



## CASE STUDY

# SiteSales

Creative  
Strategy  
Development  
Website Builds  
Hosting

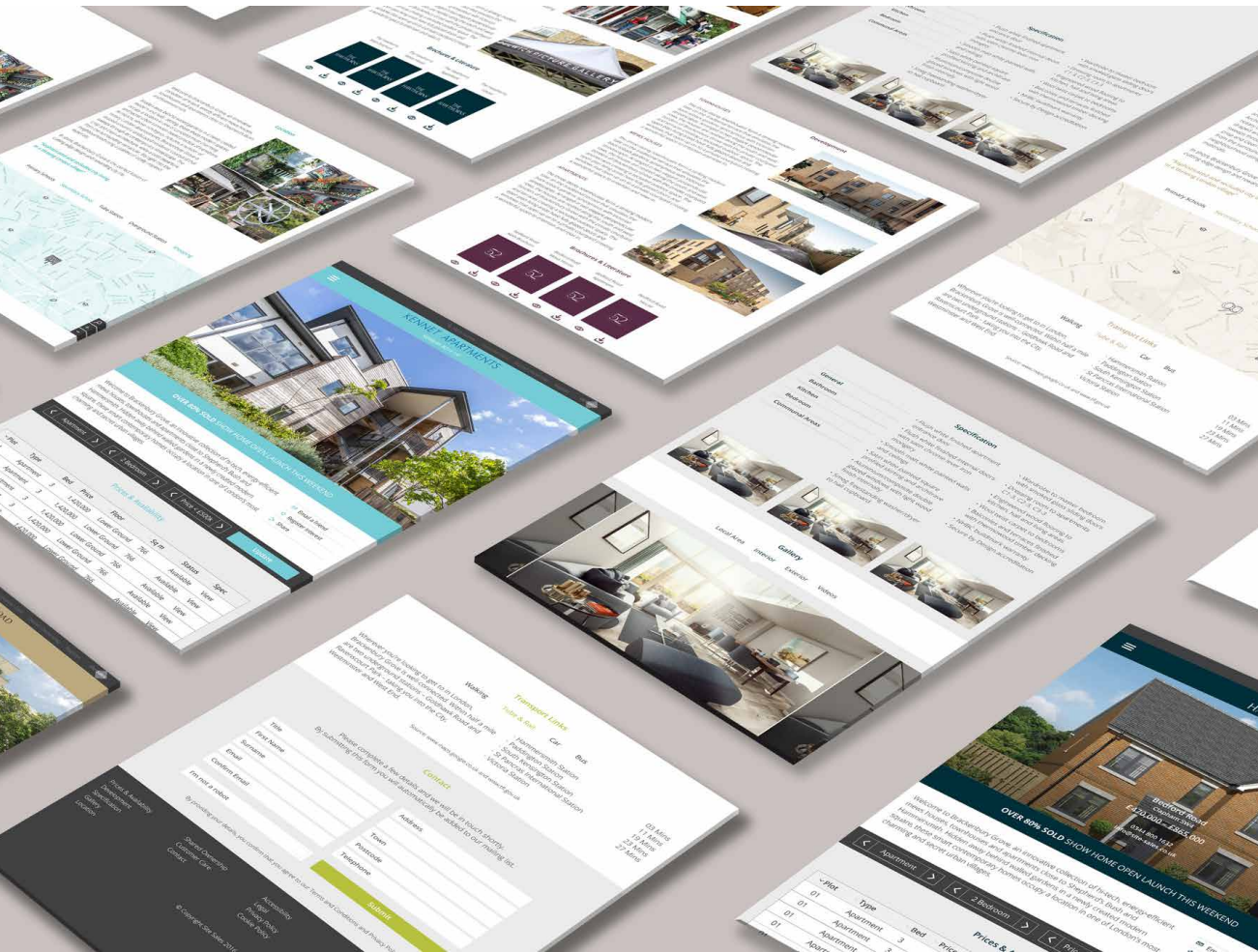
## Who are SiteSales

SiteSales provide a range of services to Property Developers, Housing Associations, Local Authorities and registered Charities, delivering successful solutions on housing schemes ranging in size from 10 to 1000 new homes.

