



## CASE STUDY

# How One Home Builder Increased Website Traffic and Leads with Digital Marketing

*"Our goal was to increase our online presence and drive more traffic to our site to capture more business leads."*

*Company's Vice President*

## THE CHALLENGE

The client had previously run an SEO (search engine optimization) campaign, SEM (search engine marketing) campaign, and branding ads campaign that drove a higher amount of traffic. But their Google Analytics revealed that their on-page engagement was very low, users were bouncing off the page almost instantly. The client was also interested in very targeted ads on both an overall company-wide campaign, and to promote their individual communities.

## THE SOLUTION

Establish client as a thought leader in the real estate industry and as a home builder while staying competitive with other local builders. Improve on the engagement numbers and increase CTRs (click-through-rate) and increase calls.



## MARKETING STRATEGY

- SEO and SEM for continued results.
- Content marketing to establish thought leadership.
- Social media targeting specific audiences, messages for individual communities, and a content calendar were streamlined and optimized to deliver strong results on a limited budget.
- Build a consistent branding message.
- A creative approach was taken to target using the client's Google Analytics data which increased the CTR (click-through rate).

## THE RESULTS

- Increased site traffic from paid ads by 53%, and improved performance by over 100%.
- Bounce rates lowered from 91% to 51.26% – an increase in on page engagement by 100%.
- Increased total visits to their website by 86%, and organic visits by 24%.
- Average minutes per session duration increased by 6%
- Leads generated from conversions up 22%.



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## CASE STUDY

# Closing The Loop on Marketing Solutions with Reputation and Listings Management

*How Offering Reputation and Listings Management Allowed Multiple Real Estate (rentals) Clients to Grow their Review Volume by 2180%*

## THE CHALLENGE

The client wanted to close the loop on their marketing and advertising services, and offer their thousands of property management clients with reputation and listings management solutions for the digital age. The client therefore needed a multi-location solution that would integrate seamlessly with their current digital offerings that they could roll out to thousands of property management clients.

## THE SOLUTION

The Reputation and Listings Management services we integrated into the client's offerings are equipped with tools that help local businesses better manage their online presence. They cover all aspects of online visibility, from where their business is listed across all major directories and listings sources, to public reviews, and more.

## MARKETING STRATEGY

- Manage their online listings
- Monitor and respond to business mentions and reviews across the web
- Identify and correct inaccurate and duplicate online listings across all major sources
- Generate and manage new reviews to boost and improve their reputation
- Monitor their overall reputation and listing presence with weekly automatic reports
- Automatic listing updates to remove outdated and incorrect contact information
- Instant visibility on key directories and navigation systems like Waze and Google Maps
- Improved listing accuracy so prospects can connect with their business instantly
- Improved listing score leading to better local SEO and findability

## THE RESULTS

With a 2180% year-over-year review volume growth, and 24.6% average yearly listing score growth, it's easy to tell the value of a full-service reputation management solution for small businesses who often lack the time, expertise, and/or resources to dedicate to managing their online reputation.

With drastically improved listings, reviews, and citations, the client's clients will experience more business generated from their improved online presence. Additionally, the client will be seen as the authority on getting real estate businesses found, clicked, and visited in the new digital world.



## CASE STUDY

Attorney Uses SEO -  
Saves \$10,000+ / Month  
in PPC Spending

### THE CHALLENGE

A 4-attorney bankruptcy/tax firm had decent website traffic when we took over their search engine optimization work 12 months ago. But they were also highly dependent upon pay-per-click advertising, spending over \$10,000 per month.

### THE SOLUTION

The key to this firm's growth in traffic and conversions was increasing the number of keywords they rank for. When we began work 12 months ago, the firm ranked for 416 keywords. Today the firm ranks for 1,212 keywords.

More important, the keywords that the firm ranks for are ones used by searchers ready to retain a lawyer. The firm ranks #1 organically for several critical keywords, and ranks #2 locally, which puts the firm into Google's 3-pack of local listings.

### MARKETING STRATEGY

- SEO and SEM for continued results.
- Content marketing to establish thought leadership.
- Leveraging Google My Business.

The 3-pack appears above organic listings, and its click-to-call feature is especially attractive to searchers using smartphones. Depending on the specialty, half to two-thirds of searches for lawyers are performed on smartphones.

Lawyers with small marketing budgets should devote their initial efforts into ranking locally so they get into the 3-pack.



Orange = January 2017 - February  
2018 User Traffic (non-SEO efforts)

Blue = SEO efforts done by  
Granite Peak Digital Media



## CASE STUDY

How a bridal shop said “I Do” to a 1353% Return on Investment with a multi-channel advertising campaign



### THE CHALLENGE

Our client is a bridal boutique in the US that boasts a vast selection of brides and bridesmaids dresses. This particular location is part of a larger bridal franchise, yet under local ownership, faces many of the same struggles as other small local businesses. Our client makes customer service and satisfaction a core focus, and the reviews reflect these values.

### THE SOLUTION

To amplify their positive online reputation and attract more eager brides and wedding guests to their boutique, the client hired us for our services; consisting of a multi-channel advertising campaign.

### MARKETING STRATEGY

- Google Adwords campaign with programmatic bidding
- Review and location extensions
- Customized mobile-optimized landing page
- Programmatic display ads with geo-fencing and conversion zones
- Facebook ad campaigns

### THE RESULTS

- After less than one month, our digital advertising services had achieved more than 88,000 impressions.
- 554 ad clicks -> 85 social and website clicks -> 52 calls and in-store visits.
- Each customer valued at \$350 - the new campaign revenue pulled in \$14,560 with an ROI of 1353%



## CASE STUDY

# Closing The Loop on Leads & Sales Growth in the Real Estate Industry



## THE CHALLENGE

The realty company recognized that in order to better succeed in marketing a substantial residential property with hundreds of units, it would need to adopt more forward-thinking marketing strategy. The realtor realized they lacked a strong digital strategy compared to their competitors. One area that was an issue was the fact that they weren't consistently producing fresh content; as well as having a lack of a meaningful social media presence — causing leads/sales to slip through their fingers and go straight to the competition.

## THE SOLUTION

We went to work developing a content marketing strategy designed to drive more web traffic and increase online conversions. With content as the new fundamental cornerstone of the online presence, our marketing team set out to understand what type of content and keywords would resonate with target home buyers.

## MARKETING STRATEGY

- Content marketing
- IDXBroker integration for dynamic retargeting ad
- Facebook ad campaigns

## THE RESULTS

Within three months of launching the content marketing and social strategy (coupled with necessary ancillary services), significant gains in web traffic, conversions, and sales were achieved. By the end of the third month there was an 88% increase in inquiries and a 37% increase in sales. Traffic to the property's website increased by 248%.

Traffic generated via social media increased by 894%, referral traffic increased by 360%, and organic traffic realized a 157% increase. Additionally, social reach increased — Twitter by 1,320% and Facebook by 873%. The real estate company realized a positive ROI within a fairly short period of time.

- 873% Facebook engagement
- 1,320% Twitter engagement
- 37% increase in sales
- 88% increase in inquiries
- 248% overall traffic
- 894% social media traffic
- 360% referral traffic
- 157% organic traffic
- 159% direct traffic