

Local Internet Marketing Case Study:

Real Estate Firm Increases Lead Generation by 79% in Just 6 Months

The screenshot displays the Platinum Realty Network website. At the top left is the logo for Platinum Realty Network. To the right, there is a promotional banner for Pete Baldwin's 'The Ultimate Neighborhood Guide for Scottsdale!' which is available for free download. Below the banner, contact information is provided: Toll Free: (800) 470-4090 and Local: (602) 801-2223. The navigation menu includes links for Scottsdale Communities, Featured Homes, Blog, About Us, and Contact Us. A search bar is located in the top right corner. The main content area features a 'Featured' article titled 'Mirabel Golf Community' dated October 19, 2010, with a 'Read more' button. The article text describes Mirabel as a private golf and country club community in North Scottsdale. To the right of the main article is a sidebar with four smaller featured listings: 'Mirabel Golf Community', 'Paradise Valley Luxury Homes', 'Cave Creek by Scottsdale', and 'DC Ranch in Scottsdale'.

Platinum Realty Network Scottsdale, AZ

Background

Platinum Realty Network is a highly specialized brokerage firm located in North Scottsdale, AZ known for their tremendous ability to match clients with the exact property they're in search of along with a tough-as-nails approach to property negotiation.

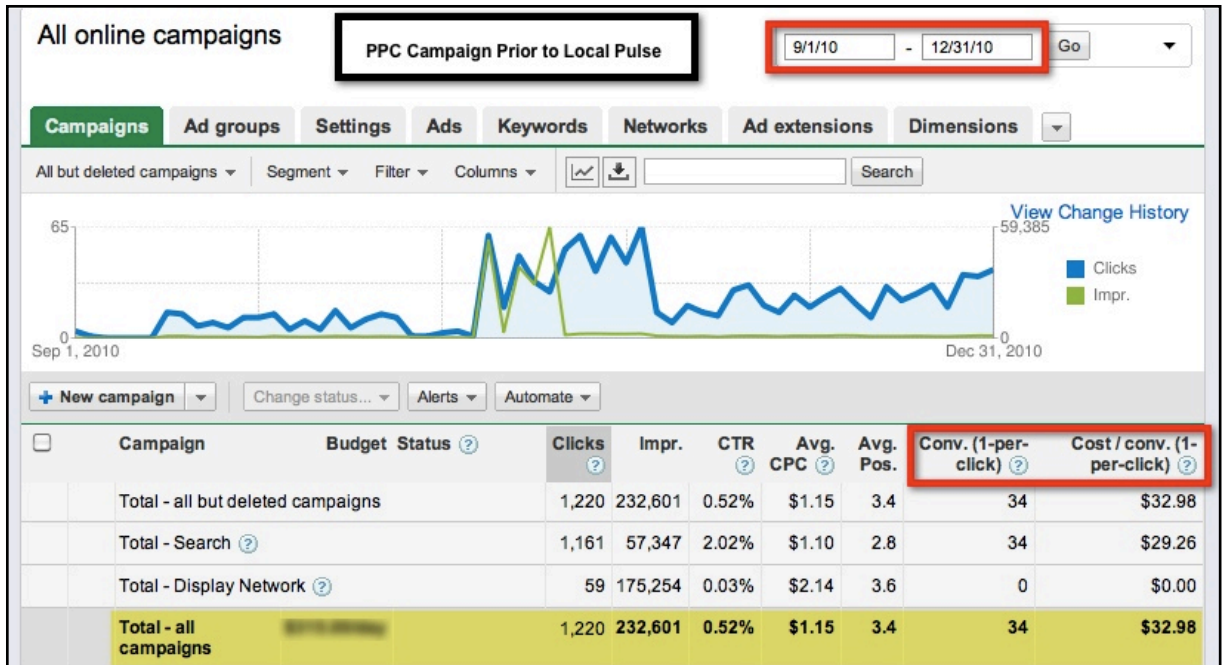
At the end of 2010, Platinum Realty Network got in touch with Local Pulse Marketing after struggling for 4 months to figure out how to truly leverage pay per click advertising in the Scottsdale real estate market in order to position themselves in front of all of people who are searching online for real estate in the Scottsdale area.

