# Sunset Lagoons Target Market & Customer Acquisition Plan

## Ideal Customer Profile

### Primary Target: Luxury Homeowners in Established Neighborhoods

#### Demographics

* **Income Level**: Household income of $250,000+ annually
* **Net Worth**: $2 million+
* **Age Range**: 40-65 years old
* **Family Status**: Married couples, often with older children or empty nesters
* **Occupation**: Business owners, executives, successful professionals (doctors, lawyers, etc.)
* **Education**: Advanced degrees (Masters, MBA, JD, MD)

#### Geographic Focus

* **Primary Areas**:
  + **Eagle**: Median household income of $118,037, highest concentration of million-dollar homes
  + **North/East Boise Foothills**: Boulder Point, Quail Ridge neighborhoods
  + **Boise Riverside**: Woods at Riverside Village, luxury gated communities
  + **Meridian**: Luxury subdivisions and custom home developments
  + **Star**: Emerging luxury market with larger lots and custom homes

#### Psychographics

* Values quality, craftsmanship, and exclusivity
* Appreciates fine design and attention to detail
* Entertains frequently and values social status
* Prioritizes leisure time and lifestyle amenities
* Willing to invest in home as both enjoyment and status symbol
* Desires customization and personalized experiences
* Values privacy and security

#### Behavioral Characteristics

* Makes purchasing decisions based on quality rather than price
* Researches extensively before committing
* Relies heavily on referrals and recommendations from trusted network
* Expects white-glove service and personalized attention
* Appreciates expertise and authoritative knowledge
* Values time and convenience
* Likely to own multiple properties

### Secondary Target: Luxury New Construction Homebuyers

#### Demographics

* **Income Level**: Household income of $200,000+ annually
* **Net Worth**: $1.5 million+
* **Age Range**: 35-55 years old
* **Family Status**: Married couples with school-age children
* **Occupation**: Tech professionals, entrepreneurs, corporate relocations
* **Education**: Bachelor’s degree or higher

#### Geographic Focus

* **Primary Areas**:
  + **Dry Creek Ranch**: New planned community north of Eagle
  + **Arrowhead Ridge**: Modern luxury homes from 2,000-4,800 sq ft
  + **New developments in Eagle and Meridian**
  + **Custom home sites in Star and Middleton**

#### Psychographics

* Values modern design and technology integration
* Prioritizes family-friendly amenities and lifestyle
* Appreciates sustainable and energy-efficient features
* Desires turnkey solutions and convenience
* Wants to establish social connections in new community
* Values outdoor recreation and active lifestyle

#### Behavioral Characteristics

* More likely to research online before contacting
* Compares multiple options before deciding
* May be relocating from higher-cost markets (California, Washington)
* Appreciates educational content about features and benefits
* Values transparency in pricing and process
* More likely to be influenced by design trends and technology

### Tertiary Target: Luxury Vacation/Second Home Owners

#### Demographics

* **Income Level**: Household income of $350,000+ annually
* **Net Worth**: $3 million+
* **Age Range**: 45-70 years old
* **Primary Residence**: Often out-of-state (California, Washington, Texas)
* **Occupation**: Senior executives, successful entrepreneurs, wealthy retirees

#### Geographic Focus

* **Primary Areas**:
  + **McCall and Donnelly**: Lakefront and mountain properties
  + **Sun Valley/Ketchum**: High-end ski properties
  + **Coeur d’Alene**: Waterfront luxury homes (North Idaho)

#### Psychographics

* Values exclusivity and privacy
* Appreciates natural beauty and outdoor recreation
* Desires turnkey management and maintenance
* Views property as both enjoyment and investment
* Values ability to entertain guests and extended family
* Appreciates unique features that enhance vacation experience

#### Behavioral Characteristics

* May make decisions remotely based on virtual presentations
* Relies heavily on property management services
* Willing to invest in premium features for limited-use property
* Often purchases during peak seasons when visiting
* May refer friends from primary residence location

