



REAL ESTATE MARKETING FIRM INCREASED SALES BY 37% in 90 days using 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 firm recognized that in order to succeed in marketing the large residential property (500 homes), it would need to adopt more sophisticated and modern marketing techniques.

The firm started out using a series of disparate tools to conduct their online marketing activities, and quickly realized they lacked a strong digital strategy. They weren't consistently producing new content, nor were they fully maximizing their social media participation, or capturing and passing leads to their sales team efficiently.

Further, due to the lack of optimized content, the property's website suffered from low search rankings for important keywords, organic traffic was low, and without clear paths for visitors to take action, they weren't generating many leads.

The firm needed a solution to improve their digital marketing efficiency, build brand awareness, create content, and bolster sales from their online marketing efforts.

"We realized that it wasn't enough just to have an online or social media presence. To really connect with buyers, we had to create content that would draw them in and keep them engaged."

SOLUTION

This real estate marketing firm turned to Fronetics Real Estate, who went to work developing a content marketing strategy designed to drive more web traffic and increase online conversions. With content as the new fundamental cornerstone of the property's online presence, the team set out to understand what type of content and keywords would resonate with target home buyers.

With this in mind, Fronetics Real Estate developed an editorial calendar and social media strategy. Four strategically planned blog posts were published each month, and content was curated and distributed on social media daily. Fronetics Real Estate also created calls-to-action and landing pages to guide website visitors through their site and to capture leads.

The firm's digital and content marketing activities were tracked daily and analyzed regularly to ensure strategic agility. The group monitored specific characteristics of their data, such as where web traffic was coming from and how people were engaging with the website, blog, and social media channels. This all allowed the real estate firm to further the impact of their messaging.

RESULTS

Within three months of launching the digital and content marketing strategy, significant gains in web traffic, conversions, and sales were realized. By the end of the third month there was an **88%** increase in sales inquiries and a **37%** increase in home sales.

Traffic to the property's website increased by **248%**. Traffic generated via social media increased by **894%**, referral traffic increased by **360%**, and organic traffic realized a **157%** increase. Additionally, social reach increased — Twitter by **1,320%** and Facebook by **873%**.

The real estate marketing firm realized a positive ROI within a short period of time. The firm has now incorporated digital and content marketing into all property marketing efforts.

IN 90 DAYS, THE FIRM REALIZED THE FOLLOWING INCREASES:

- ↑ **BROADENED AUDIENCE EXPOSURE**
for new residential real estate development
- ↑ **INCREASED TRAFFIC**
to the website
- ↑ **EXTENDED BRAND AWARENESS**
beyond traditional print ads
- ↑ **GREW SOCIAL MEDIA ENGAGEMENT**
by reaching out in all areas

RESULTS AFTER A 3-MONTH PERIOD



SALES INQUIRIES

37%
increase in sales

88%
increase in inquiries



WEBSITE TRAFFIC GROWTH

248%
overall traffic

894%
social media traffic

360%
referral traffic

157%
organic traffic

159%
direct traffic



SOCIAL ENGAGEMENT GROWTH

873%
Facebook engagement

1,320%
Twitter engagement



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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