With this specific campaign, there was **ONE GOAL**: to build a list of targeted leads allowing for the opportunity to remarket to a highly targeted list of interested buyers.

Below are most important metrics of Platinum Realty Network's first pay per click campaign (September – December 2010) just prior to partnering up with

Local Pulse Marketing:

- 0.53% CTR or click-through-rate
- \$1.15 CPC or cost-per-click
- \$32.98 cost-per-lead
- 34 leads — 1 lead every 3.5 days



The Strategy

The services provided under the Local Pay Per Click campaigns include:

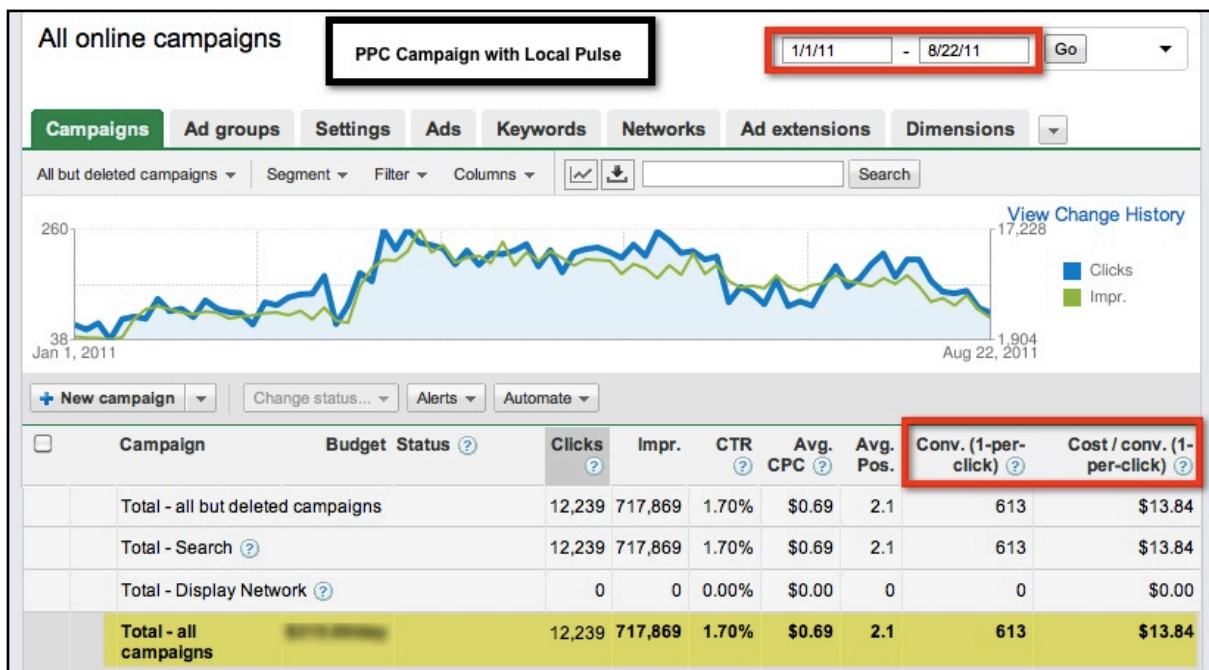
- ➔ Keyword Research & Competitive Analysis
- ➔ Information Marketing
- ➔ Custom Landing Pages Created with Lead Capture Mechanism
- ➔ Google Adwords Campaign Built & Monthly Optimization

Local Pulse Marketing conducted a complete campaign rebuild with the intent of driving advertising costs down and building a large list of hot potential Scottsdale home buyers.

The Results

The results listed below were achieved from January 2011 to Aug 2011 (8 months). The metrics in the parentheses are Platinum Realty Network's previous pay per click numbers:

- 1.70% CTR or click-through-rate (*0.53% CTR*)
- \$0.69 CPC or cost-per-click (*\$1.16 CPC*)
- \$13.84 cost-per-lead (*\$32.98*)
- 613 total leads brought in through the system in 8 months — an average of 2.5 leads a day (*34 leads — 1 lead every 3.5 days*)



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local business?**

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or email us at info@localpulsemarketing.com
before your competitors do.**