

CASE STUDY

GOOGLE ADS

Capturing New Markets
with Targeted Google Ads

Residential & Commercial Real Estate Company



OVERVIEW



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This case study highlights how a Florida-based real estate company used focused Google Ads campaigns to expand into new out-of-state markets, aiming to attract clients and new agents by targeting potential property buyers across different states.



ABOUT THE CLIENT

The client is a trusted residential and commercial real estate company in Florida.



PROBLEM STATEMENT

The company needed to assert itself in out-of-state regions to generate leads for new agents. Achieving a significant market share required targeted Google Ads campaigns that would capture the attention of property owners and potential clients.

GOALS

The primary goal of this project was to capture 10% of out-of-state regional markets for new real estate agents by generating high-quality phone calls through successful Google Ads campaigns. This objective was set to be achieved over a project duration of six months.



The image features two black chess pieces, a king and a rook, positioned on a colorful, abstract board. The king piece is on the left, and the rook piece is on the right. The board is composed of several overlapping, semi-transparent shapes in shades of blue, purple, pink, and orange. The background is a dark blue grid pattern.

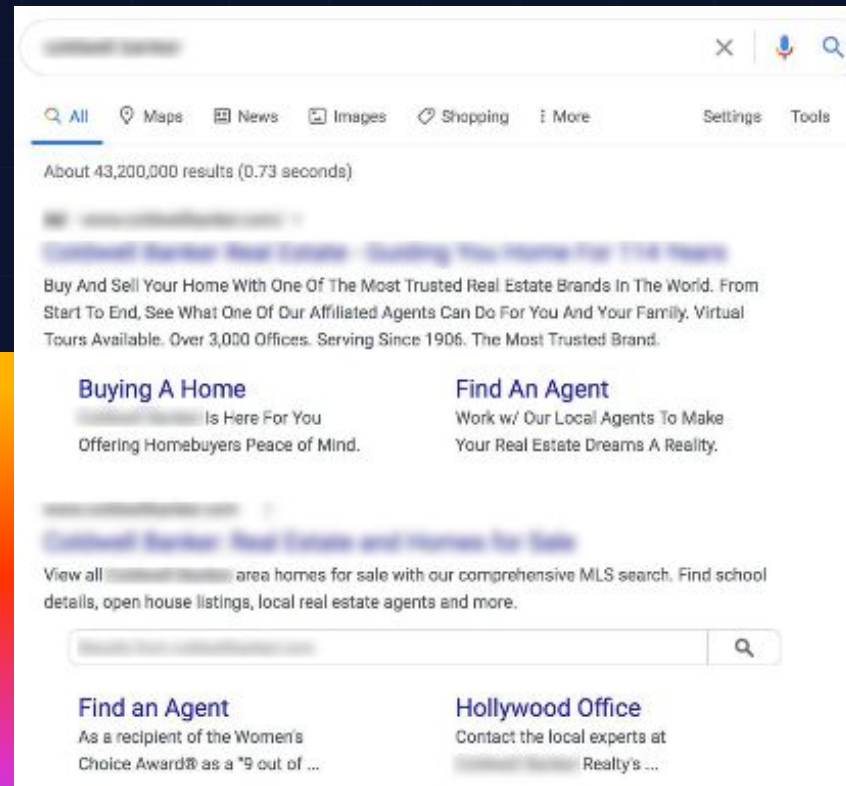
STRATEGY

The target audience was carefully chosen based on location, income, age, language, and interests, focusing on cities in Florida. We targeted individuals in the top 50% income class, aged 25 to 65, who were in the market for a home and English-speaking.

We utilized dynamic ads that pulled content from the client's website, directing users to specific agent landing pages. A compelling "Find An Agent" call-to-action led users to a landing page for phone calls or form submissions. Remarketing ads were deployed to re-engage previous visitors and encourage final interactions.

BEST PERFORMING ADS

The best-performing ad in the campaign generated 27 high-quality phone call leads with an impressive 8.62% click-through rate (CTR).

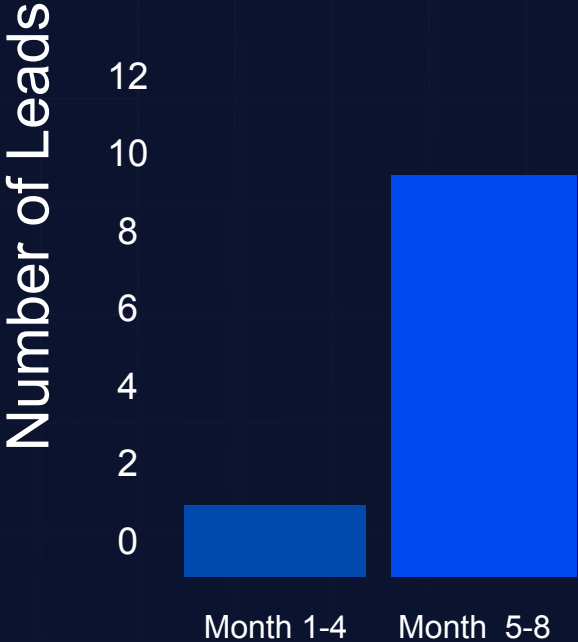


DETAILED RESULTS

We implemented a combination of dynamic ads, search ads, and remarketing ads. Dynamic ads leveraged the website's content, making the advertisements highly relevant and targeted. Search ads targeted individuals actively searching for realtors, while remarketing ads reminded previous visitors to return to the landing page to complete their engagement. This multi-faceted approach ensured that our ads were seen by the right people at the right time.

FINAL OUTCOME

The Google Ads campaigns brought in many leads and high-quality calls for new agents, leading to successful client engagements. Continuous improvements kept the campaigns effective.



Budget: \$4,000 per month

Location: United States

CONCLUSION

The Google Ads strategy successfully expanded the real estate company's reach and generated high-quality leads across multiple states. By using dynamic ads, targeted search campaigns, and remarketing, the campaigns achieved significant impressions, resulting in 27 valuable phone call leads and an impressive 8.62% click-through rate (CTR).

This approach not only boosted growth and brand visibility but also highlighted the effectiveness of tailored digital marketing in meeting business goals.

