

## **Randi Kudron | Marketing Strategist & Consultant**

Helping Real Estate, Title & Escrow Professionals, and Small Business Elevate Their Brand + Convert More Clients

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## **Portfolio**

### **Strategic, Creative, and Results-Driven Marketing Examples**

From digital strategy to lead generation campaigns, I specialize in helping professionals in real estate, title & escrow, and early-stage startups turn their marketing ideas into consistent, conversion-focused systems. Below is a curated look at some of the work I've done for clients across different sectors.

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### **Marketing Strategy Examples**

**Client:** Boutique Escrow Office – Phoenix, AZ

**Goal:** Build local brand recognition and generate more realtor referrals

**Solution:**

- Created a quarterly marketing calendar focused on networking events, value-driven content, and agent collaboration
- Developed a personal branding framework for the escrow officer, complete with content themes, social templates, and outreach scripts
- Delivered a marketing checklist to ensure weekly consistency across social and email

**Result:** 3 new partnerships and 40% increase in inbound referral messages within 60 days.

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### **Landing Page Designs**

**Client:** Startup Title Platform

**Goal:** Collect leads from local agents curious about the company's digital title services

**Solution:**

- Designed a high-converting landing page using a simple, clean structure focused on trust, speed, and ease
- Included a lead magnet: "5 Things Your Title Company Should Be Doing For You"
- Connected with email automation to instantly follow up with interested leads

**Result:** 38% conversion rate from page visitor to email subscriber.

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## Social Media Post Samples




**Client:** Real Estate Team – Scottsdale, AZ

**Goal:** Build engagement and grow local visibility on Instagram and LinkedIn

**Solution:**

- Created branded content templates for listings, behind-the-scenes stories, and agent tips
- Developed a hashtag and tagging strategy to increase organic reach
- Wrote captions focused on storytelling and call-to-actions

**Post Sample:**

- "Escrow Tip Tuesday: Here's how to prep your clients for a seamless signing day    
#TitleProTips"
- "This week's local market update is in — and it's not what we expected. Let's talk strategy.  #PhoenixRealEstate"

**Result:** +300 followers in 45 days and increased engagement by 65%

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## Email Flow

**Client:** Independent Escrow Officer

**Goal:** Stay top-of-mind with agents between transactions

**Solution:**

- Developed a 6-part email nurture sequence including:
  1. Welcome/Intro
  2. "What to Expect Working With Me"
  3. Local Resource Roundup
  4. Behind-the-Scenes Day in Escrow
  5. Common Closing Questions Answered
  6. Direct Ask for Referrals + Connection
- Integrated with MailerLite and designed for mobile viewing

**Result:** 42% average open rate and consistent agent engagement.

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## Paid Ad Campaign


**Client:** Startup Real Estate SaaS Company

**Goal:** Drive demo signups for a new transaction coordination platform

**Solution:**

- Created ad copy and visuals for Facebook and LinkedIn campaigns
- Highlighted pain points (wasted time, lost deals) and benefits (automation, visibility)
- Built a retargeting audience to recapture site visitors with testimonial-focused ads

**Ad Headline Sample:**

- "Still using spreadsheets to manage your closings? There's a better way. 

**Result:** CTR above industry average and 120+ qualified demo signups in the first month.

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## Let's Work Together

If you're a **title or escrow professional**, **real estate team**, or **startup** looking to build a strategic and stress-free marketing plan, I'd love to collaborate.

Let's create your visibility roadmap and turn your ideas into real results.