



DIGITAL ADS FOR REAL ESTATE



THE CLIENT



A real estate company in Las Vegas, NV contracted us to run digital ads for their subdivision.

They wanted to sell the remaining 20 homes in their 122 home community.

They had exhausted all other "traditional" marketing methods and needed to expand online

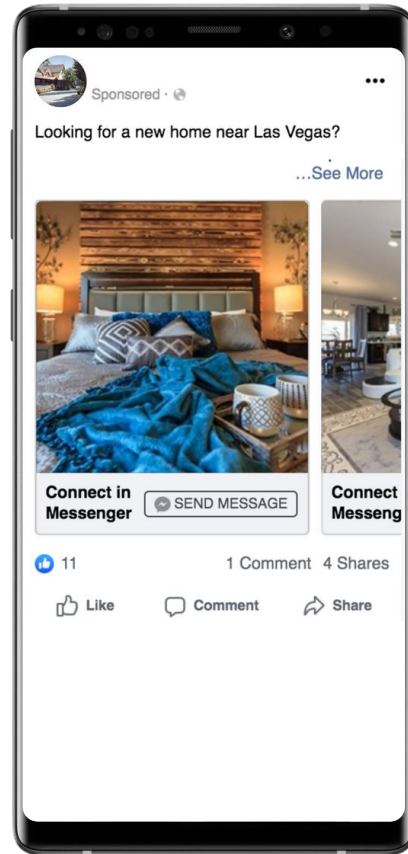
We ran Google, Facebook, and Instagram ads to generate high quality leads for them.

We started on a 6 month contract with a fixed retainer of \$4,000 a month.

WHAT WE DID

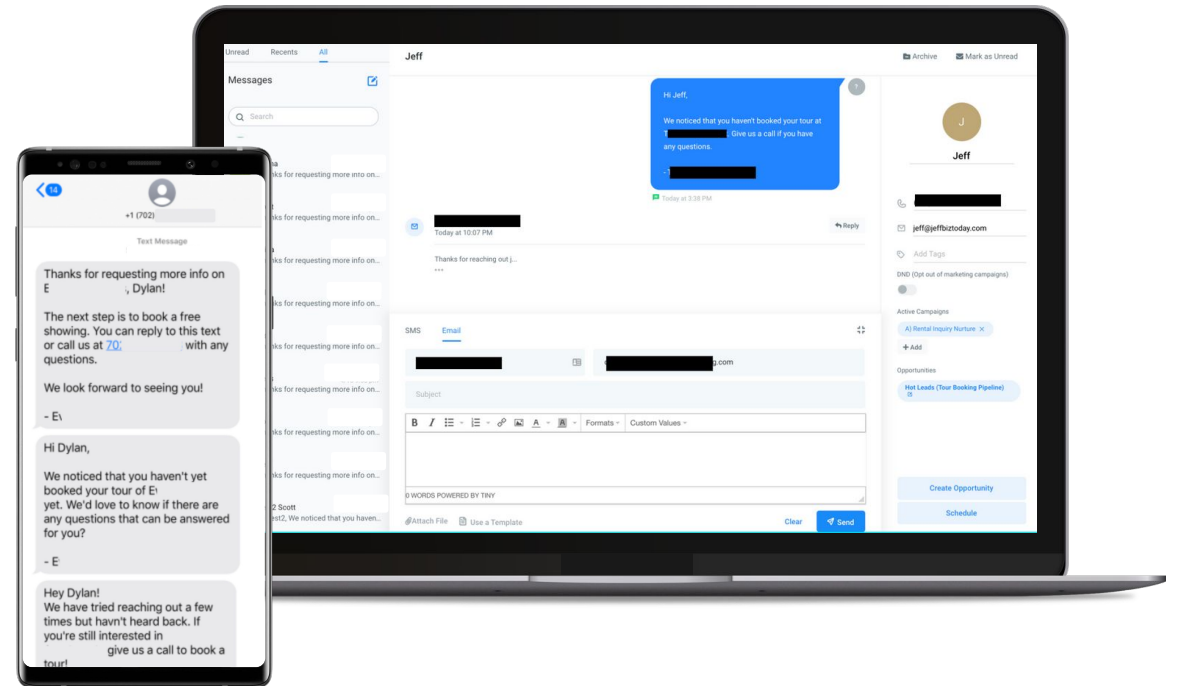
OUR ADS

We setup ads like this one on setup Google PPC campaigns to find buyers.



