



REAL ESTATE MARKETING FIRM GROWS SALES BY 300% in 11 months with content marketing

A CASE STUDY A REAL ESTATE MARKETING FIRM in one of the largest markets in the U.S. recognized the need to develop and implement a digital and content marketing strategy for a large residential property, but did not know where to begin.

The firm turned to FRONETICS REAL ESTATE to develop and implement a digital and content marketing strategy with the objectives of:

- driving traffic to the property website
- generating leads
- converting leads to customers

CHALLENGE

The planned community was comprised of 1,200 new-construction homes. The real estate marketing firm had launched a website to market the community and homes, but was doing little with respect to digital and content marketing. The website was not optimized for SEO; the firm was not active on social media; and strategic content was not being created.

The firm sought a modern, efficient digital strategy that would build brand awareness and help attract (and convert) new business. It also needed a partner that would be able to effectively manage the execution of the strategy.

SOLUTION

The firm turned to Fronetics Real Estate to develop and execute a digital and content marketing strategy.

Firstly, Fronetics Real Estate conducted research about the property's target audience and what keywords and information they sought when researching potential homes. As part of this research, Fronetics Real Estate conducted a competitive analysis of the property's competitors. The team built a strategy around this intelligence.

Fronetics Real Estate developed a keyword strategy with which the team optimized the website for SEO and launched a Google AdWords campaign. The strategy also served as the foundation for content creation. Fronetics Real Estate wrote and published one blog post a week. The purpose of the posts was to develop brand awareness and to attract buyers to the community and homes.

Fronetics Real Estate created and launched a social media strategy. The strategy included distributing blog content, curating content, and engaging with prospective buyers via social media (Facebook, Twitter, and Instagram).

Additionally, Fronetics Real Estate leveraged email. The team sent monthly marketing emails with the objective of sustaining engagement with prospective buyers and moving them through the sales funnel.

Finally, Fronetics Real Estate launched targeted Facebook ads and created opportunities for lead capture on the website.

Key analytics highlighting the firm's digital activities were monitored daily, and the Fronetics Real Estate team regularly assessed the results to track how people were engaging with the website, blog, and social media channels. The team thus was able to continually evolve and refine the new content and digital strategy to better reach target homebuyers over time.

RESULTS

LESS THAN A YEAR LATER, the new digital and content marketing efforts drastically increased web traffic, conversions, and sales.

Overall, website traffic grew more than **400%**. Direct traffic doubled; organic search traffic tripled; and traffic from social media grew ten-fold. And while visitors were staying on each page longer and clicking around to more pages than before, clear calls-to-action helped the team better capture leads.

A consistent social media strategy helped increase following of the property's social networking handles — including Facebook, Twitter, and Instagram — significantly as well. Overall social reach grew by **325%**.

Most importantly, this broadened audience exposure translated into a major increase in business.

Within just three months, inquiries about the property had increased by **88%**, and home sales by **37%**. Eleven months after implementing the new content marketing program, home sales had grown by a whopping **300%**.

Almost three-quarters of the homes built during the first phase of construction had been sold in less than a year.

The firm could attribute much of this new business to the new digital strategy. More than one in 10 inquiries originated from the website, and nearly **20%** of buyers were sourced directly from the site.

ONLINE ENGAGEMENT GROWTH



WEB TRAFFIC INCREASES

- website traffic grew more than **300%**
- direct traffic **DOUBLED**
- organic search traffic **TRIPLED**
- traffic from social media grew **10-FOLD**



SOCIAL MEDIA GROWTH

- overall social reach grew by **325%**
- Twitter grew by **340%**
- Facebook grew by **313%**
- Instagram grew by **357%**

11-MONTH REPORT



300%
SALES GROWTH



75%
OF HOMES BUILT
in the first phase of
construction were sold



20%
OF BUYERS
could be sourced
from the site



ONE
IN TEN
inquiries came
from the web



ABOUT FRONETICS REAL ESTATE

FRONETICS REAL ESTATE IS NOT LIKE OTHER DIGITAL AND CONTENT MARKETING FIRMS. Our team of strategists, marketing professionals, writers, designers, and social media experts works with your business to increase brand awareness, position you as a thought leader, drive meaningful engagement with prospects and customers, and help your business grow.

Our approach starts with data and ends with measurable results. By aligning our strategy with your business objectives, you can see movement in the metrics that really matter to your bottom line.

WE CAN HELP

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