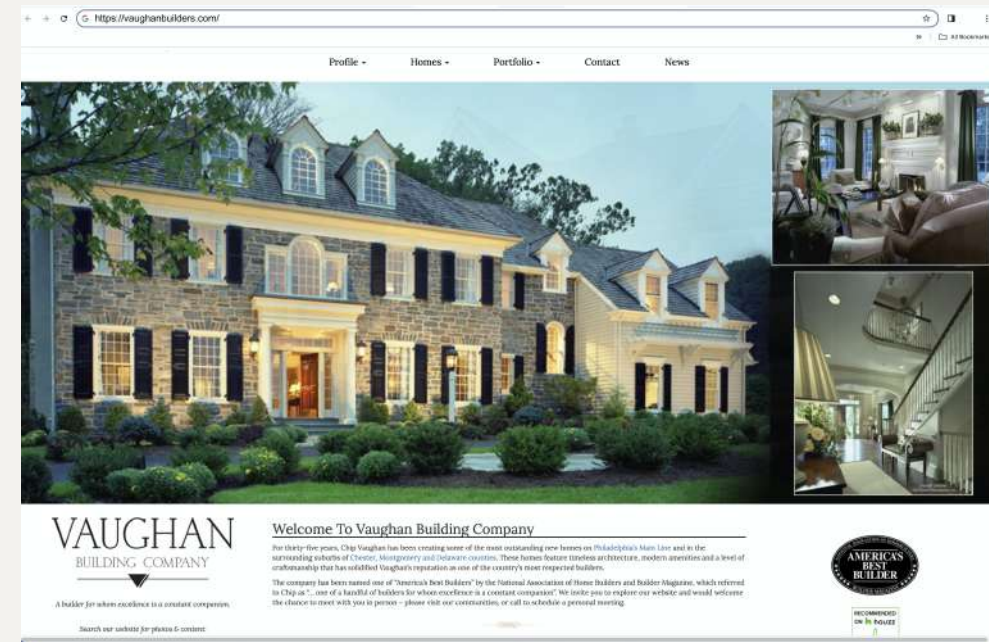
Welcome To Vaughan Building Company

For thirty-five years, Chip Vaughan has been creating some of the most outstanding new homes in the surrounding suburbs of Chester, Montgomery and Delaware counties. These homes feature the finest craftsmanship that has solidified Vaughan's reputation as one of the country's most respected builders.

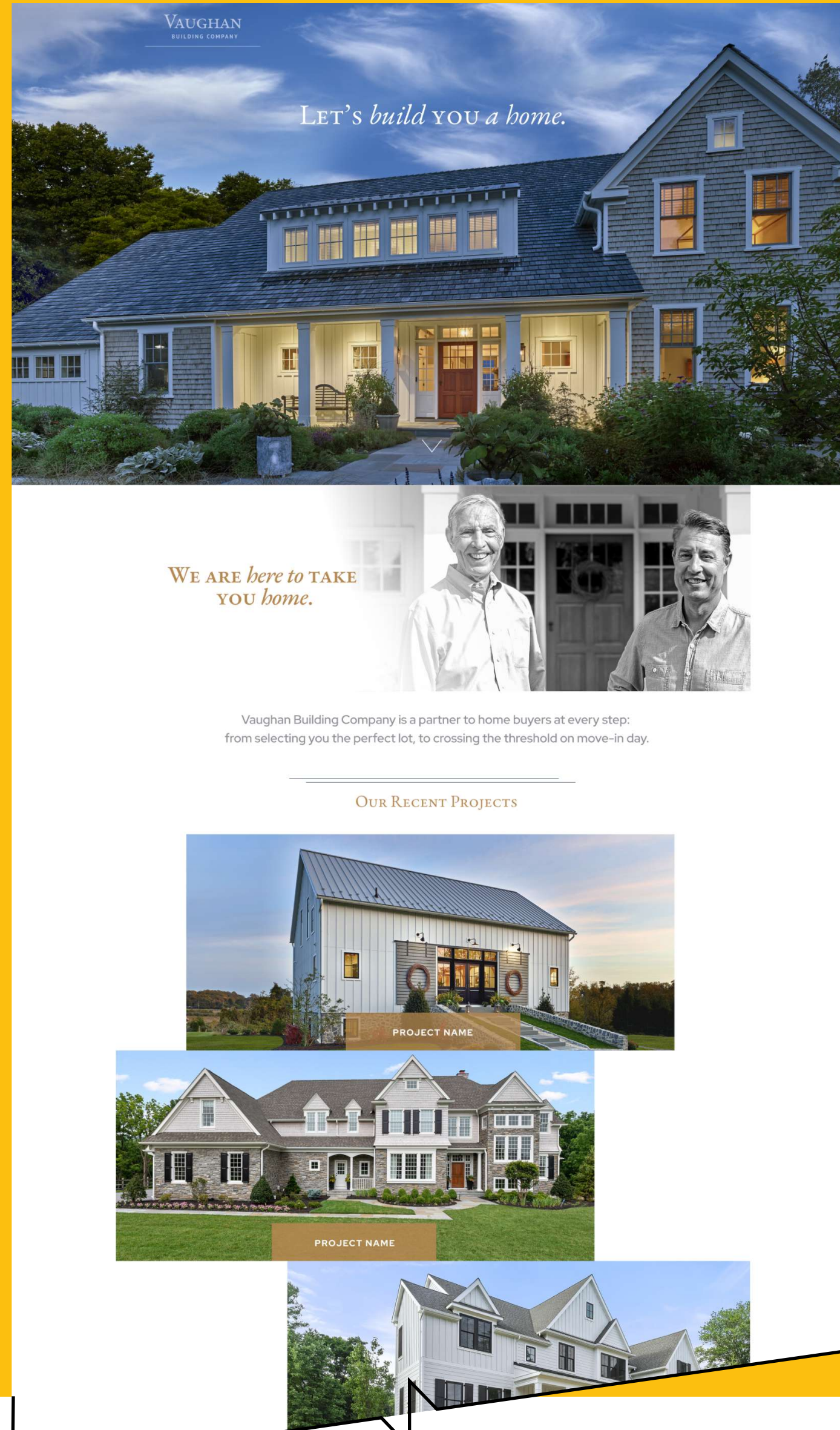
The company has been named one of "America's Best Builders" by the National Association of Home Builders to Chip as "... one of a handful of builders for whom excellence is a constant companion". We invite you to have the chance to meet with you in person – please visit our communities, or call to schedule a consultation.