LEAD NOURISHING

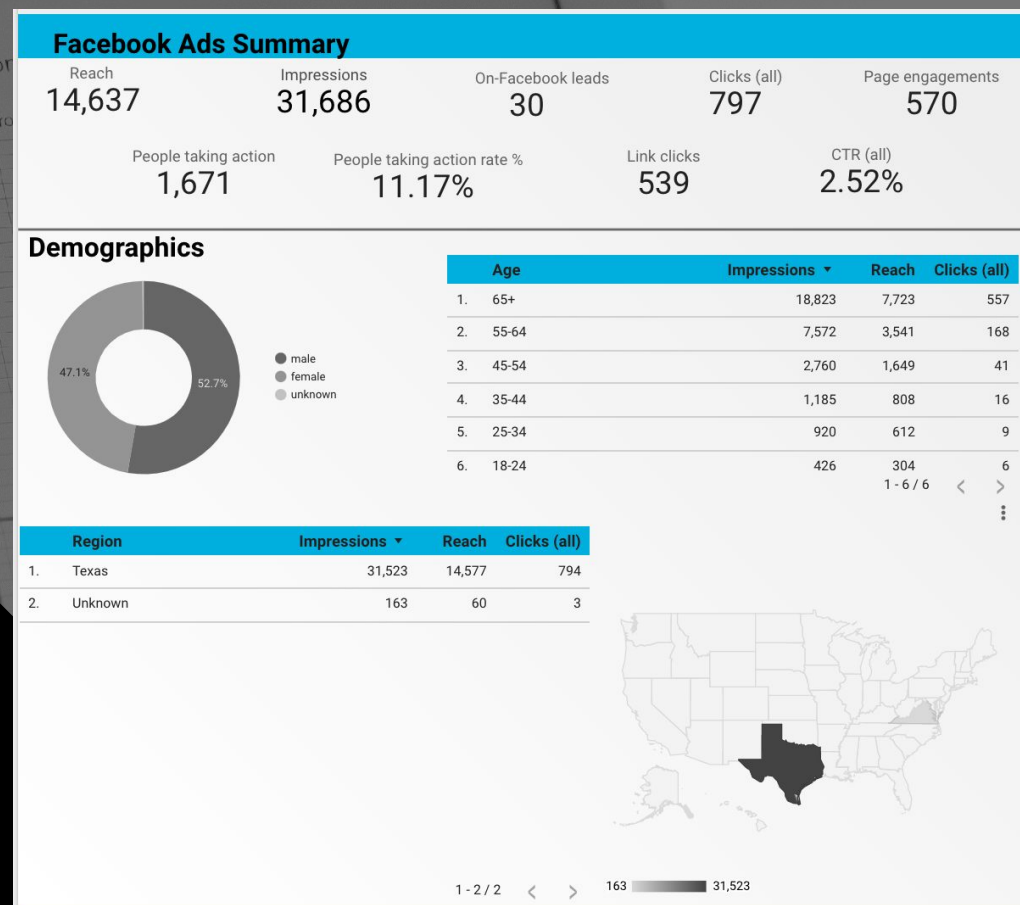
We also setup automated lead campaigns that send automated text reminders, follow ups, and more to the leads.



LIVE REPORTING DASHBOARD

We provide full transparency!

Our clients get free access to a live reporting dashboard to track real-time advertising metrics, including CTR, impressions, reach, audience demographics, and more.



