

DIGITAL MARKETING CASE STUDY

GET A RATE





THE OBJECTIVE

Get a Rate, being an already successful mortgage broker, strived to optimize not only their social presence online but also growth in educating people through their website from digital promotions.

While performing organic tactics to raise followings across social platforms, Get A Rate came to us with the desire to begin paid traffic advertisements with the most optimal results possible for their spend.

We believed that with the right targeting and creativity put in place, traffic to Get A Rate's landing page would increase exponentially. After we implemented our strategy and

marketing tactics, Pix-l Graphx helped Get a Rate achieve their highest online growth and see their highest volume of traffic to their website since inception.

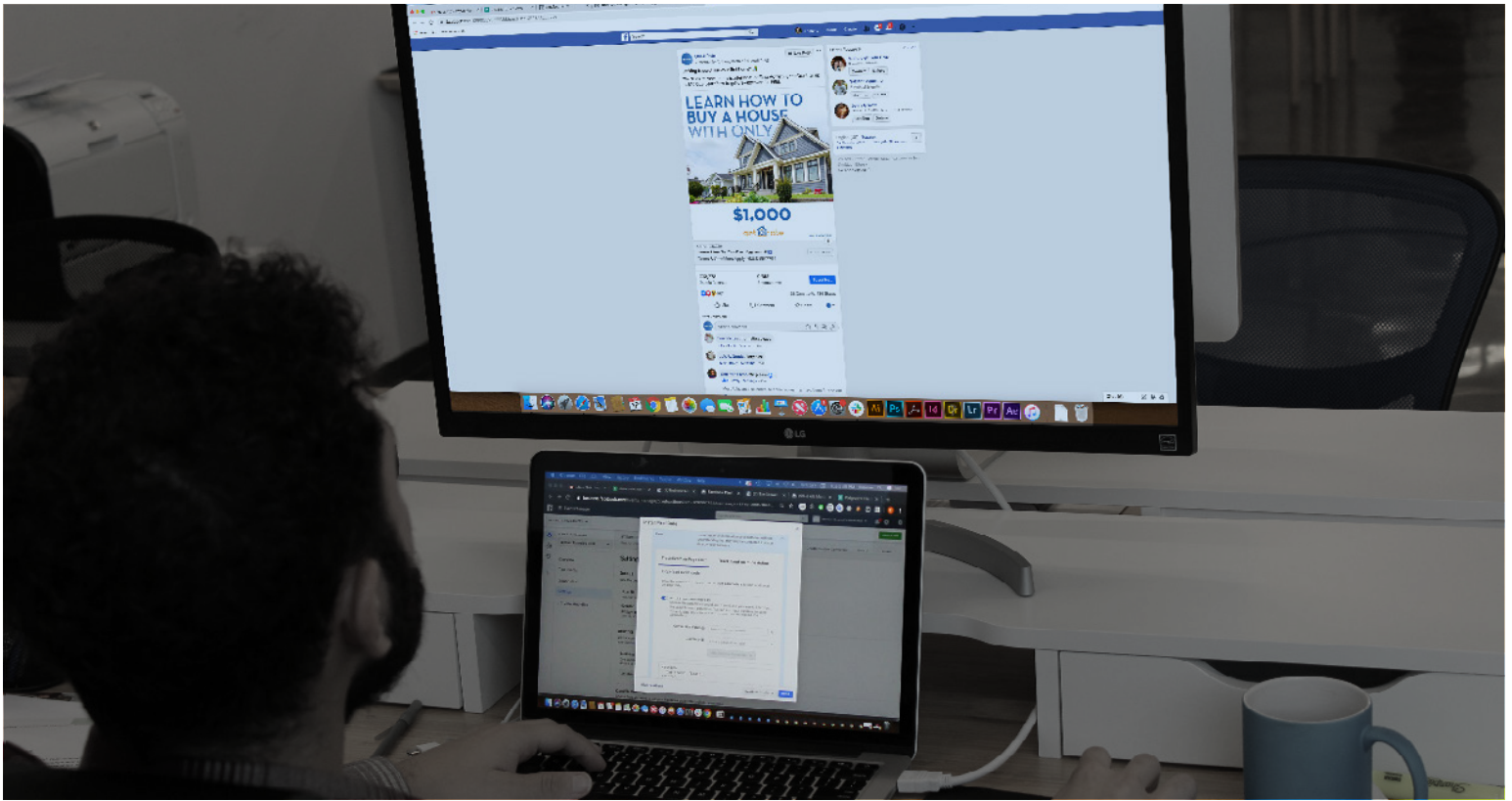


PIX-L GRAPHX HELPED GET A RATE

**INCREASE BRAND
AWARENESS**

**INCREASE TRAFFIC TO
LANDING PAGE & LEAD
GENERATION FORMS**

**INCREASE LEADS ON
MORTGAGE & HOUSING
OFFERS**



THE SOLUTION

PRODUCTS

GRAPHIC DESIGN

VIDEO AD CREATION

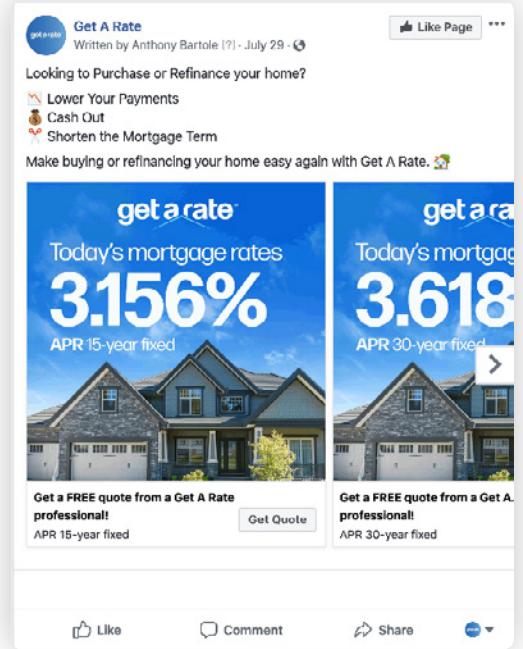
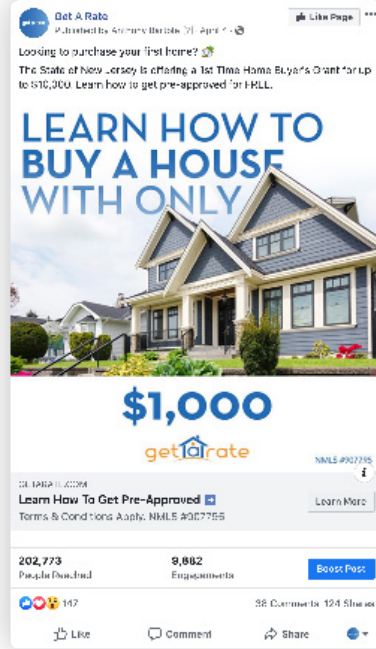
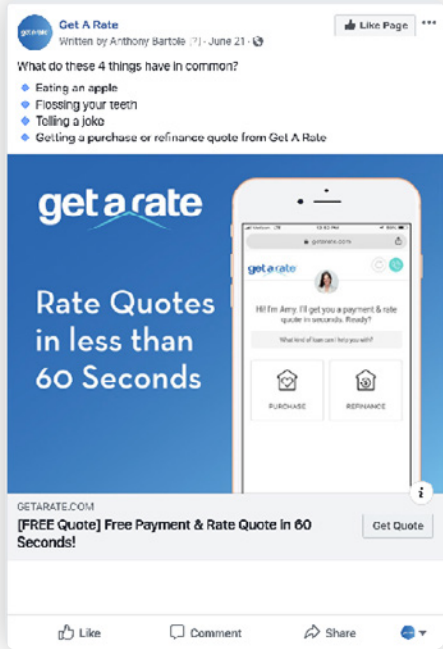
DIGITAL MARKETING

APPROACH

- High Quality social content that will engage the audience
- Obtaining & utilizing audience data within best algorithm practices
