

DIGITAL MARKETING CAMPAIGN THAT IMPROVED LEAD GENERATION BY 800%

MARKETING OBJECTIVE

To further establish brand identity & bring in potential leads.

CHALLENGE





The dilemma of determining what kind of Digital Business Strategy does guarantee a boost in high ROI.

The biggest challenge for us was to identify potential local, national and international buyers & bring conversions through multi-channel marketing within defined budget in a competitive domain of real estate.

OUR SOLUTION

- » **Understand** : The target market and property portfolio of client
- » **Evaluate** : Periodic evaluation to ensure selected marketing channels meets the business requirements
- » **Generate Leads:**
 - ▶ Search engine optimization
 - ▶ Social media optimization & marketing
 - ▶ Search engine marketing
 - ▶ Email marketing

RESULTS

 Organic Traffic Increase	-	450%
 Decrease in CPC	-	300%
 Increase in Leads	-	3.5X
 Revenues in Millions	-	\$3*M



ABOUT US

Found. In 2014. **DigitalCatalystGroup** Is a data-driven **online marketing company** that helps businesses to generate more leads and sales from the web. For each client, we implement marketing strategies such as pay per click (**PPC**) advertising, search engine optimization (**SEO**), online lead generation, local search optimization, and conversion rate optimization.

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