Before



After

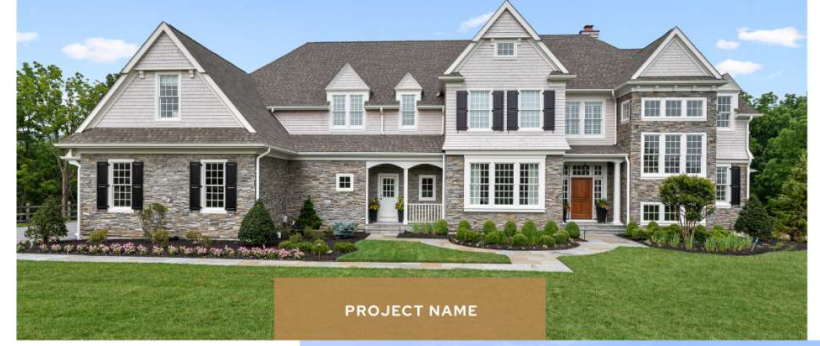


Vaughan Builders

vaughanbuilders.com

Vaughan Building Company is a partner to home buyers at every step: from selecting you the perfect lot, to crossing the threshold on move-in day.

OUR RECENT PROJECTS



SEE what else WE'VE done.

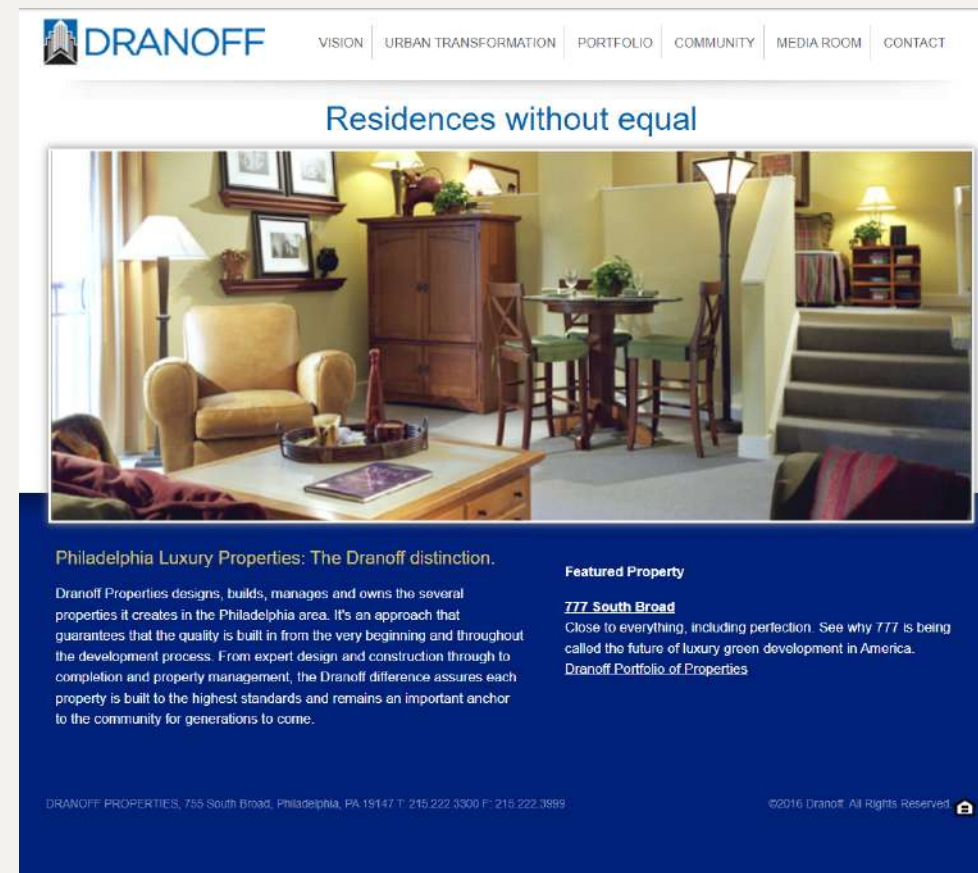
“ We built a new home with Vaughan and the experience was incredibly easy and enjoyable. We absolutely love our new home. Vaughan provided step-by-step assistance in designing the layout for our house and helped us create our dream home... ”

