

DIGITAL MARKETING CASE STUDY

ALL TOWNE REALTY



THE OBJECTIVE

All Towne Realty, already being a successful real estate powerhouse in their area, has hundreds of listings under their belt ready to be introduced to prospective buyers.

While performing various tactics to increase leads & prospects, All Towne Realty came to us to help drive meaningful traffic to their listings and match their extensive catalog with possible buyers, in addition to assist in branding their online social image and increasing calls to their office.

We believed that with the right targeting and creative put in place, lead generation and traffic to All Towne Realty's featured listings would increase exponentially. After we

implemented our strategy and marketing tactics, Pix-l Graphx helped All Towne Realty achieve the most leads and highest volume of traffic to their website since inception.



PIX-L GRAPHX HELPED MAMASUSHI PASSAIC

**INCREASE TRAFFIC TO
FEATURED LISTINGS**

**INCREASE LEADS
FOR HOMES IN THEIR AREA**

**INCREASE PHONE CALLS
TO THEIR REAL ESTATE
OFFICE**



THE SOLUTION

PRODUCTS

GRAPHIC DESIGN

SOCIAL STRATEGY

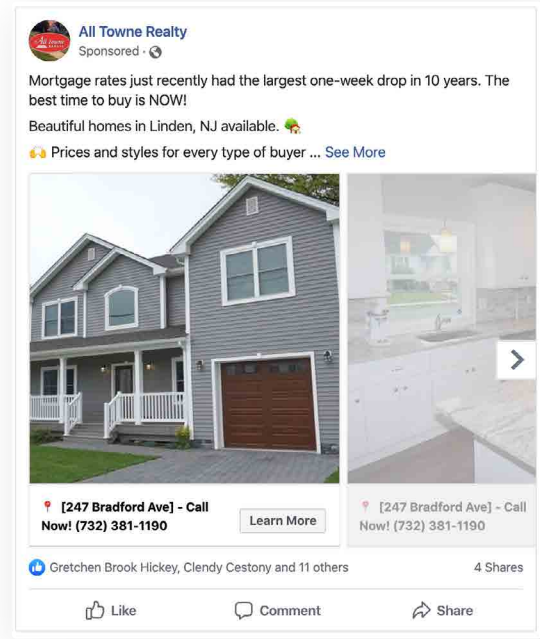
DIGITAL MARKETING

APPROACH

- High Quality social content highlighting their listings that will engage the audience
- Obtaining & utilizing audience data within best algorithm practices
- Social Media Marketing designed to draw users to listing pages and to call the realtor's office

STRATEGY

- Created responsive content from featured listings that will engage the audience
- Using achieved data to target the highest quality users most likely to be interested in homes in the area and submit their user data
- 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: 3 MONTHS

All Towne Realty's social presence grew tremendously once beginning advertisements. Online growth in areas of impressions, clicks & website visitors was extremely positive while keeping costs to **95% less** than the industry standard.

UPON COMMENCEMENT OF DIGITAL ADVERTISEMENTS, ALL TOWNE REALTY SAW INCREASES IN THE FOLLOWING AREAS

100+
CALLS TO OFFICE

+1,822%
LINK CLICKS

+775%
CLICK THROUGH RATE INCREASE

+35%
IMPRESSIONS

And achieved a click-through-rate more than **7x the national industry average**.*

*Real Estate Industry

FACEBOOK & INSTAGRAM: PAID AD PERFORMANCE

TOTAL SPENT: \$1,454.28

Advertising Time Frame: 4 months

15,441

LINK CLICKS

+1,822.87%

\$0.09

COST PER LINK CLICK

-95.02%

8.67%

CLICK THROUGH RATE

+775.76%

\$0.11

**COST PER LANDING
PAGE VIEW**

-76.19%

178,041

IMPRESSIONS

+34.74%

\$8.17

CPM

-25.72%

FACEBOOK



Page likes:	163	+132%
People Reached:	41,194	+9,002%
Post Engagements:	2,839	+5,843%