

// HIGH MEADOW DEVELOPMENT COMPANY

ONE PARTNER. FOUR COMMUNITIES. A REAL NUMBER TO HIT.

A new website, a full marketing program, the paid media to feed it, and a lead system that answers every enquiry inside a minute. Built to move you from 6 leads a week toward the 25 to 30 you need, and live for January 2027.

PREPARED FOR
**Daniel • Michelle
Wilder**

PREPARED BY
**Jacob Dow • Taylor
Treybig**

DATE
October 6, 2026

REFERENCE
MC-2026-1002-HMD

\$7,500
WEBSITE BUILD

\$100,000
2027 PROGRAM, ALL IN

Jan 2027
LIVE

// SECTION 01

WHAT WE FOUND

Before writing this, we audited your website, pulled and analysed every Instagram post from the last six months, and checked the Meta Ad Library. These are measured findings, not impressions. Everything below was found in about a week.

01 THE WEBSITE

RE-CHECKED OCT 14

- **No structured data at all.** We tested all three formats across six pages. Zero. This is the markup Google uses to understand what your pages are, and it is the single biggest technical gap on the site.
- **No social preview images on any page.** Every time your site is shared on Facebook or by text, it generates a blank card.
- **Your homepage points at a domain that does not exist.** The share metadata names highmeadowdevelopment.com, which has no DNS record at all.
- **There is no events page. The Events tab goes to the blog, and /events returns a 404.** The only route to an RSVP is finding the right news post and scrolling about 500 words, and registration is split across two systems, a form on your site and a separate Eventbrite page.
- **Six communities, no way to compare them.** Buyers shopping acreage always weigh one against another. Today that means opening each page in turn.

02 YOUR INSTAGRAM

108 POSTS ANALYSED

The content is not the problem. You post **3.5 times a week** with a median one day gap, and your engagement rate is **1.20%**, which sits at the top of the published real estate range. Michelle is doing the hard part already.

THE PROBLEM IS REACH, AND IT IS ARITHMETIC

Your median video is seen **577 times** against **1,354 followers**. So a typical post reaches under half the audience you already own, and essentially nobody beyond it. **An account reaching 580 people cannot produce 25 to 30 leads a week** no matter how well it is run. That is why paid media is the centre of this plan and not an extra.

