

Case Study: New Zealand Harcourts Office Increases Volume of New Leads and Clients With AusPromotion Google Ads For Real Estate

The Harcourts logo is displayed in white text on a dark blue rectangular background. The word "Harcourts" is written in a bold, sans-serif font, with a small blue horizontal line under the letter 'a'.

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 Christchurch” and drives website visitors who turn into high quality leads, with Google Ads as the engine powering traffic.

COMPANY BACKGROUND

The Principal of a local New Zealand Harcourts real estate franchisee office wanted to increase the volume of leads for his agents to close.

The company’s commissions are, on average, worth well over \$5,000 each, so the director had tried Google ads in an attempt to get more Google leads—and potential deals.

After trying to run Google marketing campaigns internally, and then having a bad experience with an Internet Marketing company, the Principal needed a solution to bring leads to his doorstep predictably every month, without risking a huge marketing budget.

“If we had not switched over to David’s suggested Google Ad campaigns, then nothing would have changed for us. We would simply have slipped further and further behind the online race.”

THE IMPACT OF HAVING FEW LEADS

“Firstly, we tried to manage the process ourselves with limited success without really having any idea what we were doing, then we employed another internet company to help, but they were much more focused with increasing their own revenue rather than helping with ours. Neither experience was helpful,” said Kevin McKay, the real estate office Principal.

“We hardly got any online leads at all.”

BREAKING THROUGH IN A COMPETITIVE MARKET

When Kevin McKay met David Taylor at the Harcourts Annual conference in Australia, the Principal challenged David on the company’s poor experience with Google ads. During the course of their conversation, David offered to set up a campaign on a small \$150 monthly test budget, to see if he could turn things around.

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“David makes it easy. He regularly reviews and makes suggestions on how to improve your campaigns, he keeps up to date with online search features and doesn’t wait to be asked before advising how to maximise the results of your promotion. David is an expert in this field. This means we can get on and do what we do best, having full confidence that our online promotions are in good hands.”

FINDING HIGHER QUALITY LEADS

According to Kevin McKay, one of the biggest benefits of Google ads is visibility.

“David keeps us on that first page of the search results, at the top of the page, which makes us very easy to find on the internet.”

“We get great reports from David, so we can get very specific with our marketing campaigns. The enquiries we receive tend to be of a higher quality than previously.”

THE VALUE OF HIRING AN INDUSTRY EXPERT

Kevin predicts that, in the coming years, the real estate business will be increasingly won and lost online.

When asked for his advice to other real estate offices, McKay had this to say:

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About AusPromotion.com

AusPromotion offers fully managed Google Ads services that increases leads and brand trust for local real estate firms and agents in Australia and New Zealand. AusPromotion is a 15-Year Google-certified Partner and offers No Contract Management for Google Search Ads, Maps Ads, Display Ads, YouTube Video Ads plus Display Remarketing Ads and YouTube Video Remarketing Ads.

For a free 20 – 30 minute strategy session on how AusPromotion can help you grow your real estate business, please call David on +61-422-656-006 or email David directly at david@auspromotion.com.