



# DIGITAL ADS FOR REAL ESTATE



# THE CLIENT



A real estate company in Las Vegas, NV contracted us to run digital ads for their subdivision.

They wanted to sell the remaining 20 homes in their 122 home community.

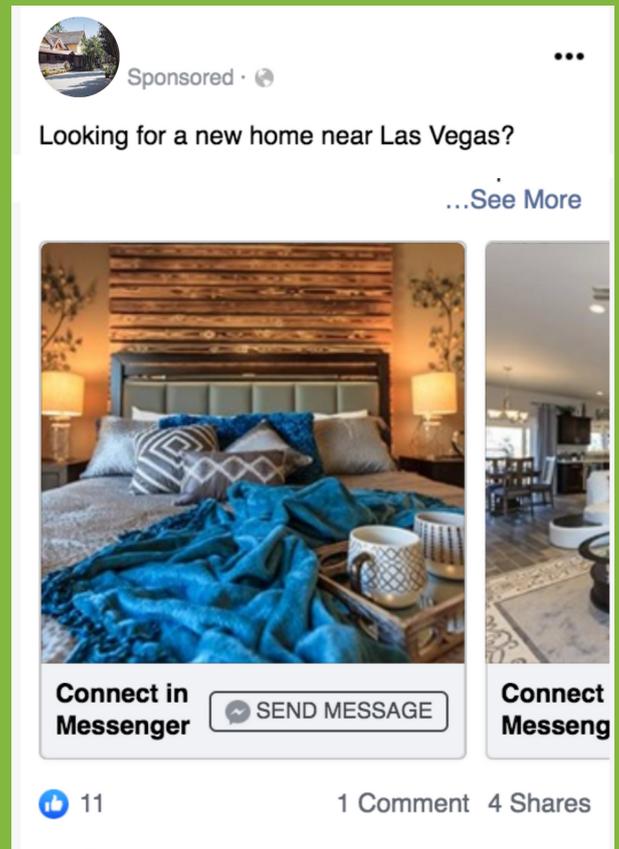
They had exhausted all other "traditional" marketing methods and needed to expand online

We ran Google, Facebook, and Instagram ads to generate high quality leads for them.

We started on a 6 month contract with a fixed retainer of \$4,000 a month.

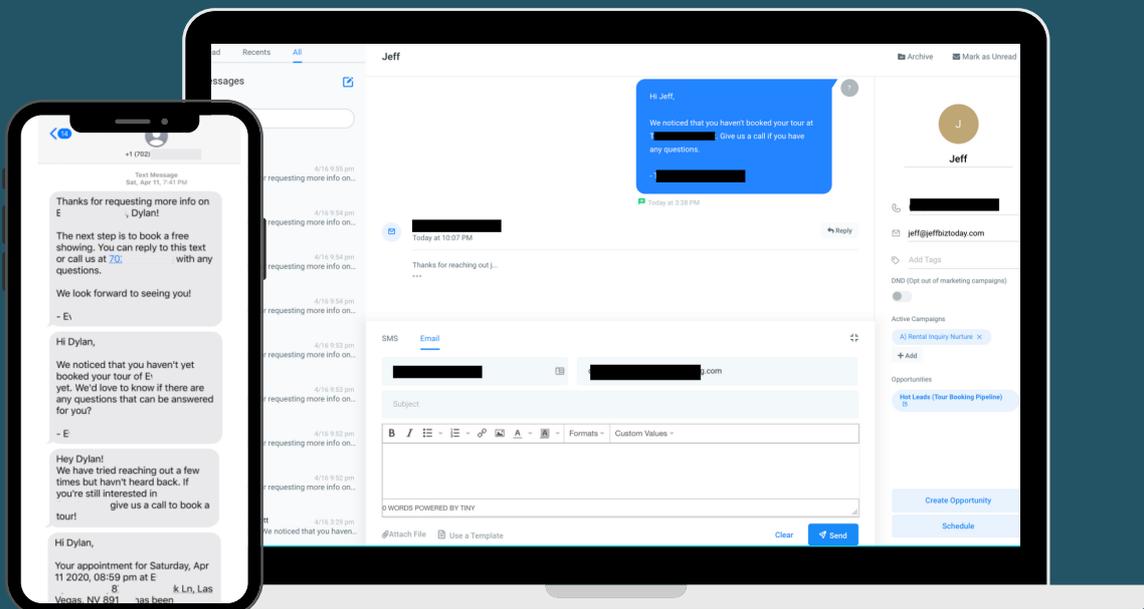
# OUR ADS

We setup ads like this one on setup Google PPC campaigns to find buyers.