03 YOUR CURRENT ADVERTISING

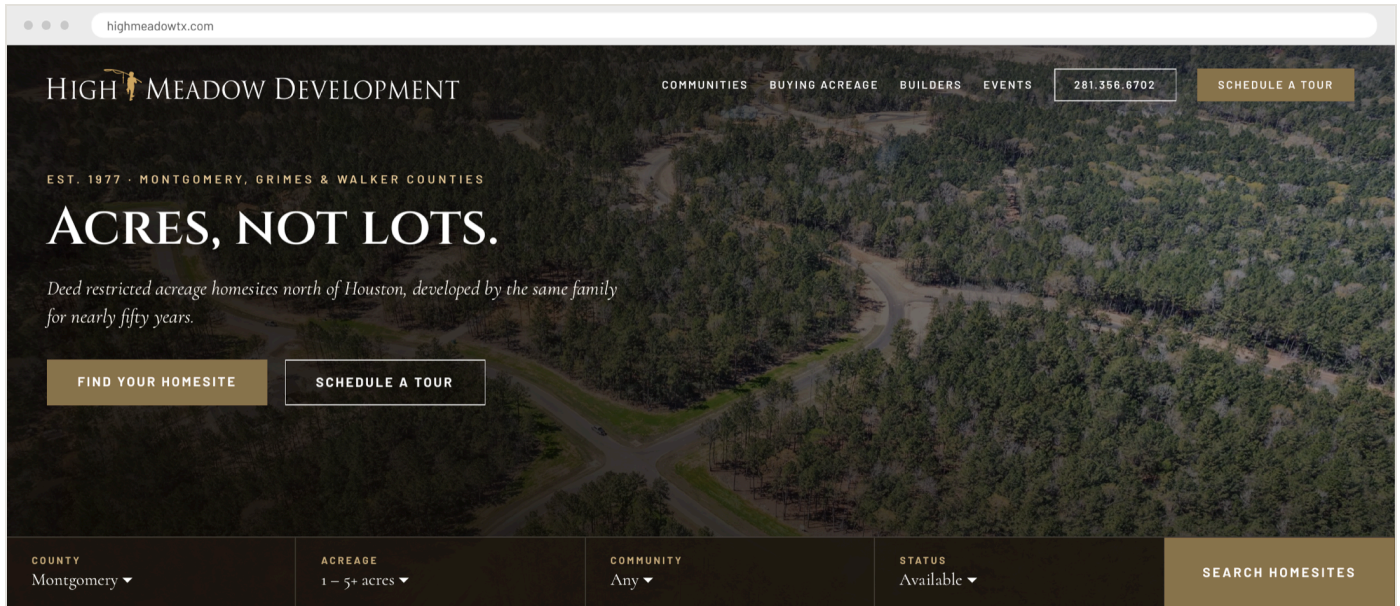
META AD LIBRARY

Three ads are still running on your Facebook page, first published **March 1, 2024 and March 20, 2025**. To be fair about what that does and does not prove: the library shows the original publish date, so an ad may well have been edited since, with images or details swapped out. What it does show is the same ad template running for one to two years. Michelle was told campaigns are refreshed every 90 days. A refresh that reuses the same unit with new photos is not the same as new campaigns, and it is worth asking what has actually been rebuilt in that time.

// SECTION 04

THE HOMEPAGE, AS WE WOULD BUILD IT

You said the site is boring, generic and stale, and that nothing gives a visitor a reason to stay. This is the concept we showed you on the call. It is a real design rather than a wireframe, and it is the direction we would start from in October.



Above the fold, highmeadowtx.com. Concept by Marathon Creative, September 29. Photography is your own.

01 • THE PHONE NUMBER LIVES IN THE HEADER

- On every screen size. Today it appears nowhere on mobile, which is the cheapest conversion gain available to you.

02 • THE HERO EARNS ITS SPACE

- A headline, proof of fifty years, two calls to action. No festival modal over the logo and no scrolling required to learn what you sell.

03 • SEARCH SITS ABOVE THE FOLD

- County, acreage, price, status. A buyer filters to what they want in one move instead of opening four community pages in turn.

ON "LUXURY"

Michelle said it plainly: you are luxury and the site does not read as luxury. That is typography, restraint and photography given room, not more graphics. The concept above uses a serif display face, one accent colour drawn from your own brand, and your aerial footage at full bleed. **Design is the thing you are hardest to please on, so you approve the homepage before we build anything else.**

// SECTION 05

THE WEBSITE

25 PAGE WEBSITE

ONE TIME BUILD

- Full design and development, with the homepage approved by you before anything else is built
- Complete SEO overhaul, including the structured data you have none of today
- A real comparison view, so buyers can weigh communities side by side
- Working events pages with a two field RSVP, replacing the 404
- Sold out community pages kept and rebuilt as SEO landing pages, not deleted
- Every form wired into Pace CRM from day one, rather than emailed to Daniel
- Community pages, available sites, financing, FAQ, schedule a tour, contact, team and careers, galleries, events, blog
- Analytics and conversion tracking from day one, including the repeat visit and geography reporting you do not have today

\$7,500

ONE TIME • NOT PART OF THE ANNUAL BUDGET

WHY THIS PRICE

Our normal range for a 25 page site with a full SEO overhaul is \$6,000 to \$9,000. **\$7,500 holds on the basis that Marathon is engaged for the full 2027 program**, as discussed on our call.

TECHNICAL SEO IS PART OF BUILDING A SITE PROPERLY

Structured data, titles, meta descriptions, image formats and heading structure are in the build. We do not hold them back as an upsell, and we will not tell you a reorganisation would hurt your SEO. **What genuinely needs months and a retainer is the ongoing work:** content, geography and links. That sits in the 2027 program, not in this price.

// SECTION 06

THE 2027 PROGRAM

One budget, one partner, everything included. The split below is exactly as you asked for it: **ad spend broken out and paid by you directly to Google and Meta.** We never take your media budget into our account.

LINE	PAID TO	MONTHLY	ANNUAL
Advertising spend Google Search \$3,000 · Meta \$1,300	Google and Meta, directly	\$4,300	\$51,600
Program Management Retainer Everything in section 08	Marathon Creative	\$4,033	\$48,400
TOTAL 2027 PROGRAM		\$8,333	\$100,000
WEBSITE BUILD, ONE TIME		—	\$7,500

MEASURED AGAINST WHAT YOU ALREADY SPEND

You told us the incumbent charges **\$15,000 a year for social media alone**, on top of a Google search fee, a website maintenance fee and a graphic design retainer. The retainer above is **\$48,400 for all of that, plus video, events, blog, Google Business Profiles, lead automation and reporting.** On media you are paying roughly \$1,500 per development per month today, about \$3,000 a month with The Manors off. Less a new ask than the same money deployed properly.

