



REAL ESTATE CASE STUDY

In this case study, we'll talk about how we developed a successful digital marketing campaign through the use of websites, social media platforms, videos, and text messaging to build awareness and interest in our brand. We'll also share some of the challenges we faced along the way and some of the lessons we learned that could help other organizations develop digital marketing campaigns.

AT A GLANCE

CHALLENGES

- Slow-loading website
- Branding inconsistency
- Lack of marketing collaterals
- Expansion to a new city
- Less than 40 keywords

RESULTS

- High organic web traffic
- Google 1st page
- Optimized Social Media Channels
- Low CPC

ACHIEVEMENTS

We had successfully launched a new website and four digital campaigns. The results were phenomenal! Our click-through rate was higher than expected, and our conversions were through the roof. But we didn't stop there! We continued to test and optimize each campaign based on our analytics until we reached maximum efficiency.

The end result was an increase in traffic by over 40% and a return on investment (ROI) of 4x within six months!

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OBJECTIVE

The goal was simple. To generate more leads and get our client's properties sold faster by reaching out to their target audience through digital marketing channels. To do so, we had to create a strategy that would be able to accomplish these goals while remaining within budget constraints and without disrupting our client's existing marketing initiatives.

RESEARCH

When this Real Estate company approached us, we knew it would be a challenge, but we were up for it. They were looking to expand their business using an online platform which was something new for them. They had an existing website that they wanted us to revamp and make more user-friendly so that people could find their properties easily online without having to search through multiple websites or directories. It was a good opportunity for us because we got some time before they launched their site so we could plan everything properly, including creating a strategy and choosing our target audience correctly. Our research was significant during those days because we needed to know where exactly they stood on Google Search Results Page (SERP) so that we could have a clear picture of what needed to be done on their website. To do all of these things, we first did keyword research on keywords related to the real estate industry and then started analyzing them based on competition level, cost per click (CPC), organic traffic, etc.

DEVELOPING CREATIVE AND CUSTOM SOLUTIONS

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