



LEVERAGING GOOGLE ADS TO GENERATE LEADS FOR COCI HOMES

INTRODUCTION

In the competitive landscape of Florida's real estate market, standing out is imperative for success. Carl Mondesir, the visionary owner of COCI HOMES & HQRE Global, understood this fundamental truth. Recognizing the pivotal role of a strong online presence and effective marketing strategies, Carl enlisted our expertise to propel his business forward. Our collaboration began with a targeted Google Ads campaign, strategically designed to elevate COCI Homes' visibility by ensuring its website appeared prominently at the top of search results for relevant keywords in key Florida locations. However, our partnership quickly evolved beyond mere lead generation, culminating in a comprehensive social media strategy that revolutionized COCI Homes' business outcomes.

Goals

Carl Mondesir's primary goals were to:

- ✓ Develop a professional and user-friendly website.
- ✓ Generate high-quality leads for his real estate business.
- ✓ Stand on the top of the Google Search results on the specific keywords related to the property purchase.

The main thing our client required here is to generate leads so we designed a landing page to make people fill the form whenever they jump on the website through Google Ads.

Our Approach

Landing Page and Google Ads

We started with designing a perfect landing page to make sure to get the highest conversion possible when people jump to the website by clicking one of the ads on Google. Then we started setting up the Google Ads campaign which is obviously started with the competitor analysis. Moving on we found the best keywords to get the better results and also the CPC of the keywords we found were also in accordance to the client's budget.

LANDING PAGE SETUP & ESSENTIALS

We spent a little time to find out what kind of landing pages were used by the other real estate agency running the ads on Google. As you know, landing page is the door to conversion for any type of Google Ads.

Every landing page should have essential things to make people convert when they jump on it.

CAMPAIGN EXECUTION

1. Budget and Keyword Analysis

The first challenge of every Google Ads campaign is to find the best keywords with an average CPC that matches the budget of the client.

We started with the competitor analysis to look what kind of keywords are there our competitors were running the ads on.

Once we got the keyword list we estimated the ROI on the basis of how many clicks we can get by spending a certain budget.

2. Landing Page

The second most important thing to maximize the conversion of the Google Ads is to have a well-structured and optimized landing page that should precisely describe the service you are providing, your unique selling points, your reviews or testimonials, your portfolio (if any) your contact information and last but not least a call to action like filling up the form or chat.

Not only we have to create the landing page but we have to set up the conversion tracking using Google Analytics and Google Tag manager.

RESULTS

Budget Allocation and Spend

Initially, the client budget was to spend 500\$ a month and to get at least 2 closed deals from it. Currently, we are spending 5000\$ a month on his campaign providing him with 4-5 deals a month.

3. Ad copies and setup

After setting up the landing page and digging the list of keywords we have to use in the campaign we moved to setting up the campaign on Google Ads.

Initially, we ran a campaign that was focused on getting clicks and landing the people to our website. We chose the specific location of Florida to run the ads in.

Also, we have started the campaign for only 5 days a week from 9AM to 7PM.

Coming up to the ad copies we just created the search ad copies with a title, description and an extension of the phone number.

TAKEAWAYS

After setting up the ad and running the campaign the second important thing is to optimize the campaign with the passage of time. You can't really expect the results from any Ad campaign in first go instead the campaign should be optimize again and again timely to make it perform better. In case of Coci homes we noticed in the first that we are getting good number of impressions but not clicks and that's because most of the time ads popped up on the wrong keywords so we find out the search terms and marked those keywords as negative.

