

# Wireframe & Text Mockups

## 1. Homepage ("Begin the Journey")

- Hero Section:
  - Background video: Fast cuts of renders, drone shots, launch events.
  - Headline: *From Vision to Virtual. Experts in Real Estate Pre-Launch & Launch Marketing.*
  - Subheading: *"We bring projects to life before a single brick is laid."*
  - Primary CTA: [See The Marketing Timeline]
- Quick Service Highlights (Icons + Short Text):
  - 3D Renders | Drone Shoots | 360° Virtual Tours | Walkthrough Videos | Digital Campaigns

## 2. Our Process ("Step-by-Step to Sellout")

Interactive Timeline:

Visitors scroll through quarters, each phase expands with a left-right panel layout.

### ***Pre-Launch Phase***

- Q1 (12-9m):
  - Compliance, Market Research, Pricing
  - [Visual: Animated flowchart, boardroom session]
- Q2 (9-6m):
  - Website, Social Media, CRM
  - [Visual: Device screens of property site, branded Instagram feed]
- Q3 (6-3m):
  - EOI, Influencers, Early Bird Offers
  - [Visual: EOI landing page, influencer post]
- Q4 (3-0m):
  - Digital Ads, Pre-launch Events
  - [Visual: Digital banners, 3D virtual tour portal]

### ***Post-Launch Phase***

- Q1 (0-3m):
  - Launch Event, Social Activation

- [Visual: Footage of event, chatbot in action]
- Q2 (3-6m):
  - Webinars, Lead Nurture
  - [Visual: Screenshot of a 360° tour, webinar panel]
- Q3 (6-9m):
  - Referrals, Testimonials
  - [Visual: Happy new homeowners, testimonial video frame]
- Q4 (9-12m):
  - Analytics, Inventory Push
  - [Visual: Sales dashboard, celebratory team photo]

### 3. Services ("Creativity That Sells")

Each service sits in its own card/section, flagged by where it plugs into the timeline.

- 3D Renderings
  - Description: "Photoreal exteriors & interiors to ignite imagination before construction."
  - Timeline: Used in Q2, Q3, Q4 Pre-Launch
  - [Visual: Gallery of renders]
- Video Walkthroughs
  - Description: "Virtual journeys that keep prospects engaged and excited."
  - Timeline: Q3 Pre-Launch, Q1 Launch
  - [Visual: Embedded walkthrough video]
- Short & Long Videos
  - Description: "From reels to full tours—generate buzz at every phase."
  - Timeline: Q3 Pre-Launch onward
  - [Visual: Reel vs. Youtube tour sample covers]
- Drone Shoots
  - Description: "Showcase location, scale, progress—powerful for site context."
  - Timeline: Q1–Q4 as required
  - [Visual: Dramatic aerial shot of a project]
- 360° Virtual Tours
  - Description: "Let buyers explore every inch, any time, from anywhere."
  - Timeline: Q3, Q4 Pre-Launch; Q1, Q2 Post-Launch
  - [Visual: Interactive virtual tour widget/screenshot]

### 4. Case Studies/Portfolio ("Launch Success Stories")

- Project Showcase:
  - Stepwise carousel: site plan → render → event photo/video
  - Key Metrics: EOI gained, timeline to sellout, client testimonial
- Testimonials:
  - Video clips and pull-quotes from satisfied clients

## **5. Team Page ("The Experts Driving Your Launch")**

- Profiles: Brief bios, fun facts
- Story Images: Team operating drones, filming, interviewing residents

## **6. Contact Page ("Ready to Ignite Your Launch?")**

- Simple Contact Form: Name, email, project details, phone
- CTA: "Let's Build Buzz Together"
- Alternative Contact: WhatsApp button, chatbot popup
- Background: Warm photo of buyers, launch event, or immersive render

## **Website Flow (Storytelling Sequence)**

1. Start with Vision: Immediate wow factor with visuals—explains your promise.
2. Guide Stepwise: Timeline/process page demystifies what happens when, and what's needed.
3. Showcase Services: Demonstrate with proof—landing key services at the right phase.
4. Build Trust: Success stories and testimonials at just the right moment.
5. Make Contact Easy: Always-on, friendly options to convert interest into action.

This structure ensures each page naturally leads to the next, blending storytelling with proof and clarity for prospects seeking real estate marketing partners.