## Area-Specific Targeting Techniques

### Eagle and North Boise Foothills

#### Strategy

* Focus on established luxury neighborhoods with existing pools ready for upgrades
* Target homes on larger lots (1/4 acre+) with sufficient space for comprehensive pool installations
* Emphasize privacy features and integration with mountain views

#### Tactics

* Partner with high-end real estate agents specializing in Eagle luxury properties
* Host exclusive design showcases at country clubs (Banbury, Eagle Hills)
* Targeted direct mail to homes valued at $1M+ with personalized design concepts
* Sponsor community events in Eagle and North Boise neighborhoods

### Meridian and Star

#### Strategy

* Focus on newer luxury developments with emphasis on family-friendly designs
* Target homes in planned communities with HOAs that allow pool installations
* Emphasize entertainment features and multi-generational usage

#### Tactics

* Partner with custom home builders active in these areas
* Host family-focused pool design workshops at community centers
* Implement targeted social media campaigns geo-fenced to luxury subdivisions
* Sponsor youth sports teams and family events in target communities

### Riverside and Established Boise Neighborhoods

#### Strategy

* Focus on sophisticated designs that complement historic or established properties
* Target homes with existing landscaping that requires thoughtful integration
* Emphasize privacy and tranquility features

#### Tactics

* Develop relationships with landscape architects and designers serving these areas
* Create showcase features in local home and garden tours
* Implement targeted print advertising in neighborhood publications
* Host exclusive design events at local art galleries or upscale restaurants

### Vacation/Second Home Markets

#### Strategy

* Focus on low-maintenance, remote-monitored solutions
* Target properties with vacation rental potential
* Emphasize year-round usage features (heating, covers, etc.)

#### Tactics

* Partner with property management companies serving vacation homeowners
* Develop relationships with out-of-state real estate agents who refer clients to Idaho
* Create virtual design experiences for remote clients
* Implement targeted digital advertising in feeder markets (SF Bay Area, Seattle, etc.)

## Affiliate and Partnership Outreach Strategy

### Luxury Home Builders

#### Target Partners

* **Blackrock Homes**: Custom luxury builder in Eagle and Boise Foothills
* **Tradewinds General Contracting**: High-end custom homes throughout Treasure Valley
* **Alturas Homes**: Luxury production builder in Meridian and Eagle
* **Biltmore Co.**: Custom estate homes in Eagle and Star
* **Berkeley Building Company**: Luxury homes in planned communities

#### Approach Strategy

* Develop co-marketing materials showcasing pool integration with home designs
* Create referral program with tiered incentives based on project value
* Offer exclusive design packages for their clients
* Provide visualization tools for their sales centers
* Host joint educational events for prospective homebuyers

#### Incentive Structure

* 3-5% referral fee on completed projects
* Co-marketing budget contribution
* Priority scheduling for their clients
* Reciprocal referrals for renovation projects

### Luxury Real Estate Agents

#### Target Partners

* **Callison Group Real Estate**: Specialists in Boise luxury properties
* **Group One Sotheby’s International**: High-end property specialists
* **Silvercreek Realty Group**: Strong presence in Eagle luxury market
* **Keller Williams Luxury Homes**: Network of luxury agents
* **Amherst Madison Legacy**: Boutique luxury agency

#### Approach Strategy

* Create property value enhancement presentations for their client seminars
* Develop co-branded marketing materials on pool value addition
* Offer complimentary design consultations for their listing clients
* Provide virtual staging with pool concepts for appropriate listings
* Host exclusive agent preview events for new pool technologies

#### Incentive Structure

* 2-3% referral fee on completed projects
* Professional photography of completed projects for their portfolio
* Co-hosting of luxury client events
* Featured placement in their preferred vendor network