Adam and Danielle, Villanova
[READ MORE](#)

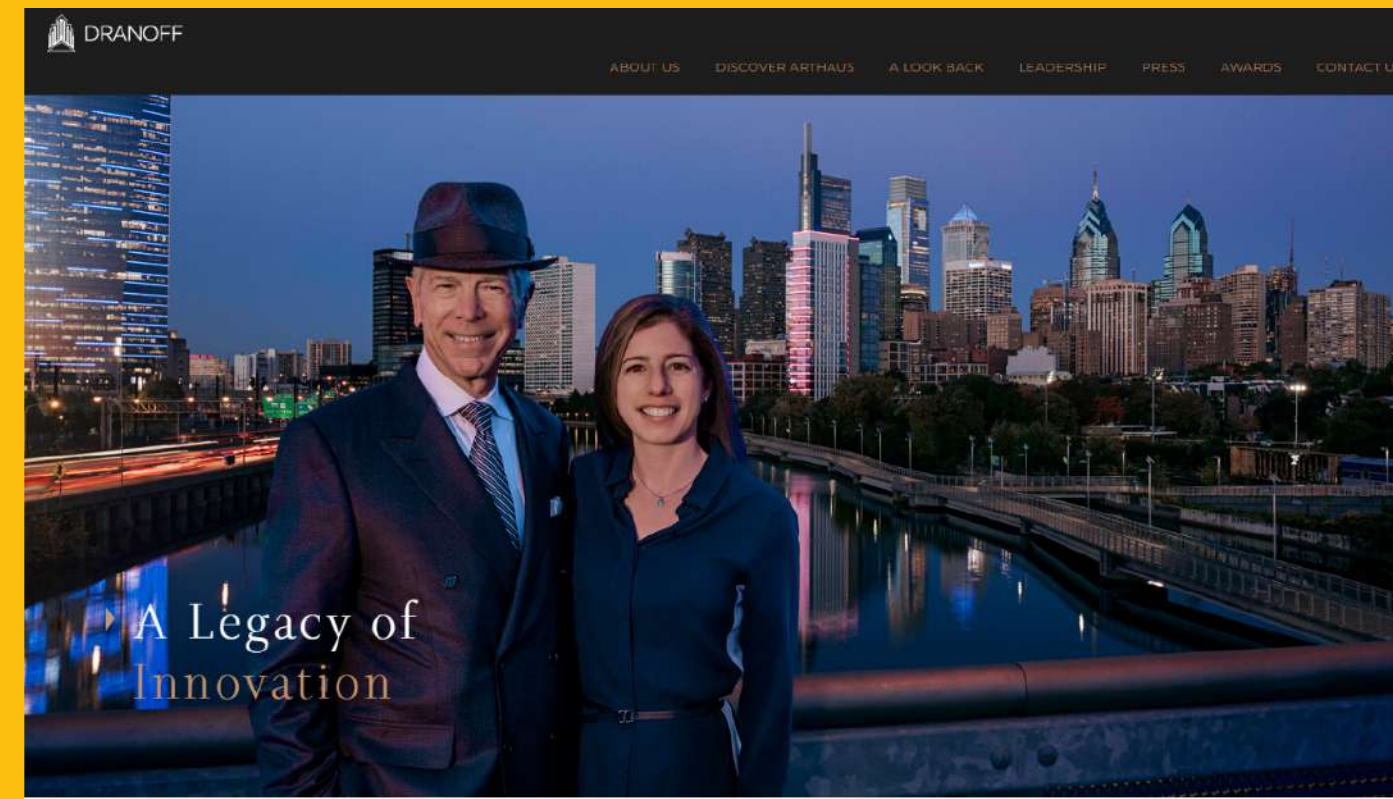
OUR professional AFFILIATIONS



Before



After

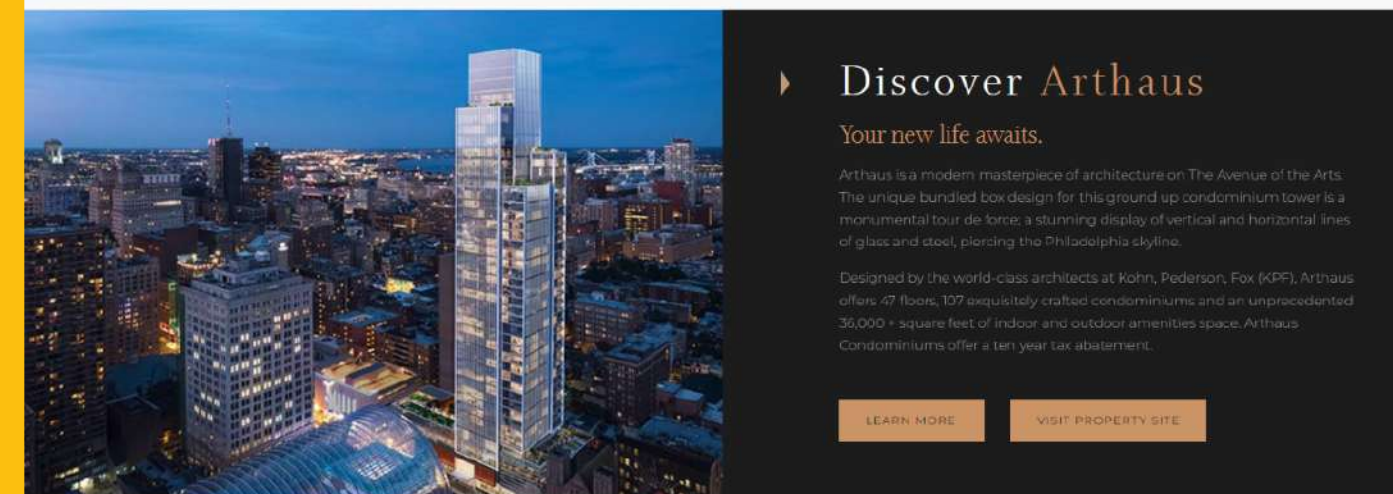


The inspiration continues.

Dranoff develops luxury living solutions at a level of craftsmanship that fosters refined, distinctive lifestyles. And, beyond the building is a focus on transforming communities and enriching neighborhoods. We think non-traditionally, yet we've never sought to be different for the sake of being different. For decades, we've acted on instinct and leveraged creativity to push boundaries. Being there first, shunning mediocrity and transcending the typical is the spirit. Dranoff embraces as we build forward for generations.

If you follow the pack, you'll always be behind the curve.

