

Case Study: Real Estate Agency Marketing

A Real Estate agency in a mid-size city selling houses, townhomes and condos while also offering property management services and real estate investment opportunities.

The client's main objective was to focus on acquiring a larger number of real estate sellers as the priority while not ignoring the more competitive buyer market..

Approach

Clients that wish to attract local customers, such as real estate agents and real estate companies, must have their Google Business updated to be listed on search results.

Our first task was to contact listing websites, verify and update all listings. Key pages of the client's website were optimized and new content pages were written and published attract specific customer types. SEO, Content and Social Media Marketing were ongoing.

To acquire links and rank for additional search terms, a blog was created from day one with regular blog posts that answered real estate questions posed by local buyers and sellers attracted new visitors who were looking for expertise in the local real estate market.

- Search Engine Optimization
- Content Marketing
- Social Media Marketing

Results

An increase in new visitors & organic traffic has resulted in continued growth year after year.