07 TURNAROUND

TYPICAL, AND COMMITTED

An event flyer takes three weeks to a month today. **Every request gets a committed delivery date on the day you send it, and that date is the promise.** The ranges below are what those dates typically look like.

REQUEST	TYPICAL FIRST DRAFT	NOTES
Anything Michelle sends	Acknowledged same day	Next business morning if it lands after 2pm. Always with a committed delivery date.
Social graphic or single asset	2 to 3 business days	
Event flyer	3 business days	Flyer, e-blast, social set and website page handled as one request.
E-blast designed, built and scheduled	3 business days	
Website content change	3 business days	
New page or section	8 to 12 business days	

The clock starts once we have the copy, assets and approvals a job needs. Several large requests at once, or anything outside this list, gets its own date up front.

// SECTION 08

WHAT THE RETAINER COVERS

INCLUDED	DETAIL
Social media	All eight accounts, four Instagram and four Facebook. Marathon creates everything: concepts, copy, captions, graphics, scheduling and community management. Michelle feeds us community news, events, milestones, land specials and builder photography, and approves before anything goes live.
Video and photography	One long form and four short form per month. We tell you what to shoot and why, with a shot plan per piece, rather than you shooting in the dark. Community shoots scheduled into the annual plan.
Paid media management	Google Search and Meta, including retargeting and event promotion. Build, optimisation and reporting.
Lead automation and nurture	Pace CRM. Instant reply on every enquiry, routing to a named salesperson, nurture sequences, source attribution. Section 09.
Graphic design	Event flyers, e-blast design, digital and printable flyers, direct mail design, plat map artwork, postcard design, plus road signage and billboard artwork. Design only; production and placement quoted separately.
Events	Flyer, e-blast, social graphics, website page, RSVP capture and follow up, handled end to end from one request.
Paid e-blasts	Four paid e-blast campaigns a year, built and managed by Marathon: list, design, build, send, and reporting on opens and clicks.
Blog and content	Written for search as well as for readers.
Google Business Profiles	All community profiles claimed, optimised and managed, with review generation. Handled by our in house specialist.
Website maintenance	Hosting, updates, new sections, street name setup in Google Maps.
Reporting	Monthly reporting and a quarterly planning session covering the next two quarters.

Not included: print and mail postage. Photo and video shoots beyond the annual plan, quoted separately and in advance.

// SECTION 09

WHAT HAPPENS TO A LEAD

More leads into the system you have today does not produce more contracts. You described it precisely on the call: **web forms do not feed your CRM, they arrive with Daniel, who distributes and logs them by hand.** There is no automated follow up, no journey tracking, no repeat visit data and no geography data, and a lead is only labelled hot or warm once a person has already spoken to them. You asked the incumbent for a simple thank you automation and were told no.

Every form on the new site runs into **Pace CRM**, the platform we operate for our own clients. Nothing gets emailed to Daniel to sort out.

01 Enquiry lands Any form, any page, plus every event RSVP. Source, community and campaign captured with it.	02 Instant reply An automated text and email go out inside a minute, around the clock, including the evenings and weekends when most of this traffic arrives.	03 Routed and owned Assigned to a named salesperson by community, with a task and a due date. No lead sits unowned.	04 Nurtured Separate sequences for acreage shoppers, event RSVPs and builder enquiries. Slow buyers stay warm for months without anyone remembering to chase.	05 Reported Leads by source, by community and by week, measured against the 25 to 30 target, plus repeat visits and geography from the new site.
--	---	---	---	--

WHY THE FIRST MINUTE IS THE WHOLE GAME

Someone filling in a form at nine on a Sunday evening is comparing you against whoever replies first. **Industry research consistently finds that replying within about five minutes rather than an hour or the next morning changes contact rates by a large multiple.** That is an industry finding and not a measurement of your account, but it is the cheapest improvement in this entire proposal and it is live on day one of the new site.