CARL DRANOFF / DRANOFF PROPERTIES



Exceptional Properties

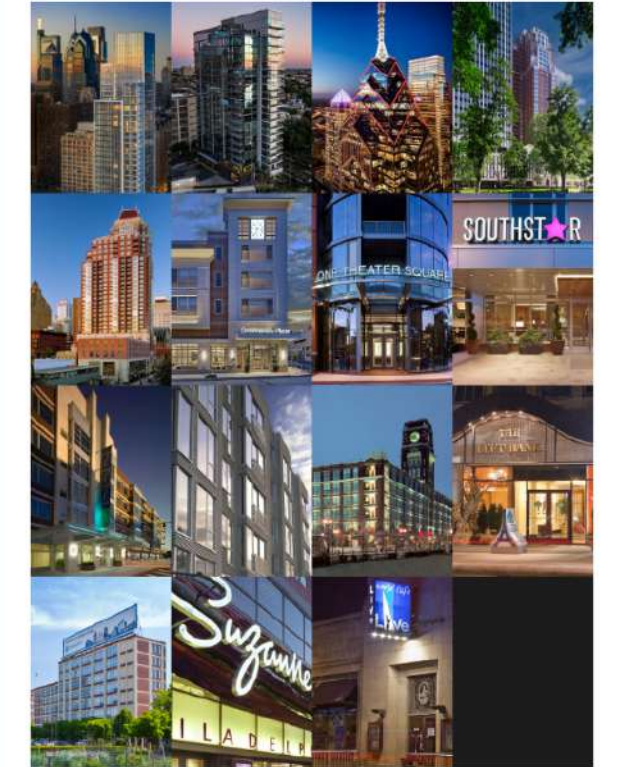


Exceptional Properties



Arthaus

Located on the Avenue of the Arts in Center City, Philadelphia, Arthaus represents the latest in refined urban living from Dranoff. This modern masterpiece of glass and steel continues the resurgence of what has already become Philadelphia's premier destination for the arts and entertainment. With unparalleled amenities and dramatic views, this 47-floor exclusive condominium community was designed by world renowned architects, Kohn Pedersen Fox. Arthaus is a fitting contribution to the city's fabric, as it continues Dranoff's longstanding commitment to the redevelopment of the Avenue of the Arts. It has quickly become a new, modern icon in the heart of Philadelphia.



