

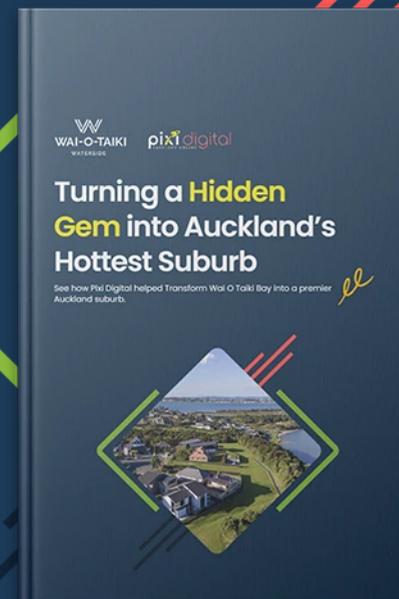


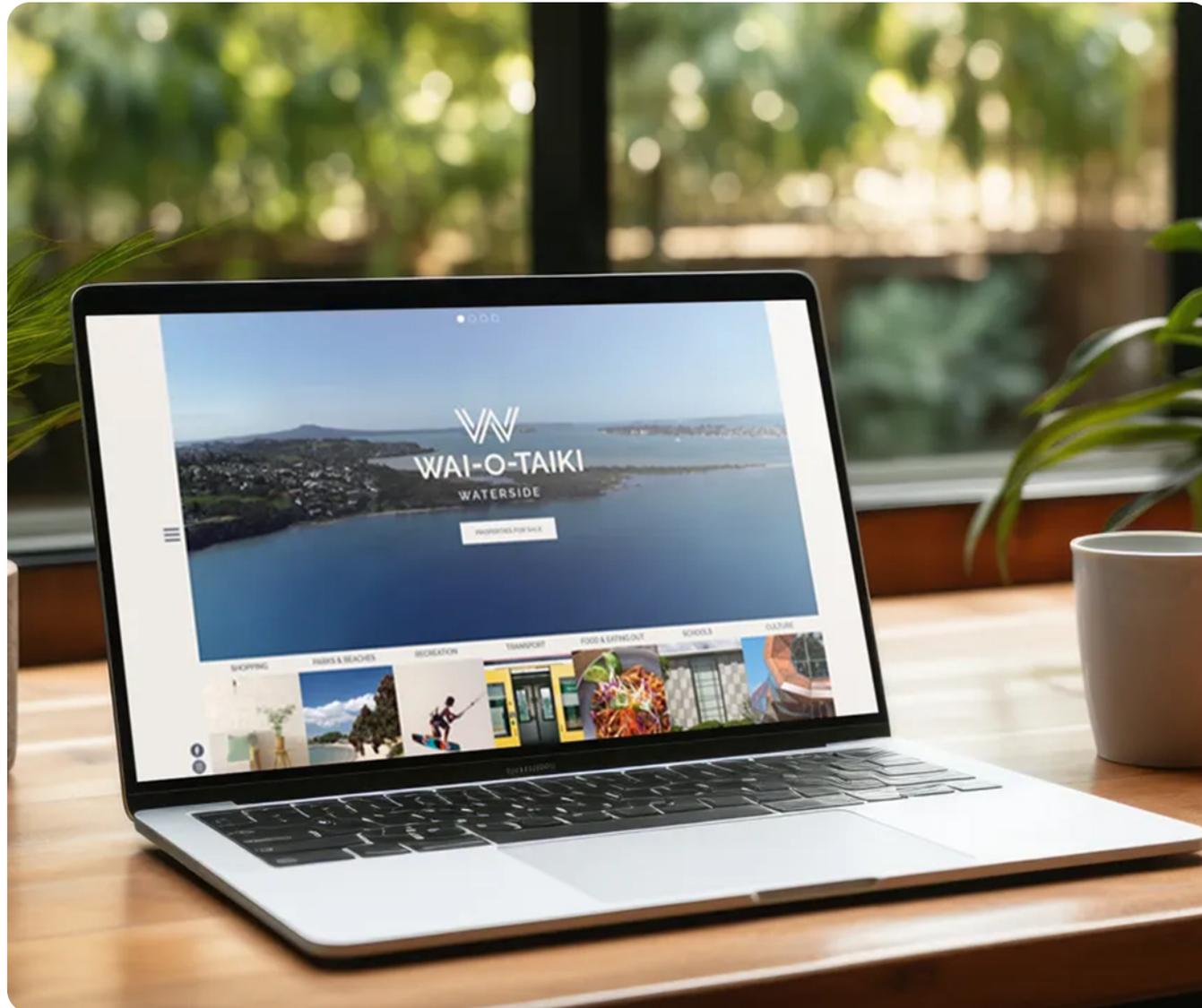
Turning a **Hidden Gem** into Auckland's Hottest Suburb

See how Pixi Digital helped Transform Wai O Taiki Bay into a premier Auckland suburb.



See More Success Stories





The Results

Since the launch of the new website, Wai O Taiki Waterside has attracted **over 100,000 visitors**, transforming an unknown suburb into a destination that buyers actively sought out.

Branded searches increased by over **300%**, demonstrating that the development had established strong recognition and demand in the market. Most importantly, in just two years, **all 80 luxury homes were sold**, cementing Wai O Taiki Bay as one of Auckland's fastest-growing and most desirable suburbs. What began as a regeneration project in a little-known coastal pocket has now evolved into a thriving community and a case study in how the right marketing strategy can reshape perceptions and deliver outstanding results.



