

How Did Smart Social Media Strategy Boost a Kirkland Real Estate Brand?

Client: Kirkland-Based Premium Real Estate Company



CAMPAIGN SUMMARY:

Transforming engagement into lasting success and measurable growth!

BACKGROUND

A leading **real estate company** in Kirkland partnered with us to transform its social media presence and drive lead generation.

Target Audience: Homebuyers, Sellers, Investors, Local Residents, and Industry Professionals.

CHALLENGES

- 1 Low Visibility:** Struggled to stand out in a competitive market.
- 2 Inconsistent Engagement:** Social media efforts lacked impact.
- 3 Limited Awareness:** Needed a stronger brand identity.
- 4 Diverse Audience:** Difficulty engaging varied demographics.

STRATEGIES

- Market Research:** Identified audience preferences and behaviours.
- Content Creation:** Designed high-quality visuals, virtual tours, and testimonials.
- Engagement Boost:** Interactive posts, Q&A sessions, and real-time responses.
- Platform-Specific Focus:** Tailored strategies for Facebook, Instagram, LinkedIn, and Twitter.
- Targeted Ads:** Precision campaigns to drive traffic and leads.
- Performance Tracking:** Continuous optimization through data insights.

RESULTS



150% Engagement Growth



+30% Sales Growth



+40% Organic Traffic