10 YOUR EXISTING CRM

AN OPEN QUESTION, HONESTLY

Daniel built your CRM and the sales team works in it. We are not going to pretend we can judge it without seeing it. There are two sensible paths and we would pick one with you in October rather than in this document:

- **Pace becomes the system of record.** Capture, follow up, pipeline and reporting in one place, and the sales team works there.
- **Pace sits in front of yours.** It captures, replies instantly and nurtures, then hands the qualified lead into your system so nothing changes for the sales team.

Which one is right depends on what your CRM can accept, and that is a thirty minute session with Daniel. We would rather say that now than quote you an integration we have not scoped.

// SECTION 11

HOW THE MEDIA BUDGET WORKS

CHANNEL	MONTHLY	SHARE	JOB
Google Search	\$3,000	70%	Catch people already searching for acreage near Plantersville, Magnolia and Montgomery County.
Meta \$1,000 ads · \$300 boosting	\$1,300	30%	Create demand and promote events. Most acreage buyers do not know they want it until they see it.

Creative and audience testing runs inside both budgets rather than as a separate line, and we reallocate monthly toward whatever is working.

FOUR COMMUNITIES, ONE BUDGET: HOW WE STRUCTURE IT

We will not run four separate campaigns. Split four ways, \$4,300 a month starves every one of them below the threshold the ad platforms need to learn, and all four perform worse than they would pooled. Instead: **Google runs one campaign with dedicated ad groups for your two priority communities** (The Estates closing out, High Meadow West ramping up) and one consolidated group for the rest. **Meta is structured by funnel stage, not by community**, with community as a creative variable inside each campaign. That is a position we will hold for a 90 day pilot and then revisit against real data.

YOUR EVENTS ARE PROBABLY YOUR CHEAPEST QUALIFIED LEAD

An RSVP is a named local person who has already decided to drive to Plantersville, which is the hardest step in your funnel. The festival, the food trucks, the pumpkin patch: these are a real asset. Today there is no events page at all, the RSVP sits most of the way down a blog post, and registration is split between a form on your site and a separate Eventbrite page. Every RSVP will land in Pace with a reminder sequence behind it. We are treating events as a lead channel, not as a content post.

12 GEOGRAPHY AND AUDIENCE

WHO WE TARGET

Geography: the commuter corridors into Plantersville, roughly a 45 to 60 minute drive. The Woodlands, Magnolia, Tomball, Conroe, Spring and northwest Cypress. **Audience:** interest stacking around acreage and small town life rather than generic home buyer targeting. Equestrian and horse ownership, homesteading, RV and truck ownership, FFA and 4-H, rural schools.

// SECTION 13

VIDEO, WITH A PLAN ATTACHED

Your words on the call: you want a partner who comes in with a storyboard and says this is the video that would be beneficial right here, rather than you shooting in the dark. Two of the twelve long form pieces and the short form format we would run in 2027, worked up far enough that you can argue with them.

01 • Three Generations, Since 1977

LONG FORM • 90 SEC • HOMEPAGE, ABOUT, YOUTUBE

The idea: one family has developed the same land for nearly fifty years. Told by the man running it now, that is the reason a buyer trusts you with a homesite rather than a stranger with a sign.



OPEN ON RAW LAND

Pines and a road cut, nothing built in frame. Three seconds of wind before any music. Line: "In 1977, none of this was here."



THE THREE NAMES

Cut to a finished street, archive stills over the top. Line: "Jack started it. Paul followed. David runs it now." Name super on each.



WHAT THAT BUILT

House, shop, long drive, treeline. Line: "Three counties, and the same family still signing the plats." This is the shot that sells acreage.



ONE PERSON, ONE LINE

David to camera on a porch, unscripted, no autocue. End card: High Meadow Development, est. 1977, highmeadowtx.com.

Why this one first. Almost no competitor in your market can tell a three generation story, and it is the most linkable asset you could put on the site. It carries the About page, the YouTube channel and the first ninety days of prospecting creative.

02 • What An Acre Actually Buys You

SHORT FORM • 30 SEC • MONTHLY • META, REELS, SHORTS

The idea: one 30 second answer to the question every suburban buyer actually has, which is what do I get out there that I cannot get where I live now. Same four beats every month, different community and different feature.



HOOK

Walk toward the detached shop, talking to camera: "You cannot build this where you live now." Spoken, not captioned. No music yet.



SHOW THE SPACE

Pull back from the house until the nearest other roof is in frame. Acreage of the lot appears on screen. No voice over, let the shot do it.



