



HSV Marketing Committee

Recommendations for the HSV
Marketing Department 2021 Budget

Low Cost Exposure

- Create a “Speakers Bureau” presentation for use at various clubs such as Lions, Elks, Rotary, Kiwanis, and others outside the Village
- Seek HSV Property Owner volunteers to engage with these organizations to deliver the presentation.
- About the costs might be paying mileage to the speaker.
- **Benefits To HSV**
 - Present recent photos of our beautiful parks, lake and courses.
 - Answer questions people living outside the Village may have.
 - This will improve the reputation of the Village to those outside the Village.
 - Low cost to HSV.

Low Cost Exposure, cont'd

- It is said the waters within a days drive of HSV are the best year round fishing waters in the United States.
- Reach out to fishing writers in Arkansas newspapers and magazines.
- Invite them to fish our lakes.
- Invite them to experience our amenities.
- Invite them to attend a presentation about HSV.
- Encourage them to write about their experiences at HSV.
- **Benefits to HSV**
 - Writers have built a solid reputation with their readers. Positive comments from them would be very beneficial.
 - Writers will let folks know this is a gated community and the best way to see HSV is through a Discovery Package.
 - Providing them a link to some of our videos and the Discovery Package.
 - Very low cost to HSV.

Moderate Cost Exposure, cont'd

- Develop a new property/home owner program encouraging current residents to tell friends and family about HSV.
- Resident emails digital video to family and friends.
- If they come to HSV resident lists the prospect.
- If they buy a lot or build a home the resident is rewarded.
- This is a separate program from the Discovery Package and real estate leads.
- **Benefits to HSV**
 - Having a friend or family member recommend HSV is the very best way to attract new owners.
 - HSV videos are already created, the website is operating so no additional cost to the Marketing department.
 - The cost of this program depends on how successful it is and the amount of the benefits offered to the current property owner.

Moderate Cost Exposure, cont'd

- Become the home for the Arkansas Senior Olympics.
- Annually make available areas within HSV to host Senior Olympic events.
- Costs...Production of flyers to put on our website and social media pages.
- Possible ad costs for print ads.
- **Benefits to HSV**
 - The senior athletes are a part of our target market
 - Promote boating, fishing, golf, food and beverage to the athletes to generate significant revenue.
 - Use the Senior Olympic exposure to inform others about our amenities especially any new amenities that may be added. Archery, Volleyball, Cornhole, etc.
 - The Arkansas Senior Olympics will be promoting the events across the country giving HSV free exposure in markets across the country

Additional Marketing Recommendations

- Completely revamp the Village Digest to make it far more modern and proactive in promoting revenue generating activities within HSV.
- Include a “What’s happening” section detailing all the events occurring at HSV over the coming two weeks.
- Add a “What’s Happening” section to the Property Owners website.
- **Benefits to HSV**
 - Creates a more user friendly way of communicating activities within the Village to the property owners.
 - Gives property owners a one stop location to see what happening over the next two weeks.
 - The expectation is greater use of the amenities will grow revenue for HSV.

Additional Marketing Recommendations

- Evaluate the use of television ads especially in the communities within a day drive of HSV.

We will be discussing this at the Monday
September 28th meeting.