Carl Dranoff has built a solid reputation for developing new emerging neighborhoods while providing quality, classic buildings that will stand the test of time.

WALL STREET JOURNAL



Recent Press

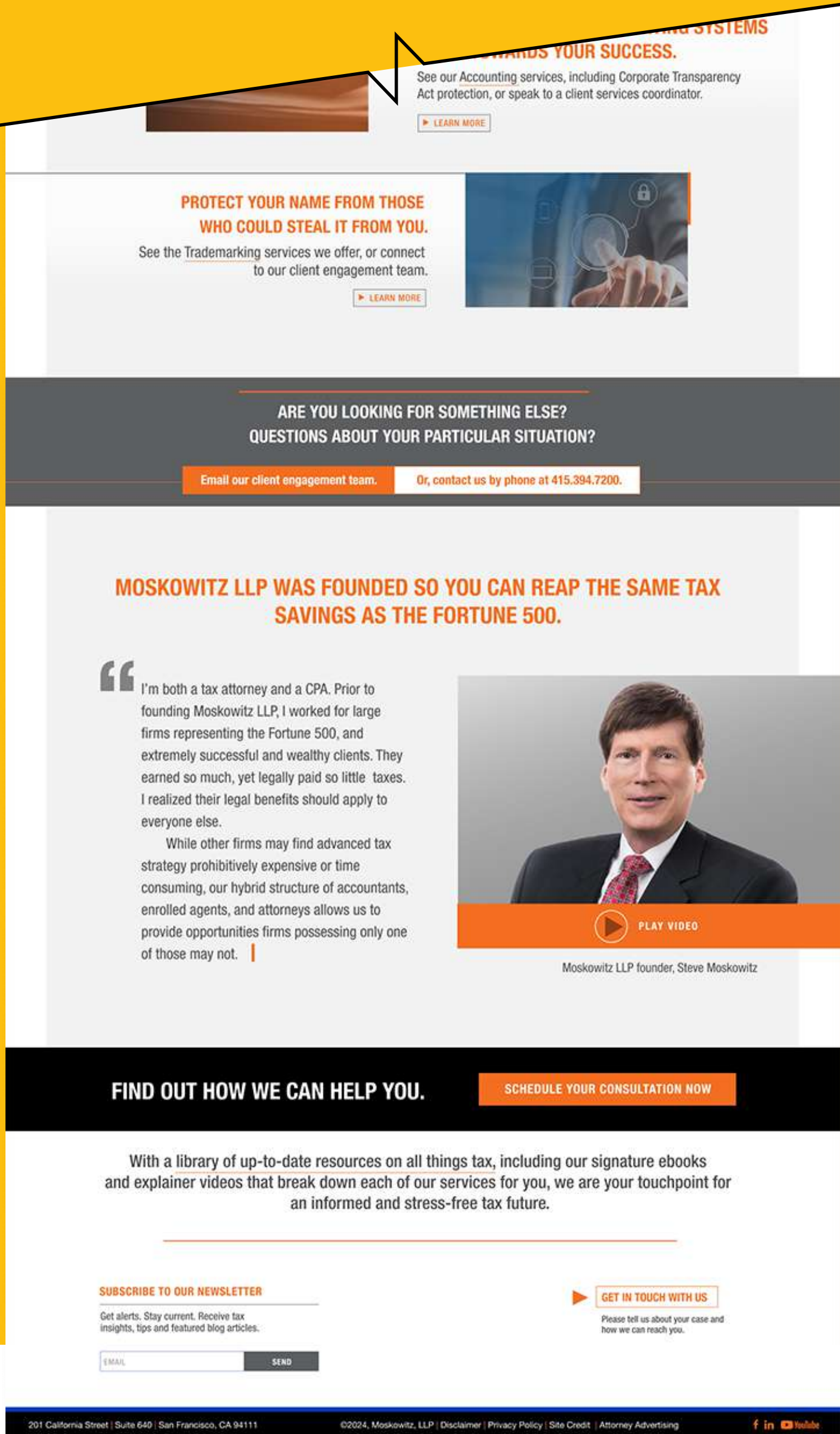
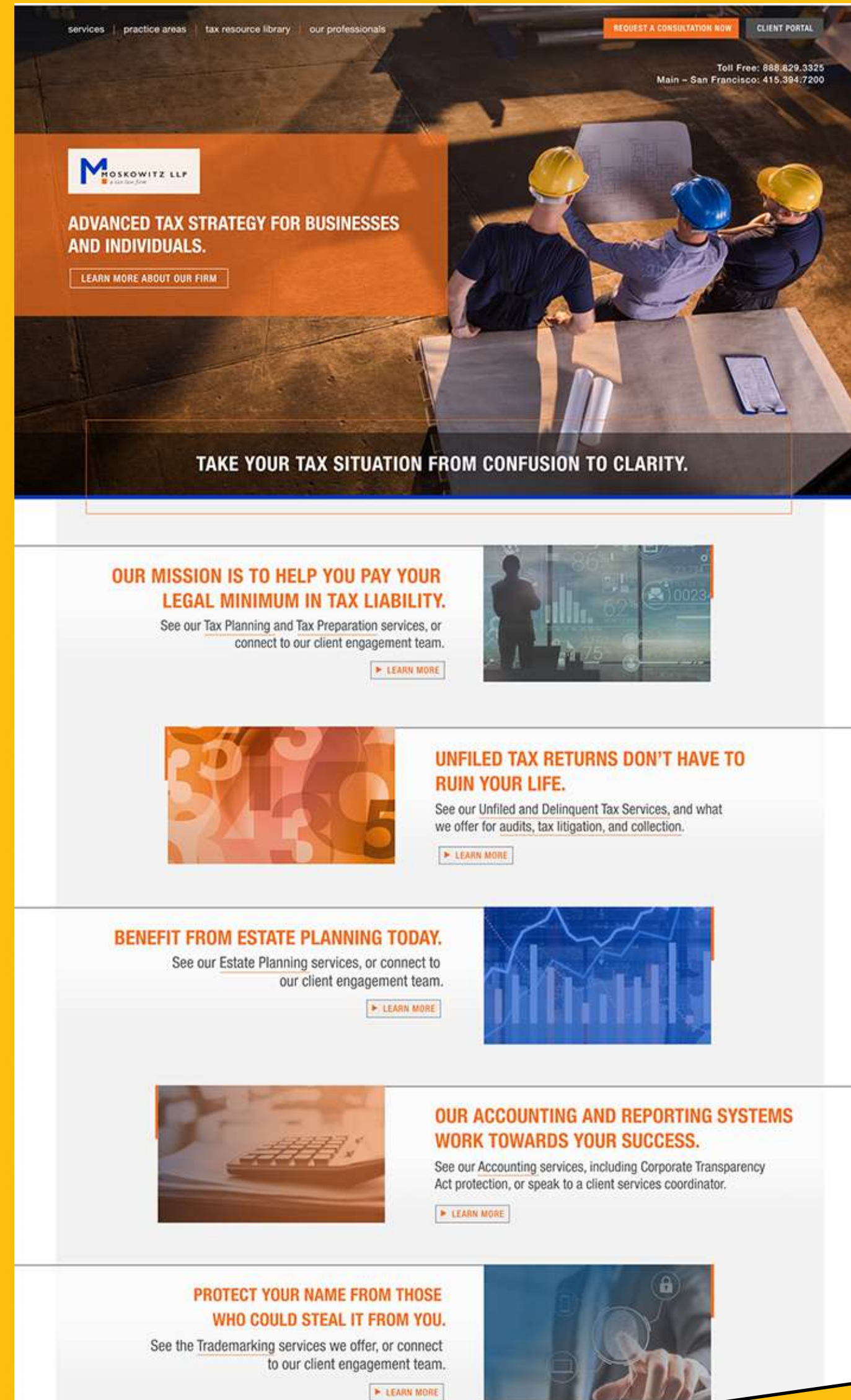
Dranoff Properties