KILL THE TWO OBJECTIONS

Two captions, spoken over: "Bring your own builder." "No build deadline." These are the first two questions every acreage buyer asks.



ONE ASK, NEVER TWO

Community, county, drive time from The Woodlands, and the link. Identical card every month so it becomes recognisable.

Why a repeatable format. One structure with the subject swapped each month means the fourth is better than the first and none of them needs a new idea. We shoot them in batches alongside the monthly long form, so a month of content comes off one visit, and this is the unit that runs in Meta prospecting all year.

Reference frames are your own existing photography, used to show framing and sequence. They are shot direction and not final footage, and every line is a draft for you to change. Each of the twelve monthly pieces gets this treatment before anyone picks up a camera.

// SECTION 14

WHAT TO EXPECT

ESTIMATES, NOT GUARANTEES

You said you were fine with estimates as long as we told you which were which. Every figure below is a market benchmark or our reasoning from one. **None of it is Marathon's data on your account, because we do not have any yet.**

CHANNEL	SPEND	EST. COST PER LEAD	EST. VOLUME / MONTH
Google Search	\$3,000	\$120 to \$250	12 to 25 leads
Meta	\$1,300	\$25 to \$45	29 to 52 leads and RSVPs

THE SAME NUMBERS IN THE UNIT YOU ACTUALLY USE

You measure in leads per week, so here it is. **41 to 77 a month is roughly 10 to 18 a week.** We are not adding the 6 a week you get today: those sit with the current arrangement and we will not count someone else's volume as ours. **Read the table above as a floor rather than a forecast.** It is built on published market averages, the only honest basis before we have 90 days of data on your account, and our accounts typically run ahead of market average on cost per lead. These are also not the same unit of lead, so do not stack them: a Google search lead is close to sales ready, a Meta lead is a lower intent form fill or an RSVP.

15 VIDEO AND REACH

YOU ASKED FOR VIEW TARGETS

MEASURE	2027 TARGET	BASIS
Videos produced	12 long • 48 short	One long form and four short form a month, each with a shot plan. You produce three to four long form a year today.
Paid impressions, Meta	87,000 to 162,000 / mo	\$1,300 a month at an \$8 to \$15 CPM. Industry range, and the number we are most confident in, because reach is bought rather than hoped for.
Organic video views	Reported, not forecast	577 views is your median today. Paid amplification will move it, but a precise organic forecast would be a guess.

WHERE WE EXPECT TO LAND ON THE 25 TO 30 TARGET

Market average data puts this program in the range above. **We expect to beat it, because we typically do, and because those figures take no credit for the conversion gains in the new site or the instant follow up in section 09.** What we will not do is print a number we cannot source yet. After 90 days we report your actual cost per lead, and if the pilot performs the recommendation is a stepped increase in media from month four.

Sources: ROA Marketing 2026, LocalIQ 2026, superads.ai and admanage.ai 2026. No published benchmark exists for acreage search terms, the Montgomery County submarket or event RSVP costs; those are reasoned estimates.

// SECTION 16

GETTING TO JANUARY**01 OCTOBER: SCOPE AND DESIGN**

Homepage designed and approved by you. Media library sorted from what Michelle has sent. One session with Daniel on his CRM.

02 OCTOBER TO DECEMBER: BUILD

All 25 pages, the events system, RSVP capture, and Pace CRM wired to every form. You review a working site, not a mockup.

03 DECEMBER: COLLATERAL AND CAMPAIGN PREP

Ad creative, landing pages, Google Business Profiles claimed and optimised, social calendar built, first quarter planned with you.

04 JANUARY 2027: LIVE

Website launches, campaigns go live, automated follow up switches on, reporting begins.

17 WHAT WE NEED FROM YOU**TO BEGIN**

- Approval of this proposal
- Your current Google and Facebook ad spend breakdown
- Access to your Google and Meta ad accounts, or new ones created in your name
- Thirty minutes with Daniel on the CRM he built

HOW WE WILL WORK TOGETHER

Michelle initiates, we execute, and we come back with a schedule rather than a question. Annual plan broken into quarters, known deliverable counts, a quarterly planning session, and a clear price in advance for anything outside scope. We are in Tomball. If it is useful, we will come sit in your office once a month.

Jacob Dow · Marathon Creative
jacob@marathoncreative.co · 832.639.1810

Taylor Treybig · Marathon Creative
taylor@marathoncreative.co · 832.639.1810