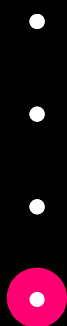
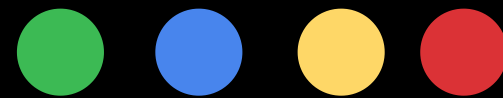


GOOGLE ADS

Case Study





Our Client:

This is a trusted residential and commercial real estate company based out of Florida. They needed both agent and brand awareness in several out of state regions.

Goal:

Generate high-quality phone calls for new real estate agents in each out-of-state region.

Project Duration:

6 Months

Problem Statement:

The company wanted to capture 10% of out-of-state regional markets for their new agents. As part of this effort, a successful Google Ads campaign in each market was a must. The company needed to assert itself with property owners in the region to generate leads for new agents for each out-of-state region.



Strategy (Overview)

This client wanted to show detailed ads to highlight the merits of each residential and commercial property leads on the Google Network. The client also requested to display ads to showcase each property.

The target audience was based on income and interests:				
Target Audience People in specific locations of the cities of Florida	Interest: In the market for a home	Language: English	Age group: 25 - 65+	Income class: Top 50% and up

Key Metrics

Unique impressions	Phone Calls	Conversions	CTR
10 billion - 1 trillion	58	27	8.62%

\$ Budget: \$4,000 **Per**

📍 Location: Month **United States**

Solution (Campaigns Used):

Dynamic Ads: Pulling content from the website into the ads.

Search Ads: Finding people who are intentionally looking for a realtor.

Remarketing Ads: Reminding visitors to return to their respective agent's landing page to finalize a phone call

The Google Ads team actively optimized each campaign to achieve optimal results.

Final Outcome

This resulted in new leads for each agent in their respective regions. The team is actively optimizing each campaign for the regions that are not seeing results. The ideal goal was to reach more clients in each region within the company's set budget, which was accomplished.

Key Metrics

Unique impressions	Phone Calls	Conversions	CTR
3,727	33	34	1.93%

\$ Budget: \$500 Per Month

📍 Location: Santa Cruz and Monterey Counties, California

Solution (Campaigns Used):

Search Ads: Finding people who are intentionally looking for the client's services.

Click-to-Call Ads: Generating call only ads for all business types.

The Google Ads team actively optimized each campaign to achieve optimal results.

Final Outcome

This resulted in new business for the client and potential future growth.