dranoffproperties.com

Before



After



Moskowitz LLP

moskowitzllp.com

Digital Marketing

PPC & Local SEO



Strategies & Outcomes

One Theater Square, in Newark, NJ is a project owned by Dranoff Properties. In 2019, we were tasked with increasing lead generation for their Spring pre-leasing push.

One area of particular concern was pay-per-click advertising. The performance of lead generation and conversions was poor, due to several factors, we felt.

For the PPC ads, we overhauled the entire campaign. We wrote better copy for both display and text ads, designed a number of ad-specific landing pages, reworked all forms and fine-tuned conversion tracking.

There were also a number of concerns related to their Google Business Profile. Besides being factually inaccurate, it had not been created correctly and very few web visitors had left reviews.

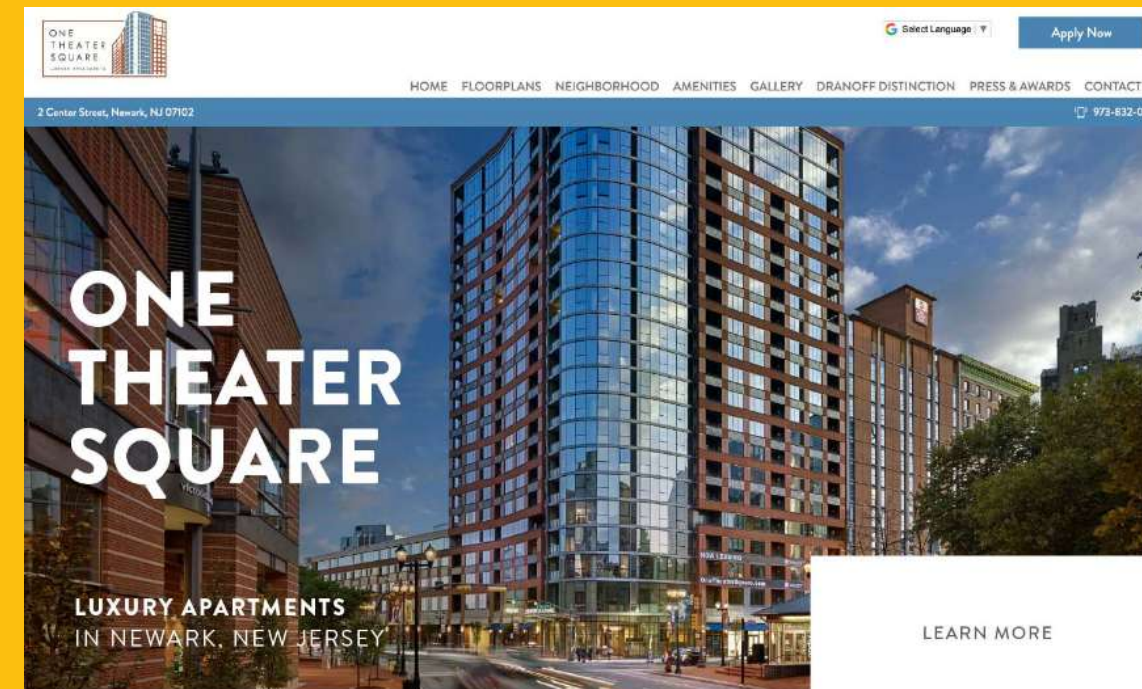


Case Study: PPC

One Theater Square

- User visits increased **150%**
- Avg. number of pages viewed increased from **2.4** to **3.77**
- Visits driven from paid advertising increased from **25%** to **40%**, without increasing budget
- Website visits driven by local search went up considerably (see graphs following)

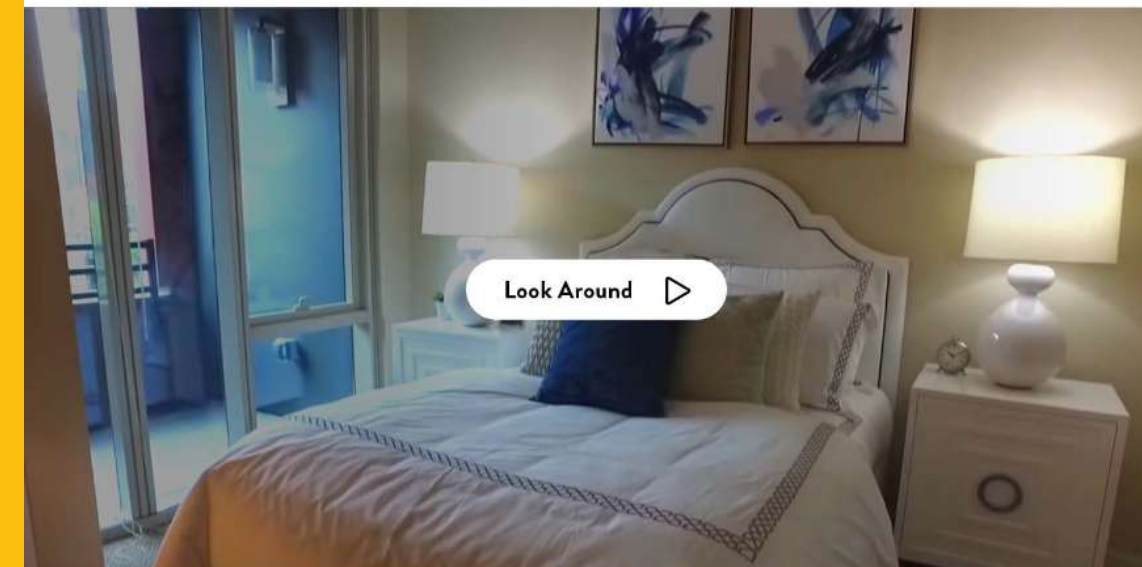
onetheatersquare.com



What is One Theater Square?

One Theater Square is a luxury apartment and retail property in Newark, New Jersey.

As the city's first new, ground-up residential construction in 50 years, it has redefined the skyline and symbolized Newark's revival.



Life at One Theater Square

This glimmering glass and brick tower, developed in partnership with the New Jersey Performing Arts Center, boasts 245 apartments, 12,000 sq. ft. of ground floor retail and 285 parking spaces. Those who call this building home enjoy sophisticated style, unparalleled service and neighborhood conveniences in the heart of downtown Newark.