### Landscape Architects and Designers

#### Target Partners

* **Stack Rock Group**: High-end landscape architecture firm
* **Cutting Edge Landscape**: Luxury outdoor living specialists
* **Franz Witte Landscape**: Full-service landscape design firm
* **Solscapes**: Custom landscape design for luxury properties
* **Land Expressions**: Artistic landscape design firm

#### Approach Strategy

* Develop collaborative design process that integrates with their workflow
* Create shared project portfolio showcasing successful collaborations
* Offer technical training on pool integration with landscape features
* Establish clear communication protocols for joint projects
* Host joint educational events on outdoor living trends

#### Incentive Structure

* Design collaboration fee (1-2% of pool project)
* Preferred pricing for their clients
* Professional development credits for their team
* Joint marketing opportunities
* Reciprocal referrals

### Interior Designers and Architects

#### Target Partners

* **Judith Balis Interiors**: Luxury home interior designer
* **Nest Design Studio**: High-end residential design firm
* **CK Architecture**: Custom home architects
* **Momentum Architecture**: Modern luxury home designers
* **CSHQA**: Full-service architecture and design firm

#### Approach Strategy

* Develop design integration process for indoor-outdoor living spaces
* Create material and finish palettes that complement interior designs
* Offer technical specifications for architectural plans
* Provide visualization tools for client presentations
* Host continuing education events on pool integration with architecture

#### Incentive Structure

* Design consultation fee (1-2% of pool project)
* Professional photography of completed projects
* Featured placement in their resource library
* Joint marketing opportunities
* Reciprocal referrals

### Complementary Luxury Service Providers

#### Target Partners

* **Idaho Audio Video**: High-end home automation and entertainment
* **Western Heating & Air Conditioning**: Luxury HVAC provider
* **System Pavers**: Premium hardscape company
* **Treasure Valley Fence**: Custom security and privacy solutions
* **Idaho Outdoor Lighting**: Landscape and architectural lighting

#### Approach Strategy

* Develop integrated service packages that combine offerings
* Create cross-promotional marketing materials
* Establish clear project coordination protocols
* Offer joint warranties or service packages
* Host collaborative client appreciation events

#### Incentive Structure

* Mutual referral fees (1-2% of project value)
* Preferred vendor status with priority scheduling
* Co-marketing opportunities
* Joint client events
* Bundled service discounts

## Contact Strategy and Pitch Angles

### Direct Client Acquisition

#### Initial Contact Methods

* **Personalized Direct Mail**: Custom design concepts based on property research
* **Exclusive Invitations**: Private design showcases and technology demonstrations
* **Targeted Digital Advertising**: Sophisticated campaigns on platforms used by luxury consumers
* **Strategic Networking**: Membership and participation in exclusive clubs and organizations
* **Luxury Publication Features**: Editorial content in publications serving high-net-worth individuals

#### Pitch Angles

1. **Investment in Lifestyle**: Position pool as enhancement to quality of life and family experiences
   * “Transform your backyard into your family’s private resort destination”
   * “Create memories that last generations with a custom aquatic environment”
2. **Property Value Enhancement**: Emphasize return on investment and property marketability
   * “Elevate your property’s value with a signature water feature that distinguishes your home”
   * “Create the ultimate entertainment space that makes your home the envy of the neighborhood”
3. **Exclusive Design**: Focus on uniqueness and customization
   * “A pool as unique as your home, designed specifically for your property and lifestyle”
   * “Artisan craftsmanship and architectural design that reflects your personal aesthetic”
4. **Cutting-Edge Technology**: Highlight innovation and smart features
   * “Experience the perfect balance of beauty and technology with intelligent water management”
   * “Effortless enjoyment through automation and remote control of all pool functions”
5. **Wellness and Health**: Emphasize health benefits and year-round usage
   * “Invest in your family’s health with a custom aquatic environment designed for wellness”
   * “Extend your swimming season with advanced heating and climate control technologies”

#### Follow-Up Strategy

* Sophisticated drip campaign with valuable content at each touchpoint
* Personal phone calls from design team members
* Custom design concept development based on property research
* Invitation to view completed projects in person
* VIP access to new technology demonstrations

