



CASE STUDY: META ADS AND SOCIAL MEDIA STRATEGIES TO BOOST REAL ESTATE BUSINESS

INTRODUCTION

In the competitive world of real estate, having a strong online presence and effective marketing strategies are crucial for success. Carl Mondesir, the owner of COCI HOMES & HQRE Global, a reputable real estate company based in Florida, United States, recognized this need. Seeking to enhance his business operations and expand his customer base, Carl reached out to us for assistance in building a robust website and scraping leads. However, our collaboration extended beyond these initial objectives, leading to a comprehensive social media strategy that significantly improved his business outcomes.

THE CHALLENGE

Carl Mondesir's primary goals were to:

- ✓ Develop a professional and user-friendly website.
- ✓ Generate high-quality leads for his real estate business.
- ✓ Expand his customer base through effective digital marketing strategies.

While Carl had an established business, he needed to harness the power of social media and digital advertising to stay competitive and reach a broader audience.

OUR APPROACH

Website Development and Lead Scraping

We started by designing and developing a professional website for COCI HOMES & HQRE Global, ensuring it was optimized for user experience and lead generation.

Implemented lead scraping techniques to identify potential clients from various online sources.

SOCIAL MEDIA STRATEGY AND MANAGEMENT

Proposed building a social media presence to Carl, emphasizing the potential of platforms like Facebook and Instagram for business growth.

Carl agreed, and we took over the management of his social media accounts, aiming to attract and engage potential customers.

CAMPAIGN EXECUTION

1. Brand Awareness Campaign

Created a funnel with a primary focus on brand awareness.

Developed three video ads and five post ads highlighting the services offered by COCI HOMES & HQRE Global.

Ran these ads for one month to establish a strong brand presence and attract initial engagement.

2. Traffic Campaign

Transitioned to a traffic campaign with the main objective of generating calls, identified as the most valuable leads in the real estate industry.

Built a dedicated landing page with a form to capture leads, integrating this with Google Ads for additional lead generation.

Utilized winning creatives from the brand awareness campaign and retargeted the audience who had interacted with the initial ads.

Created new videos specifically for the traffic campaign to maintain audience interest and drive conversions.

RESULTS

Budget Allocation and Spend

Allocated a budget of \$1,000 for the campaign.

Spent approximately \$783 on the traffic campaign.

Lead Generation

Successfully generated over 55 leads through the combined efforts of social media ads and the landing page strategy

Enhanced Online Presence

Increased brand visibility and engagement on social media platforms.

Established a strong digital footprint, positioning COCI HOMES & HQRE Global as a prominent player in the Florida real estate market.

CONCLUSION

Through a strategic blend of website development, social media management, and targeted advertising, we were able to significantly boost the business performance of COCI HOMES & HQRE Global. Carl Mondesir's willingness to embrace digital marketing and our expertise in executing effective campaigns resulted in a substantial increase in high-quality leads and a stronger online presence.

This case study exemplifies the transformative power of well-executed meta ads and social media strategies in the real estate industry.

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Results from 4 ad sets ⓘ Excludes deleted items			— Multiple conversio...	37,598 Accounts Centre a...	38,120 Total	— Multiple conversio...