# LEAD NOURISHING

We also setup automated lead campaigns that send automated text reminders, follow ups, and more to the leads.



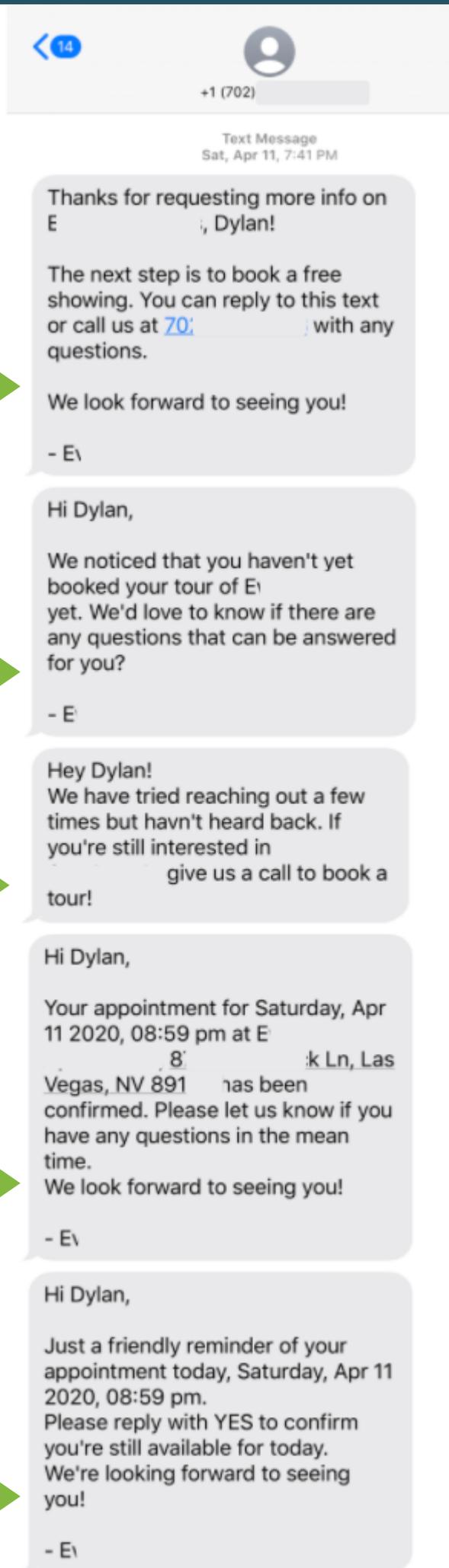
Leads are contacted as soon as they respond to an ad.

They are encouraged to book a free showing.

They receive automated follow ups over several days/weeks.

When they book their showing they are sent a confirmation.