### Partner Referral Acquisition

#### Communication Cadence

* Initial partnership presentation (in-person)
* Weekly check-ins during first month
* Monthly partner update newsletter
* Quarterly partnership review meetings
* Annual appreciation event

#### Partner Education Materials

* Comprehensive digital partner portal with resources
* Custom presentation decks for client meetings
* Technical specifications and integration guides
* Co-branded marketing materials
* Case studies and success stories

#### Referral Process

1. Partner introduces Sunset Lagoons to client (warm introduction)
2. Sunset Lagoons provides white-labeled initial design concept
3. Partner presents concept as part of broader project
4. Sunset Lagoons conducts detailed consultation with client
5. Regular updates to partner throughout project
6. Joint celebration at project completion
7. Referral compensation within 15 days of project commencement

#### Partner Support

* Dedicated partner relationship manager
* Priority scheduling for partner clients
* Co-presentation support for important clients
* Technical support for integration questions
* Marketing support for joint promotions

## Marketing and Communication Channels

### Digital Presence

* **Website**: Sophisticated, image-rich site with virtual design studio
* **Social Media**: Curated presence on platforms used by luxury consumers (Instagram, Houzz, Pinterest)
* **Email Marketing**: Personalized, valuable content for prospects and partners
* **SEO Strategy**: Focus on luxury-specific keywords and local search terms
* **Virtual Tours**: 3D walkthroughs of completed projects

### Traditional Media

* **Print Advertising**: Targeted placements in luxury home publications
* **Direct Mail**: Personalized, high-quality materials to qualified prospects
* **Public Relations**: Feature stories in local business and lifestyle publications
* **Outdoor Advertising**: Strategic billboard placement in high-income areas
* **Print Collateral**: Premium brochures and design portfolios

### In-Person Experiences

* **Design Studio**: Elegant showroom with material samples and technology demonstrations
* **Home Shows**: Selective participation in luxury home exhibitions
* **Private Events**: Exclusive design showcases for prospective clients
* **Model Home Partnerships**: Pool designs featured in luxury model homes
* **Completed Project Tours**: By-invitation viewings of signature installations

### Community Presence

* **Charity Involvement**: Sponsorship of high-profile charitable events
* **Industry Leadership**: Participation in luxury home builder associations
* **Educational Workshops**: Hosting design and technology seminars
* **Neighborhood Sponsorships**: Supporting events in target communities
* **Country Club Presence**: Strategic partnerships with exclusive clubs

## Lead Nurturing and Conversion Strategy

### Lead Qualification Process

1. Initial inquiry assessment (budget, timeline, property suitability)
2. Property research and preliminary design concept
3. In-person consultation and site evaluation
4. Detailed needs analysis and lifestyle assessment
5. Custom design presentation and proposal

### Conversion Tactics

* **Visualization Tools**: 3D renderings and virtual reality experiences
* **Testimonials**: Video and written endorsements from similar clients
* **Site Visits**: Tours of completed projects similar to prospect’s vision
* **Design Workshops**: Collaborative sessions to refine concepts
* **Transparent Process**: Clear timeline and milestone explanations

### Objection Handling

* **Investment Concerns**: ROI analysis and property value enhancement data
* **Timeline Worries**: Detailed project management plan with guarantees
* **Maintenance Fears**: Demonstration of automated systems and service plans
* **Design Uncertainty**: Progressive design process with approval milestones
* **Disruption Anxiety**: Site management protocols and minimal impact guarantees

### Closing Strategy

* **Limited Design Availability**: Creating sense of exclusivity in scheduling
* **Seasonal Incentives**: Strategic timing advantages for off-peak commitments
* **Bundled Value**: Package pricing for comprehensive projects
* **Phased Implementation**: Breaking larger projects into manageable commitments
* **Preferred Financing**: Partnerships with luxury-focused lenders

