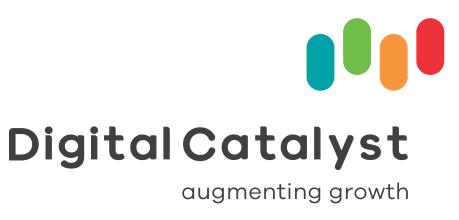
# CASE STUDY: REAL ESTATE



# DIGITAL MARKETING CAMPAIGN THAT IMPROVED LEAD GENERATION BY 800%

**MARKETING OBJECTIVE** 

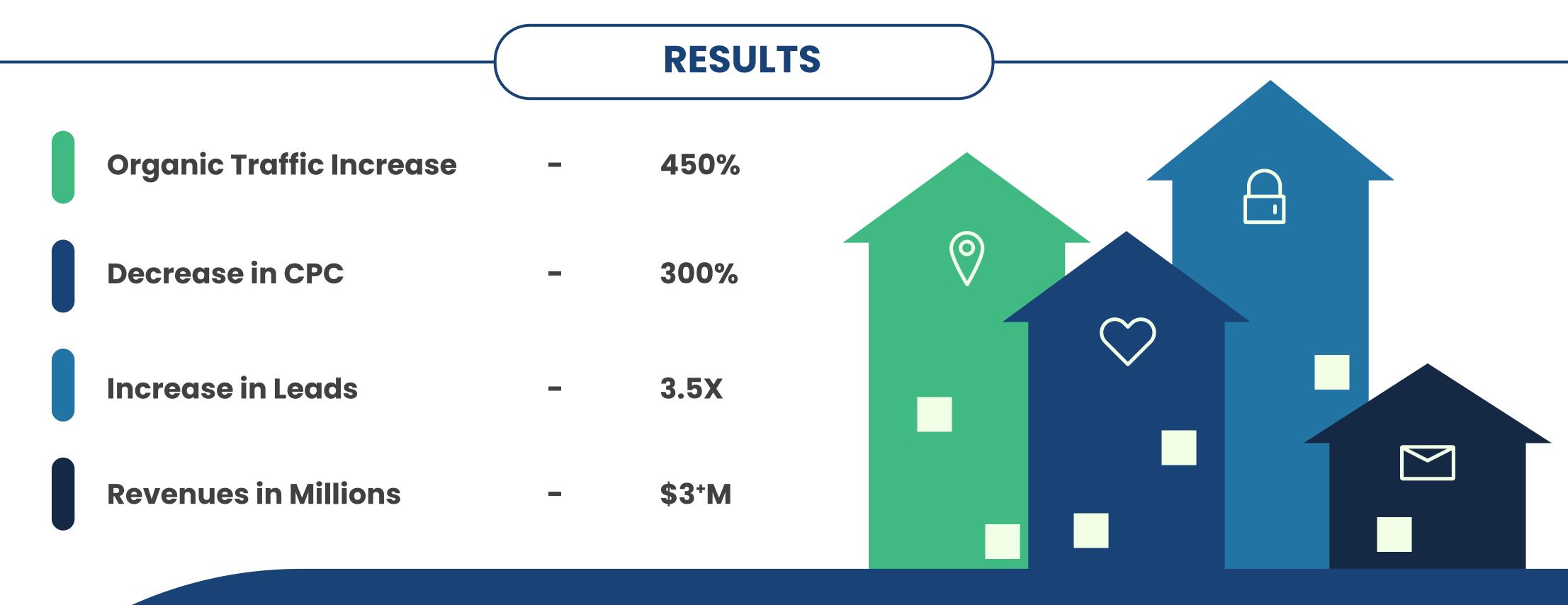
To further establish brand identity & bring in potential leads.

## 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**

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



#### **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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