Operating in and around London, they view themselves as an extension of their clients' management team rather than a separate organisation, advising clients on all aspects of speculative housing from site appraisal, the planning processes, detailed design, internal and external specification, construction and eventually sales, marketing and an after-sales service.

## The Brief

The primary objective was to develop a digital platform to deliver land and new homes marketing in an efficient, measurable and results driven way.



## What we did

Each housing development requires its own web presence and marketing solution. Phase 1 was to develop a WordPress multisite platform to allow SiteSales to control and maintain all of their individual sites in one place.

This allows us to use a core set of plugins and themes to control all aspects of each site. Bespoke themes can easily be added per site to fit the individual requirements and we've developed bespoke plugins to allow SiteSales to manage the complexity of each site including: plots, floorplans, rooms, availability, location maps, brochures, image galleries and customisable forms.

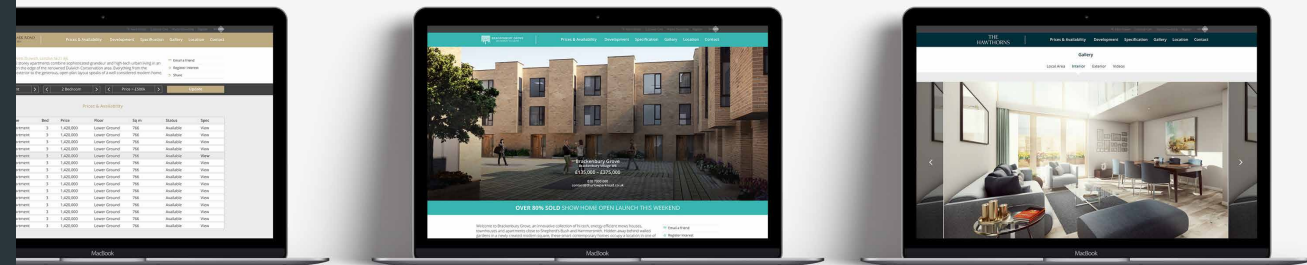
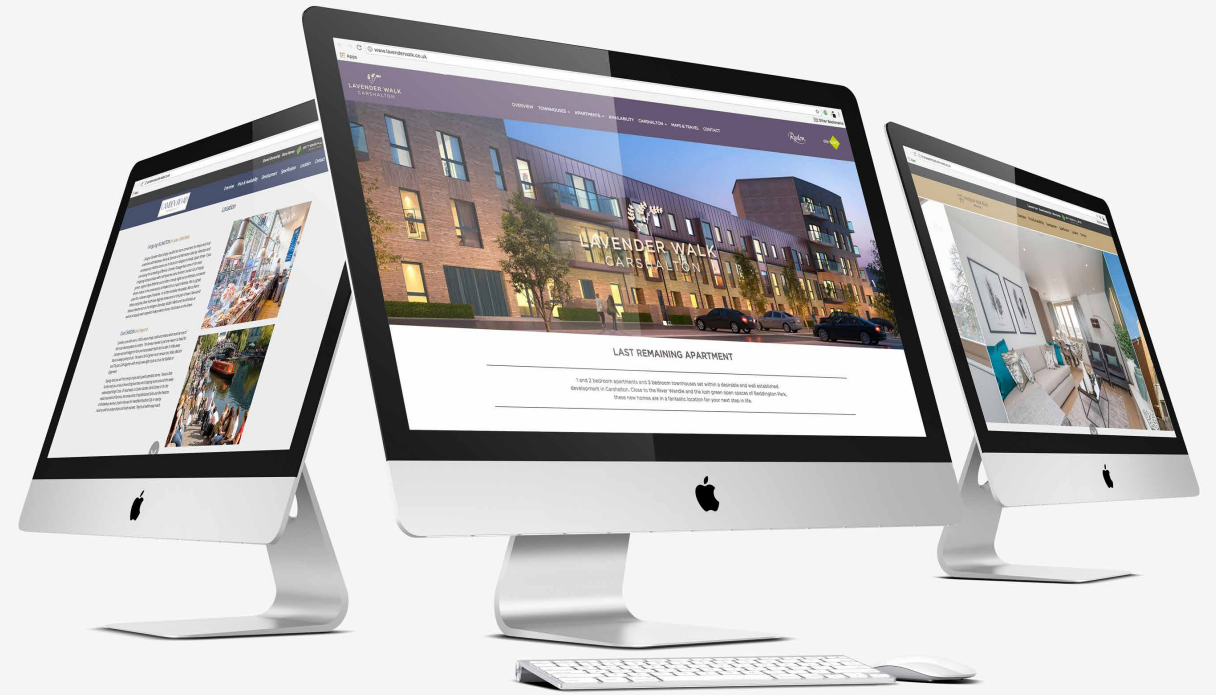
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## 25 microsites deployed in the first 6 months

