

Case Study: Real Estate Office In Australia Drives More Leads With Google Advertising



A case study in how a local real estate franchise office with a modest pay-per-click (PPC) marketing budget gets found as the #1 paid result on Google for terms like "property appraisal Nerang" and drives website visitors who turn into high quality leads, with Google Adwords as the engine powering traffic.

BACKGROUND AND GOALS

LJ Hooker Nerang is a real estate office that helps local residents buy and sell properties in Nerang, Australia. The firm's Principal, Shane Colquhoun, wanted to drive more consistent, high quality leads that could turn into clients for his real estate office.

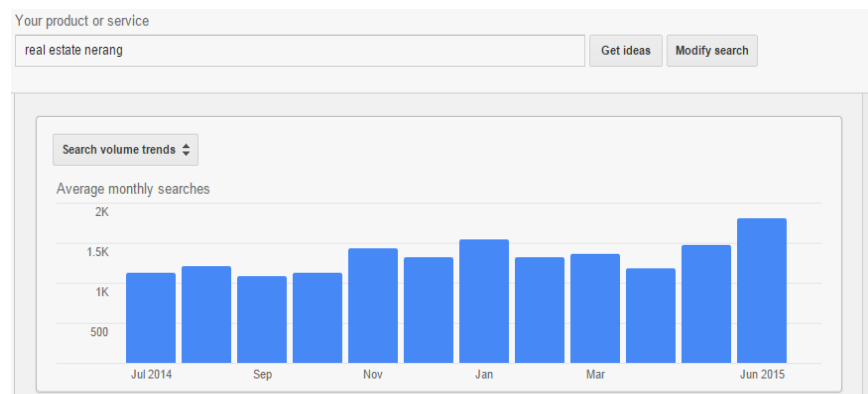
The Principal's primary goal was to leverage the Internet to drive traffic to his website, where people can view property listings, call his staff, or request an appraisal.

THE PROBLEM: LACK OF VISIBILITY TO REAL ESTATE LEADS

Colquhoun quickly discovered several challenges in driving more leads online. First, real estate in Nerang is fiercely competitive. In a city where home buyers and sellers have a menu of real estate offices to choose from, Colquhoun knew it was critical to position LJ Hooker Nerang as a trusted leader in the market.

After getting his office consistently ranked on the bottom of the first page of Google search results for keywords like "real estate nerang," the Principal needed help getting LJ Hooker's trusted brand on the top of results to attract more potential \$10,000 deals.

"Our natural position was on page 1, and we wanted to be on top. That's important to me, that we're top of mind, and not in the bottom half of page 1, and certainly not on page 2."



"I have a friend in IT who likes to tell me, 'always look at anything that's put in front of you when it comes to lead generation with the Internet.' You need to be on top of technology."



\$10,000 average commission



Average position on Google Adwords



269,917 impressions delivered

"I always say to our team, if we mismanage a phone call, we potentially lose a \$10,000 opportunity," said Colquhoun. "That's our average commission for an office."

Despite decent organic Google rankings, LJ Hooker Nerang was still consistently showing below competitors in search results before scrolling, and was possibly missing out on leads comparing properties or looking to get an appraisal immediately.

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THE SOLUTION: GOOGLE'S PAID ADVERTISING PLATFORM

The Principal was contacted by AusPromotion, and decided to look further into Google's paid advertising program.

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On a very small initial ad budget, AusPromotion set up LJ Hooker's Google advertising account. Almost overnight, the office was showing at the very top of Google's promoted search results for "Nerang real estate" and other high-value search terms.



THE RESULTS: INCREASED REAL ESTATE LEADS AND TRUST

With over 269,917 impressions (ad views) generated to date, LJ Hooker Nerang is positioned as a leader and trusted brand in the local Nerang market.

According to Colquhoun, these ads provide one more "touch point" to reassure leads who are making a big decision about which firm to choose—and who gets a commission.

There was also another, unexpected benefit in Google Adwords that's been valuable to the Principal: insights found in CEO-friendly click reports.

"We discovered that visitors were actually clicking on our 4 main pages—Contact Us, Our Team, Request An Appraisal, and Property Search—about evenly at 25% of clicks each," the Principal said.

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On the topic of future trends in local real estate marketing, Colquhoun said that he anticipates the Internet playing an even bigger role in lead generation.

"With regards to online, Google AdWords is the biggest lead generation tool we have. Now I can see it was worth giving a go, and we haven't looked back."

About AusPromotion

AusPromotion is a fully managed Google AdWords service that increases leads and brand trust for local real estate firms in Australia. AusPromotion is a Google-certified Partner and has specialized in managing online ad campaigns for the real estate market for over 7 years.

For a free strategy session on how AusPromotion can help you grow your real estate business, please call 61-422-656-006 or email us at david@auspromotion.com.

