

Case Study: Real Estate Agency Marketing

We ran this campaign for a total of 50 days using an outbound email marketing campaign to targeted in market buyers and Facebook advertising, re-targeting the same audience. Most people want to over complicate online marketing, but it comes down to thing things;

1. Targeted traffic
2. Conversions of that traffic into action (i.e.- leads)

That's it. Don't make it harder than it is.

Real Estate Marketing Case Study: 226 Leads in 50 Days



Duration: 50 Days

Leads Generated: 226

Cost per Lead: \$1.79

On average, 5% of these leads turn into conversations, which is actually really good using Facebook. When you're paying \$1.79 / lead, this translates to about \$36 per conversation.

According to a [study by National Association of Realtors®](#), 66% of buyers and 65% of sellers speak to only one agent before selecting one to work with.

That means two-thirds of people hire the only agent they speak with. You can use this to your advantage!