- Social Media Marketing designed to draw users to reservation pages, and physical location visits

STRATEGY

- Created responsive content that will engage the audience
- Using achieved data to target the highest quality users most likely to engage with and visit the restaurant
- Optimally tailored digital campaigns that aggregated all engaged users and obtained brand new cold audiences most like the target audience



ONLINE RESULTS

ADVERTISING TIME FRAME: 7 MONTHS

Get a Rate's social presence grew tremendously once beginning advertisements. Online growth in areas of impressions, clicks & website visitors was extremely positive while keeping costs to 75% less than the industry standard.

UPON COMMENCEMENT OF DIGITAL ADVERTISEMENTS, GET A RATE SAW INCREASES IN THE FOLLOWING AREAS

**+100
CALLS**

**+100%
TOTAL CLICKS**

**+100%
WEBSITE VISITORS**

**+100%
IMPRESSIONS**

And achieved a click-through-rate more than double the national industry average.*

*Real Estate Industry

FACEBOOK: PAID AD PERFORMANCE

TOTAL SPENT: \$11,794.83

Advertising Time Frame: 6 months

17,342

LINK CLICKS

+248.50%

\$0.68

COST PER LINK CLICK

-65.77%

11,888

LANDING PAGE VIEWS

+295.74%

\$0.99

COST PER LPV

-92.18%

1,337,339

IMPRESSIONS

+8.05%

383,160

PEOPLE REACHED

+8.07%

\$8.82

CPM

-7.43%

FACEBOOK



Page likes:

156

-71.32%

People Reached:

884,660

+203.27%

Post Engagements:

117,930

+1,692.25%