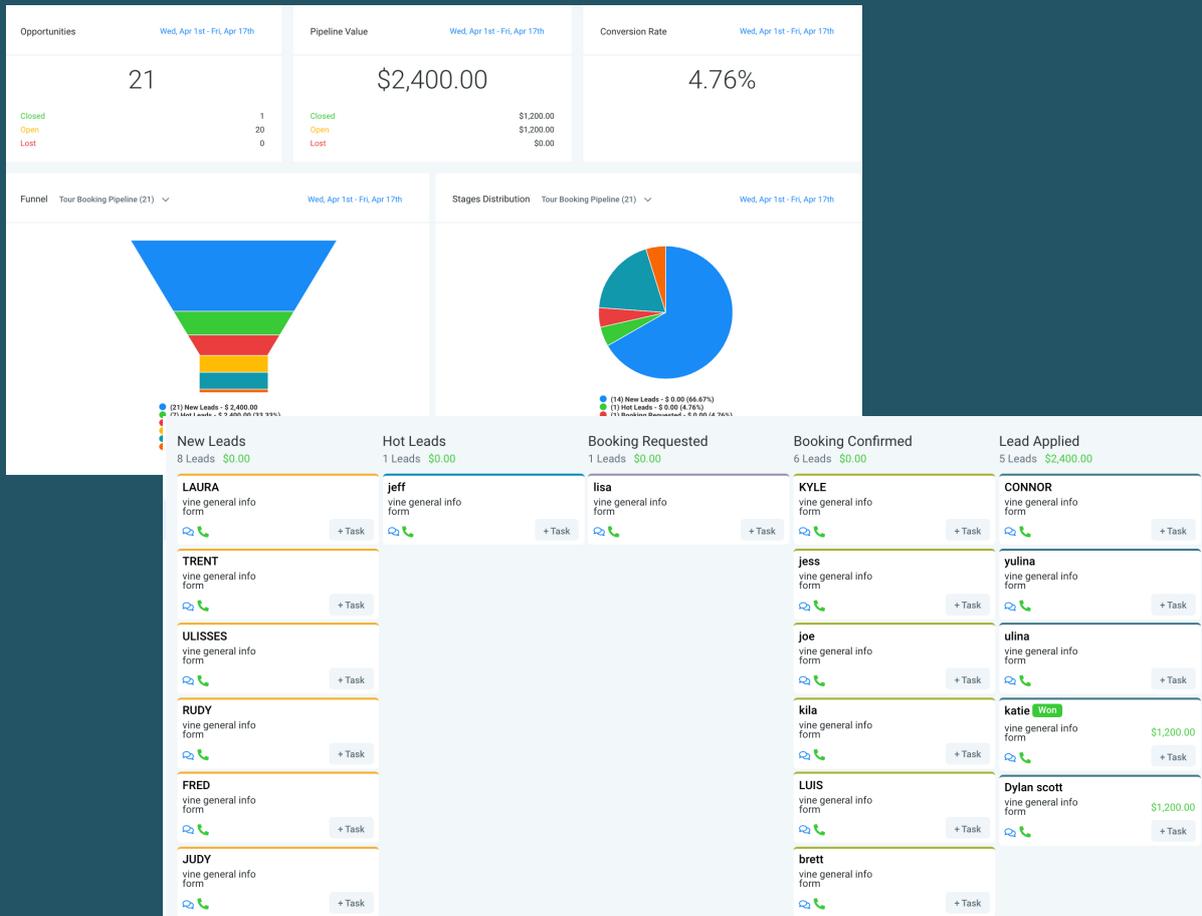
And they receive appointment reminders so they don't forget.



tracking the data

# CRM DASHBOARD

Included with this service is free access to our CRM dashboard that allows you see all the leads, communicate with them in real time, and track the results.



# NUMBERS & ANALYTICS

## 222

THOUSAND

IMPRESSIONS  
(PEOPLE WHO  
SAW THE ADS)

## 7,632

PEOPLE CLICKED  
THROUGH OR  
ENGAGED WITH  
THE AD

## 306

TOTAL LEADS  
GENERATED

## 21%

*leads booked a  
showing*

## 65

*showings*

## 11%

*closing ratio*

Total Results	Total
Total impressions generated	221,988
Total clicks generated	7,632
Total leads generated	306

Results By Platform	Total
Impressions generated on Google	177,720
Impressions generated on Facebook/IG	44,268
Clicks to website generated on Google	6,774
Clicks generates on Facebook/IG	858
Leads generated on Google	42
Leads generated on Facebook/IG	60
Leads generated on the website	42
Leads generated on our landing pages	204

## 7 HOMES SOLD

*from the ads and lead  
campaigns*

## \$2,083,515 IN REVENUE

## 8,700% ROI

*generated from the \$24,000  
marketing contract*

# SUMMARY

*from the work we did*

For this client we helped them sell the rest of their homes and close out the subdivision project.

These campaigns can be done for realtors, home builders, brokerages and clients in other niches.

**CONTACT  
US  
TODAY!**