By using WordPress multisite the developments can be rapidly deployed with little testing and it's far easier to maintain and keep up to date as the plugins are shared across all sites.

Phase 2 was to improve automation of the marketing process and ensure the websites could be used effectively as a data capture solution. All forms were integrated with SugarCRM to save on data entry and **N2mailer** for automated email communications. These datasets are automatically segmented to ensure SiteSales can deliver personalised and targeted campaigns on the fly.

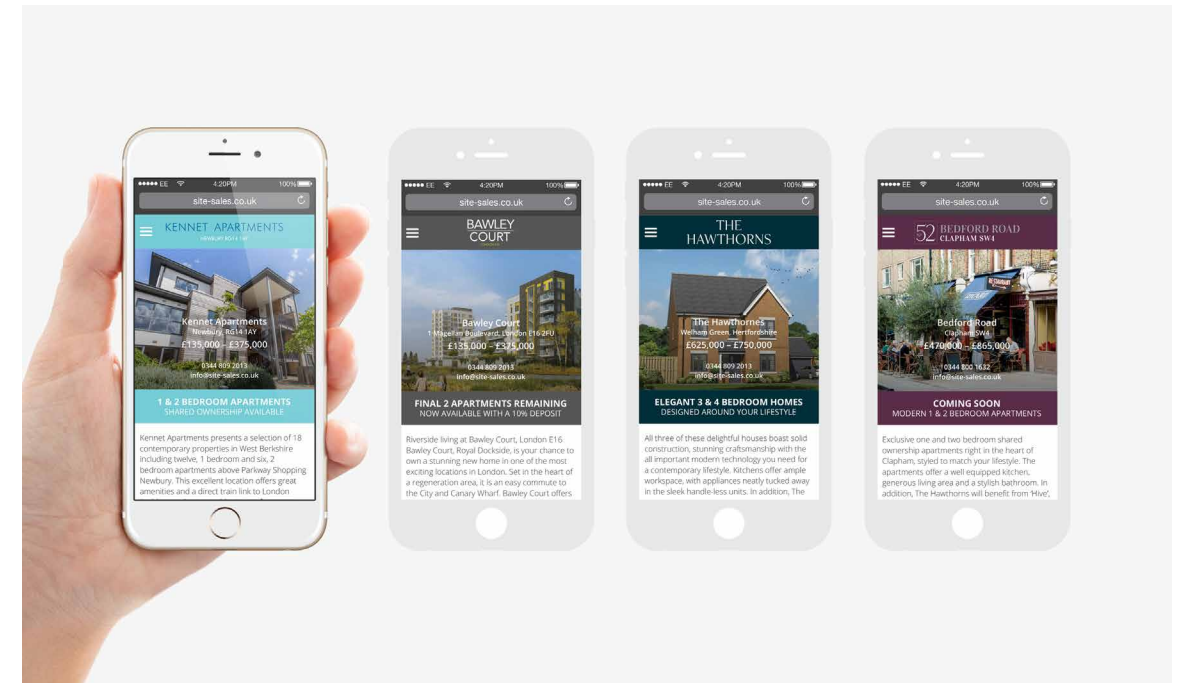
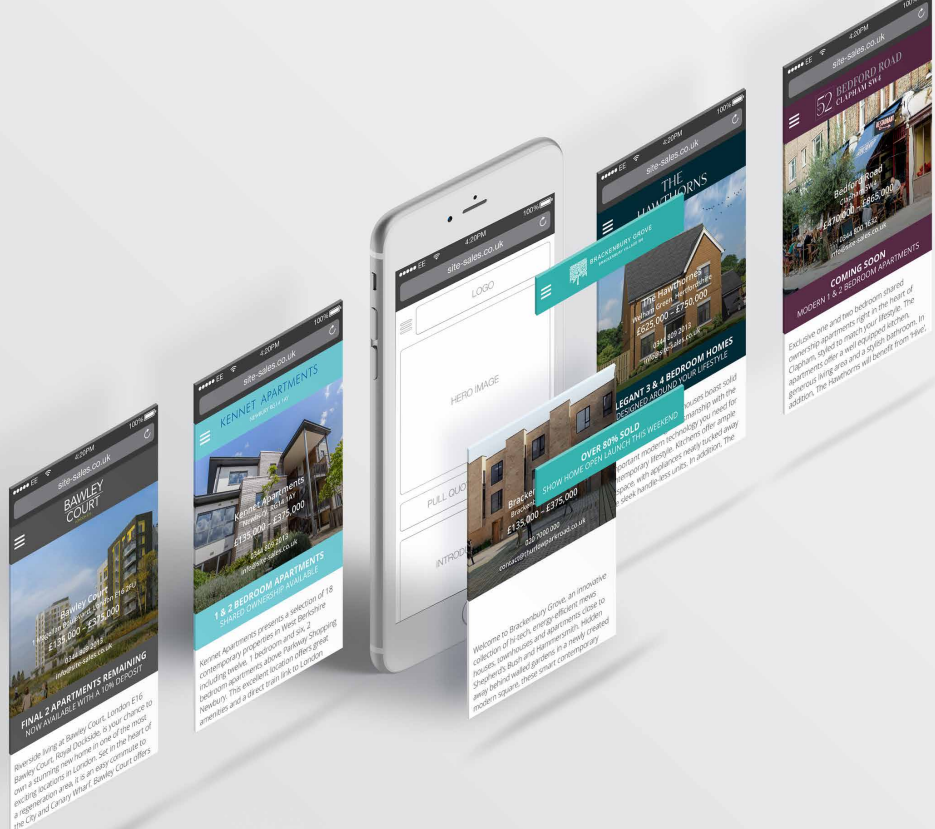
# a WordPress platform to maintain and control multiple sites in one place.



We provide a complete wrap around support service to help deliver the campaigns whether that be simple queries from SiteSales internal staff, setting up new sites or complex development tasks.

Every aspect of the solution is monitored and powerful analytics ensure we can measure the success and modify our solution accordingly.





# Over 500 leads generated in 6 months

## The Benefits

- A robust and proven CMS platform offering complete control
- Rapid deployment of new sites
- Management of all sites in one central application
- A scalable and flexible environment for future development
- Shared plugins and themes improve maintainability
- Complete end-to-end integration improves efficiency and saves resources
- Instant access to a team of specialists for support

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# 50% saved on hosting and development using a multisite application

## **The Technical Bit**

The solution has been built on the Open source WordPress framework utilising the networked multisite version. The majority of plugins and themes have been built specifically for SiteSales to cater for their complex requirements. SugarCRM and **N2mailer** have been integrated utilising robust and secure APIs for data transfer.

The platform is hosted on a dedicated virtualised environment ensuring high-availability and performance at all times.

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