



Vero Beach
MARKETING

CASE STUDY: REAL ESTATE TEAM

VERO BEACH MARKETING CREATES
YEAR ROUND LEAD GENERATION FOR
SEASONAL REAL ESTATE SALES



SITUATION

A real estate team in a seasonal vacation city wanted to have a steady cost effective stream of leads year round. This was a challenging project as we had two major hurdles in front of us.

First, we had to contend with a seasonal interest in property and second, we were marketing in a platform that other agents use to acquire leads.

Beyond those two challenges we also had to contend with a client that was not sure of their own CPA (Cost per Acquisition) and lead life cycle.

SOLUTION

We worked with the client to identify their actual CPA. By doing this, we were able to establish benchmark for acquiring new leads to the business versus traditional methods like print media. With a benchmark identified on lead generation, we started to run advertising campaigns on a new marketing platform.

Our way of tackling this issue was to create a year-round systematic campaign. By doing this we were able to combat the seasonal nature of the area.

Our other issue was marketing the client on a site with high competition. We solved this by identifying easy lead generation (gen) opportunities in the system. By embracing an incremental approach to lead gen in the system we were able to identify and grow one funnel at a time. Each marketing platform and funnel is conservative individually, but with the additional funnels the leads all together equal strong growth and consistency.

We also implemented a single lead management (CRM) system which is worked by a single staff member to communicate, massage, and distribute the leads to team members.

METHODOLOGY

Business is seasonal. Vero Beach is a vacation destination and a large Northern snow bird population. Season starts November/December ends in March/April.

This tells a long term story of a funnel where data starts looking positive but ends up taking some time to hit its statistical medium. Over time we have learned that anytime you are a new entity in a lead gen eco system you have a favorable introduction.

Over time that intro fades and you have to find a consistent medium that shows an optimal lead gen cost, while at the same time identifying new funnels. So on on a long term basis we are constantly balancing the need for expanded lead generation with a budgeted CPA.



STRATEGY

Focus on foundation and structure with a consolidated effort for lead management. Focus on a new lead platform until we get the process right. Expanded to additional lead platforms, staying focused on each until they were working properly building each new source while continuing clients traditional approaches.

By introducing digital media lead sources we would stabilize the off season where traditional media was not. Unifying the team into a single lead management CRM made them more efficient and able to handle increased leads.

CONCLUSION

This shows what happens when a client takes a structured approach to new marketing channels. By first identifying their profit/cost per acquisition we were able to find a CPA goal so when we brought the client into this new marketing platform we were able to not only know how much money we should be able to spend but also able to test new acquisition funnels under the budget the client was spending against traditional media.

We continue to maintain the client's original acquisition funnels and now work to grow new funnels as the months move forward.

ABOUT

Matched by none. No other business in the Treasure Coast can provide you with the experience of tens of millions in ad spend, our diversity in industries served and, simply, campaign creativity.

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