* *Image just for new dashboard view, see other slides for results

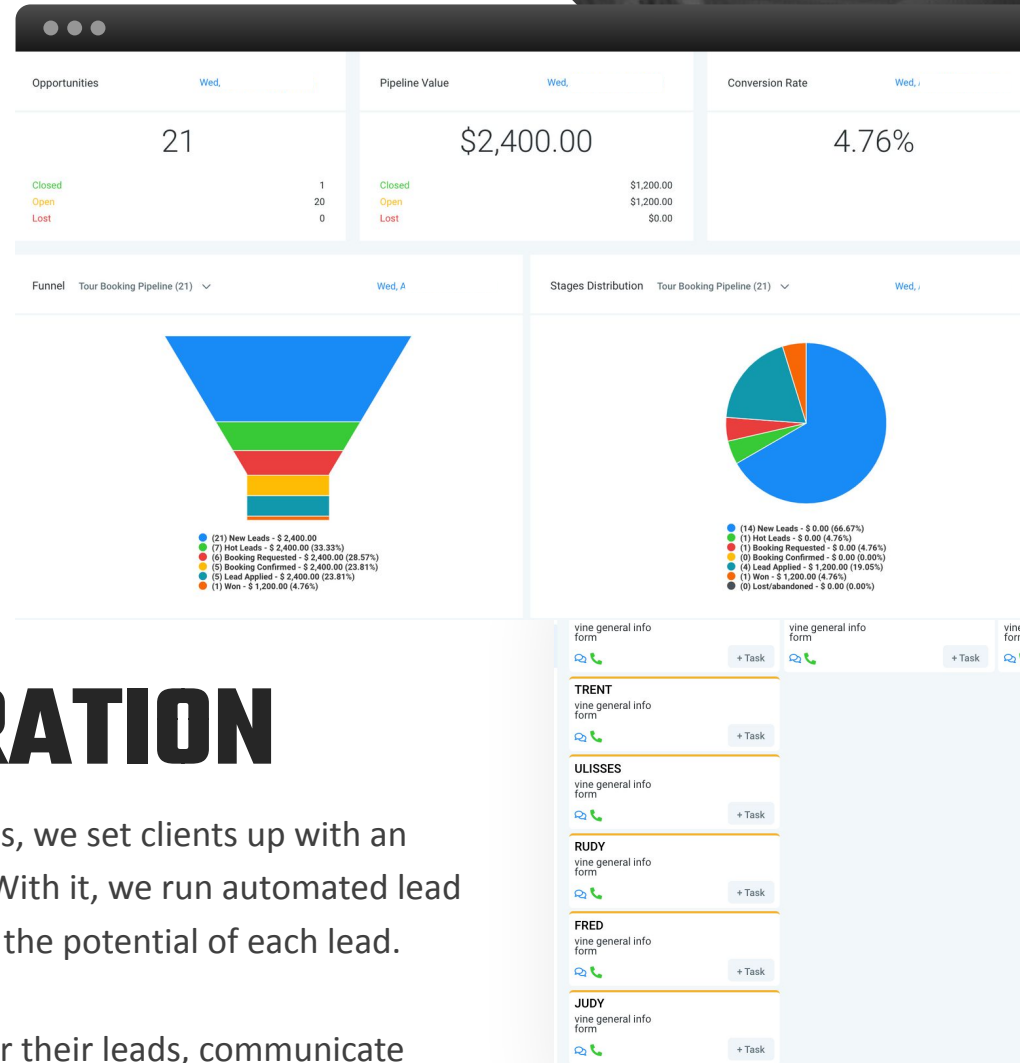


Track Your Leads

CRM INTEGRATION

For our lead generation campaigns, we set clients up with an account on our CRM dashboard. With it, we run automated lead follow-up campaigns to maximize the potential of each lead.

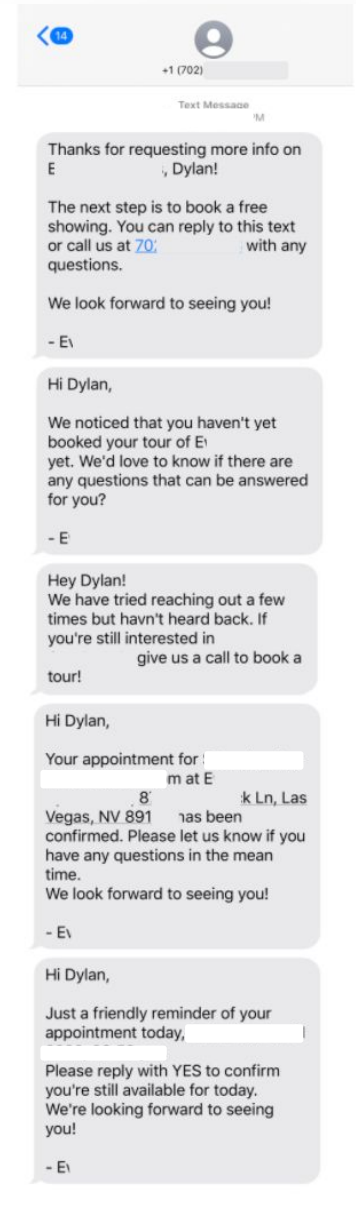
Using the CRM clients can monitor their leads, communicate with them in real time by text, voice, email, etc, schedule them for appointments, and more!*



*Some features such as SMS may be limited outside of the USA.

Our CRM maximizes the potential of each lead by automating a portion of the follow-up and communication.

- 01** Leads are contacted as soon as they respond to an ad.
- 02** They are encouraged to book their free trial, consultation, etc.
- 03** They receive automated follow ups over several days/weeks.
- 04** When they respond, they can book an appointment
- 05** And they receive appointment reminders so they don't forget.



NUMBERS & ANALYTICS

222
THOUSAND

Impressions
(people who see
the ads)

7,632

People click
through or engage
with the ads

306

Total Leads
Generated



21%

Leads book a
strategy session

65

Showings

11%

Closing
Ratio

Total Results

Total

Total impressions generated	221,988
Total clicks generated	7,632
Total leads generated	306

Total Results

Total

Impressions generated on Google	177,720
Impressions generated on FB/IG	44,268
Clicks to website generated on Google	6,774
Clicks generates on Facebook/IG	858
Leads generates on Google	42
Leads generates on Facebook/IG	60
Leads generates on the website	42
Leads generates on our landing pages	204

7 HOMES SOLD

from the ads and lead campaigns

\$2,083,515

In revenue

8,700% ROI

generated from the \$24,000 marketing contract



SUMMARY

from the work we do

For this client we helped them sell the rest of their homes and close out the subdivision project.

These campaigns can be done for realtors, home builders, brokerages and clients in other niches.



**CONTACT
US TODAY!**