

How Did a Digital Marketing Strategy Help Maximize Leads & ROI?

Client: Washington-based Property Management Company



CAMPAIGN SUMMARY

A property management company drove more leads at lower costs with data-driven marketing, using targeted ads, PPC, and newsletters.

BACKGROUND

A Washington-based property management company implemented a tailored digital marketing strategy to boost brand visibility, generate high-quality leads, and enhance client engagement. The focus was on running effective social media ads, PPC campaigns, and targeted email newsletters.

Target Audience: Property Owners, Investors, Renters, and Real Estate Professionals.

CHALLENGES

1

Low Lead Volume

Struggled to attract quality leads through online channels.

3

Ineffective Email Campaigns

Low open rates and engagement on newsletters.

2

Limited Engagement

Social media efforts lacked consistency and conversion.

4

High Ad Costs

Inefficient ad spending with low ROI.

STRATEGIES

- **Social Media Ads & PPC** - Launched data-driven ad campaigns on Facebook, Instagram, and Google Ads to drive high-intent leads.
- **Website Optimization & SEO** - Built high-converting pages, boosted performance, and improved rankings.
- **Email Newsletters** - Created personalized email sequences to nurture leads and retain clients.
- **A/B Testing & Performance Tracking** - Optimized campaigns through continuous monitoring and testing.

RESULTS



50% Lower Cost Per Lead



70% Lead Growth



2X Newsletter Engagement



50% Higher Conversion Rates



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