

Corporate Real Estate Marketing Strategy: Branding, Lead Gen, and Call Center Campaign Grows Regional Broker

In our partnership with one of the largest Real Estate Brokers in the country encompassing six states, cleveland.com and The Plain Dealer crafted a strategic approach, that would simultaneously brand the organization and propel leads for agents. Simplifying the tactics, we asked:

▶ Do home buyers and sellers trust your brand?

Knowing and trusting the real estate brand is an important start. Using the brand will happen only when the audience recognizes its reputable attributes.

▶ Will home buyers and sellers connect with your agents when the need arises?

Great branding will amplify the results of a lead generation campaign, providing the necessary layer of recognition and sentiment over a baseline of conquering tactics.

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Reinforcing the brand with the consumer



Branding and lead generation can happen simultaneously, but leads will convert more readily when the branding magnifies the lead efforts. These tactics are the perfect blend of long-term, strategic efforts, raising the sentiment of the brand through messages of trust, competency, and reputation.



Competitive Analysis allowed us to understand the marketplace and competition, but also their advertising efforts and what was working and not working for the audience we targeted. Don't just be as smart as your competitors, but know their tactics and learn from their missed opportunities.



Impressions delivered to the market, at a frequency that will generate retention of the brand and its attributes. This was measured by site traffic to specific pages, but also a dramatic increase in unique users of the site.



SEO at Scale for organic impact and results. Search Engine Optimization is a lot like equity in your home. The more you can apply to principal with a mortgage payment, the more your home can amplify personal wealth. Similarly, in Search, the more your site can do for you naturally, the fewer acquisitions you'll need to pay to receive from Google, Bing and Yahoo.

With this solid blend of branding strategies in

place, we were able to generate real results tactically, finding and converting leads.

- Applied SEO and scale and volume by affecting hundreds of changing home listings per day to make listings more organically visible in property searches.
- Contributed to site traffic growth throughout 2020 even through the Covid-19 pandemic.

More converting leads = more clients = more revenue

The primary objective of this campaign was direct leads, generated on the client's site rather than coming in through competitive Real Estate aggregator platforms such as Zillow and Realtor.com. When leads are secured directly they convert at a far higher rate than those that come through aggregator sites.



Search. Using the right blend of branded and nonbranded search terms, our proven strategy drove phone calls and website contact form submissions at an increasing pace over the course of the campaign.



Google Analytics Goals, implemented specifically to measure 11 different components of the lead acquisition/funnel, with a custom dashboard to offer real time analysis of the model and its conversion success. Leads included agent contact requests, listing inquiries, phone calls (recorded and reviewed for reporting and quality improvement).



Agent retention and recruitment, offering the ability to reach the agent base with calculated targeting and frequency, improving faith in the tactics and also improving lead conversion.

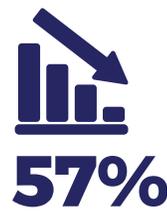
- Drove program participation and adoption of agent tools.
- Targeted existing Real Estate agents at competing brokers for recruitment.

*performance from year three of an ongoing and sustained campaign that is driving large-scale successful results from branding through to lead generation.

In the first 120 Days



LEADS INCREASED



COST PER LEAD

The most important tactic deployed: answering the phone

Too frequently our team hears about how marketing felt, rather than the data supporting its results. In this case, the number of phone calls generated traction for the business across Michigan, Ohio, Pennsylvania, New York, Virginia and North Carolina. Regular tracking of calls over the course of three years, we provided quantifiable and actionable feedback to the call center operation to better convert leads into the hands of the agents.



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50MM+

IMPRESSIONS

1MM+

WEBSITE SESSIONS

10.6K LEADS

(calls and/or form submissions with contact information)