## Performance Metrics and Evaluation

### Acquisition Metrics

* Cost per qualified lead by channel
* Conversion rate from inquiry to consultation
* Conversion rate from consultation to contract
* Average sales cycle length
* Lead source attribution

### Partner Program Metrics

* Referrals received by partner
* Conversion rate of partner referrals
* Average project value from partner referrals
* Partner satisfaction scores
* Partner program ROI

### Marketing Effectiveness

* Website engagement metrics for luxury segments
* Event attendance and conversion rates
* Content engagement and sharing rates
* Brand awareness in target neighborhoods
* Competitive positioning assessment

### Customer Satisfaction

* Net Promoter Score (NPS)
* Post-installation satisfaction surveys
* Referral rates from existing clients
* Testimonial and review generation
* Repeat business for enhancements

### Financial Performance

* Customer acquisition cost (CAC)
* Lifetime value of customer (LTV)
* Average project value
* Upsell and enhancement attachment rate
* Marketing ROI by channel

## Implementation Timeline

### Immediate (1-30 Days)

* Finalize partner target list and outreach materials
* Develop initial direct marketing materials
* Create partner portal and education resources
* Establish CRM system and lead tracking protocols
* Develop initial digital presence and SEO strategy

### Short-Term (1-3 Months)

* Conduct initial outreach to top-tier partners
* Launch targeted direct mail campaign to luxury neighborhoods
* Implement digital advertising in high-income geographic areas
* Host first exclusive design showcase event
* Establish presence at luxury home builder showrooms

### Medium-Term (3-6 Months)

* Expand partner network based on initial performance
* Refine targeting based on lead quality analysis
* Implement referral program for existing clients
* Develop case studies from initial projects
* Launch neighborhood-specific marketing campaigns

### Long-Term (6-12 Months)

* Evaluate partner program effectiveness and optimize
* Expand geographic targeting based on performance
* Implement advanced lead nurturing automation
* Develop enhanced visualization tools
* Launch community involvement initiatives in target neighborhoods

## Budget Allocation

### Year 1 Marketing Budget Distribution

* **Digital Marketing**: 30%
  + Website development and maintenance
  + SEO and SEM campaigns
  + Social media presence and advertising
  + Email marketing automation
* **Partner Program**: 25%
  + Partner acquisition and education
  + Co-marketing materials
  + Referral incentives
  + Partner events and appreciation
* **Direct Marketing**: 20%
  + Targeted direct mail campaigns
  + Personalized outreach materials
  + Property research and targeting
  + CRM and lead management
* **Events and Experiences**: 15%
  + Design showcases
  + Client appreciation events
  + Home show participation
  + VIP demonstrations
* **Traditional Advertising**: 10%
  + Print advertising in luxury publications
  + Outdoor advertising in strategic locations
  + Public relations and media outreach
  + Premium printed collateral

### Customer Acquisition Cost Targets

* **Direct Client Acquisition**: $5,000-$7,500 per converted client
* **Partner Referral Acquisition**: $3,000-$5,000 per converted client
* **Overall Blended CAC Target**: $4,500-$6,000 per client

## Conclusion

The Sunset Lagoons target market and customer acquisition plan focuses on identifying and reaching high-value clients in the Boise area’s most affluent neighborhoods. By understanding the specific demographics, psychographics, and behaviors of luxury homeowners in this region, we can develop highly targeted marketing approaches that resonate with their desires and needs.

Our multi-channel strategy emphasizes quality over quantity, focusing on building meaningful relationships with both potential clients and strategic partners. Through sophisticated targeting, premium positioning, and a comprehensive partner network, Sunset Lagoons will establish itself as the premier luxury pool provider in the Boise market.

The implementation of this plan will be measured against clear performance metrics, with regular evaluation and optimization to ensure maximum effectiveness and return on marketing investment. By executing this strategy with precision and consistency, Sunset Lagoons will build a strong foundation for sustainable growth in the luxury pool market.