



**DAW MEDIA**

MARKETING AGENCY

# GOOGLE ADS

## Case Study



Google Ads





## **Our Client:**

This is a trusted residential and commercial real estate company based out of Florida. They needed both agent and brand awareness in several out of state regions.

## **Goal:**

Generate high-quality phone calls for new real estate agents in each out-of-state region.

## **Project Duration:**

6 Months

## **Problem Statement:**

The company wanted to capture 10% of out-of-state regional markets for their new agents. As part of this effort, a successful Google Ads campaign in each market was a must. The company needed to assert itself with property owners in the region to generate leads for new agents for each out-of-state region.



## Strategy (Overview)

This client wanted to show detailed ads to highlight the merits of each residential and commercial property leads on the Google Network. The client also requested to display ads to showcase each property.

### The target audience was based on income and interests:

<b>Target Audience</b>	<b>Interest:</b>	<b>Language:</b>	<b>Age group:</b>	<b>Income class:</b>
People in specific locations of the cities of Florida	In the market for a home	English	25 - 65+	Top 50% and up

# Best Performing Ad

The screenshot shows a search engine interface with a search bar at the top. Below the search bar, there are navigation options: All, Maps, News, Images, Shopping, and More. The search results show approximately 43,200,000 results in 0.73 seconds. The main ad text reads: "Buy And Sell Your Home With One Of The Most Trusted Real Estate Brands In The World. From Start To End, See What One Of Our Affiliated Agents Can Do For You And Your Family. Virtual Tours Available. Over 3,000 Offices. Serving Since 1906. The Most Trusted Brand." Below this text are two call-to-action buttons: "Buying A Home" with the subtext "Is Here For You Offering Homebuyers Peace of Mind." and "Find An Agent" with the subtext "Work w/ Our Local Agents To Make Your Real Estate Dreams A Reality." At the bottom of the ad, there is another search bar and two more call-to-action buttons: "Find an Agent" with the subtext "As a recipient of the Women's Choice Award® as a '9 out of ..." and "Hollywood Office" with the subtext "Contact the local experts at [redacted] Realty's ...".

- The team used dynamic ads which pulled content directly from the client's website.
- Each region had an ad pointing to the agent's specific landing page.
- The "Find An Agent" call to action opens to the landing page and the user can either make a phone call or submit a form to get in contact with the agent.
- This was a very healthy campaign, with a very healthy ad impression size of 10B+ views.
- After generating quality link clicks and phone calls, we created a similar campaign for remarketing.

## Key Metrics

Unique impressions	Phone Calls	Conversions	CTR
10 billion - 1 trillion	58	27	8.62%

**\$ Budget:** \$4,000 Per Month

**📍 Location:** United States

## Solution (Campaigns Used):

**Dynamic Ads:** Pulling content from the website into the ads.

**Search Ads:** Finding people who are intentionally looking for a realtor.

**Remarketing Ads:** Reminding visitors to return to their respective agent's landing page to finalize a phone call

The Google Ads team actively optimized each campaign to achieve optimal results.

## Final Outcome

This resulted in new leads for each agent in their respective regions. The team is actively optimizing each campaign for the regions that are not seeing results. The ideal goal was to reach more clients in each region within the company's set budget, which was accomplished.