100,000+

Website Visitors



300%

Increase in Branded Traffic



80

Houses Sold



150%

Increase in Property Prices



✓ About Wai O Taiki Waterside

Wai O Taiki Waterside is a landmark residential development in Auckland, transforming a tightly held coastal community into one of the city's most desirable suburbs. Featuring over 80 contemporary executive and family homes, the neighbourhood combines modern architecture with a stunning waterside setting. Since its launch, Wai O Taiki Waterside has become **Auckland's fastest-growing suburb**, attracting families and professionals seeking luxury living close to St Heliers and Glendowie.

✓ The Challenge

Wai O Taiki Bay had all the ingredients of a premium development – a coastal location, proximity to sought-after suburbs like St Heliers and Glendowie, and beautifully designed executive and family homes. However, there was one major obstacle: **hardly anyone was aware of it.**

As a suburb, Wai O Taiki Bay was relatively unknown, with minimal search volume and limited awareness beyond the local community. The area had to overcome dated perceptions of Glen Innes and position itself as one of Auckland's next premier neighbourhoods.

Launching the new website also added pressure: from day one, it needed to **generate traffic, enquiries**, and confidence for potential buyers. With 80 luxury homes to sell, the marketing challenge was not only to put Wai O Taiki Waterside on the map, but to make it a destination buyers actively searched for and aspired to live in.



Stuff

The country's top suburb
for property price growth

OneRoof

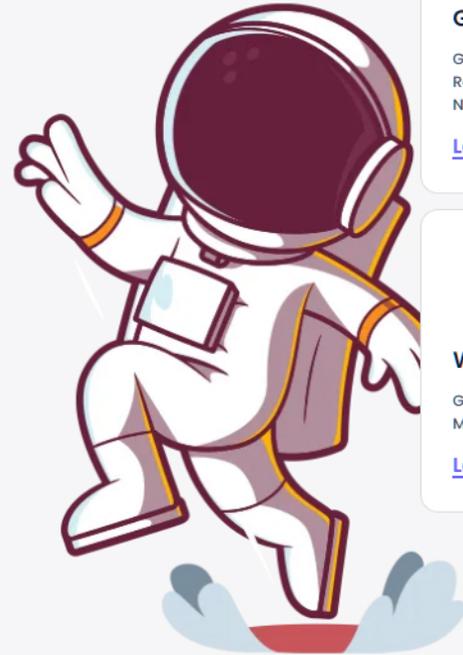
Biggest change
in median values

The Digital Strategy

With Wai O Taiki Bay still relatively unknown, our top priority was **to establish brand awareness**. Buyers needed not only to discover the development but also to believe in the lifestyle and long-term value of the area. To achieve this, we built a strategy that combined visibility with credibility.

We launched a strong presence across the [Google Display Network](#) and video advertising platforms, creating engaging campaigns that introduced audiences to the suburb and showcased its coastal setting, modern homes, and connection to neighbouring lifestyle hubs like St Heliers and Glendowie. These awareness-driven campaigns worked hand-in-hand with search advertising and [SEO](#), ensuring that as recognition grew, Wai O Taiki Waterside was easily found by people actively researching their next home.

By aligning top-of-funnel brand building with bottom-of-funnel search intent, we generated demand where none existed, turning passive browsers into active buyers and helping position Wai O Taiki Waterside as one of Auckland's most desirable new communities.



Google Ads

Google Search Ads, Remarketing & Display Network, YouTube Ads

[Learn More](#)



Search Engine Optimisation (SEO)

Keyword Research, Keyword Strategy, On-Page Optimisation, Content Marketing, Local SEO, Technical SEO, Copywriting

[Learn More](#)



Web Analytics

Google Analytics, Google Search Console, Google Tag Manager

[Learn More](#)



Meta Ads

Facebook Advertising, Instagram Ads

[Learn More](#)



Client Testimonial



Marcel van Drongelen

Sales & Marketing Manager



Pixi really got to know our business and work with us to define our marketing strategy. It's important for any business to be found on Google, and Pixi gave us the confidence that Wai O Taiki Bay Waterside's website was well-positioned and easily discoverable. Since the launch of our website, we've seen absolutely amazing results. I would recommend Pixi to any marketing manager who is looking to effectively promote their business or product to the right audience.

26 Jul, 2018



About Pixi

We know our stuff! We want to help our clients get the best out of their **digital marketing!** We know how and we will be there every step of the way!



3+

85+ Year's Experience

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Meet the Team

Our Core Values



Pixi Digital is Trusted By





Rank higher on Google & attract more customers organically Search Engine Optimisation (SEO)

Have you ever wondered why some websites rank higher than others on Google? Google looks at over 200 factors when deciding a website's position in search results.

Our **expert SEO team** knows how to optimise your website best, boosting its organic visibility and helping you **connect with your target customers for lasting results.**



On-Page
Optimisation



Technical SEO &
Audits



Content
Marketing



Local SEO



E-commerce SEO



SEO Copywriting



Reach more potential customers, faster Paid Advertising (PPC)

With precise targeting and bidding control, **Pay-Per-Click (PPC) ads** allow you to reach the right audience at the right moment, maximising your business's **Return on Investment (ROI).**

If you want to grow your business quickly, paid advertising is the key to unlocking new opportunities or testing a new market, product, or service.



Google Ads
Management



Meta Advertising



Programmatic
Advertising



Connect, engage & build your brand

Social Media Marketing

[Learn More](#)



Turn visitors into buyers

Conversion Rate Optimisation

[Learn More](#)

Other services

Email Marketing, Website
Design & Development, Looker
Studio Reporting, Content
Marketing

[Learn More](#)



Your Business is Unique, So
Should Be Your Digital Strategy

[Request a Free Proposal](#) >