Contact us

Floorplans

The luxury, loft-style apartments in One Theater Square are spacious and stylish, known for their gourmet kitchens, hardwood floors and over-sized windows. With studio, one-, two-, and three-bedroom options, there's something for everyone.

Explore the floorplans



Amenities

Residents have access to the building's numerous modern amenity spaces, including an outdoor terrace, 24/7 fitness center, demonstration kitchen, game room, lounge, and gated parking.

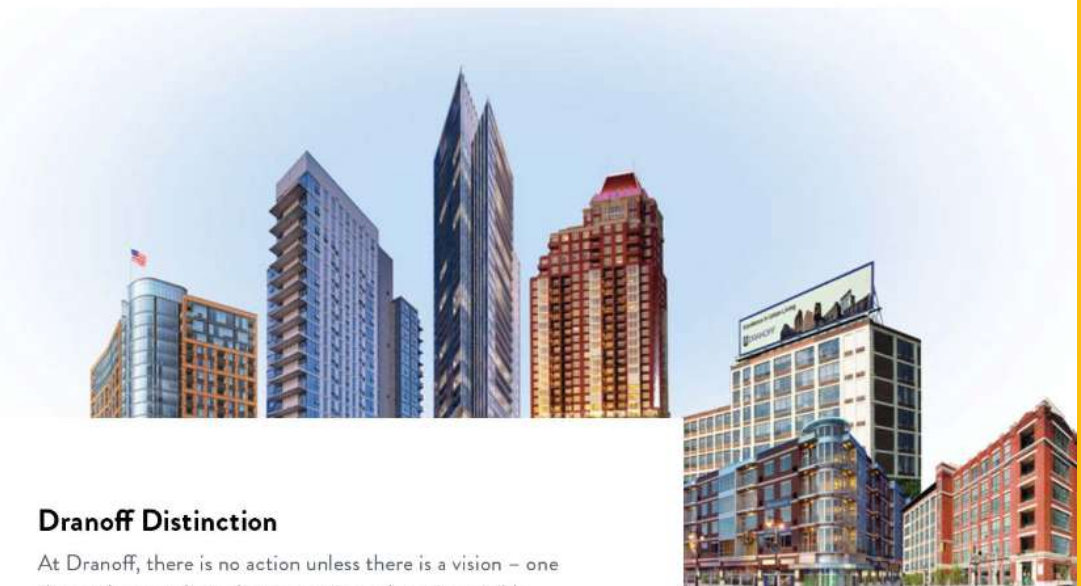
Explore the amenities



Neighborhood

One Theater Square is at the epicenter of dynamic downtown Newark, adjacent to everything residents could need: Whole Foods, Newark Penn Station, the New Jersey Performing Arts Center, the Prudential Center, Military Park, and so much more.

Explore the neighborhood



Dranoff Distinction

At Dranoff, there is no action unless there is a vision – one that embraces what others sometimes deem impossible.

It's about being bold enough to trust our instincts when it comes to truly transforming a community. Being an agent of change and reimagining urban neighborhoods takes persistence and perception. We're proud of our track record of both identifying opportunities and creating them.

[LEARN MORE ABOUT DRANOFF PROPERTIES](#)

CONTACT US.

Interesting in learning more about the luxury apartments at One Theater Square?

Complete the form, and one of our team members will contact you shortly.

First Name

Last Name

Email

Phone

SUBMIT

Visitation Trends, April 1 – June 17




The point? Site visits from all sources went way up!

Over the past 2.5 months, from April 1 - June 17, there were 24,689 total sessions (about 300 per day), and the majority of visitors were new (i.e. had not been to the site before). Moreover, the average number of pages per session is 3.77 -- and the organic bounce rate is low (1.5%) -- meaning that when people find your website, the majority are interested enough to stay on the website and view other pages. This is a significant improvement from the previous 2.5 month period (mid-January to the end of March), as the bounce rate was more than 50%, and users visited an average of 2.4 pages per session.



The bottom line.

Whether your project needs a new website or any manner of traditional or digital advertising, Splat is here to help. We've been marketing real estate since 2003 and many of our clients have remained with us for more than a decade. Visit us on the web at splatworld.tv or give us a call at 1-877-SPLATME.



“

David's team was both accessible and responsive. And they offered a thoughtfully designed response to our law firm's needs.

Michael Dansky
Partner & Founder
 Dansky | Katz | Ringold | York

”

“

Splat gets the 'big picture' part of digital marketing. They support their design work with marketing tactics which have significantly increased our brands' visibility.

Tom Weston
Principal
 McIntyre Capron & Associates

”

“

Working as an outsourced Chief Marketing Officer, I found Splat's team to be both thoughtful and responsive. Their input, execution, and dedication to teamwork made them valuable assets to my team.

Jim Staples
President
 Jim Staples Consulting & Former Law Firm CMO

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Thank You!

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