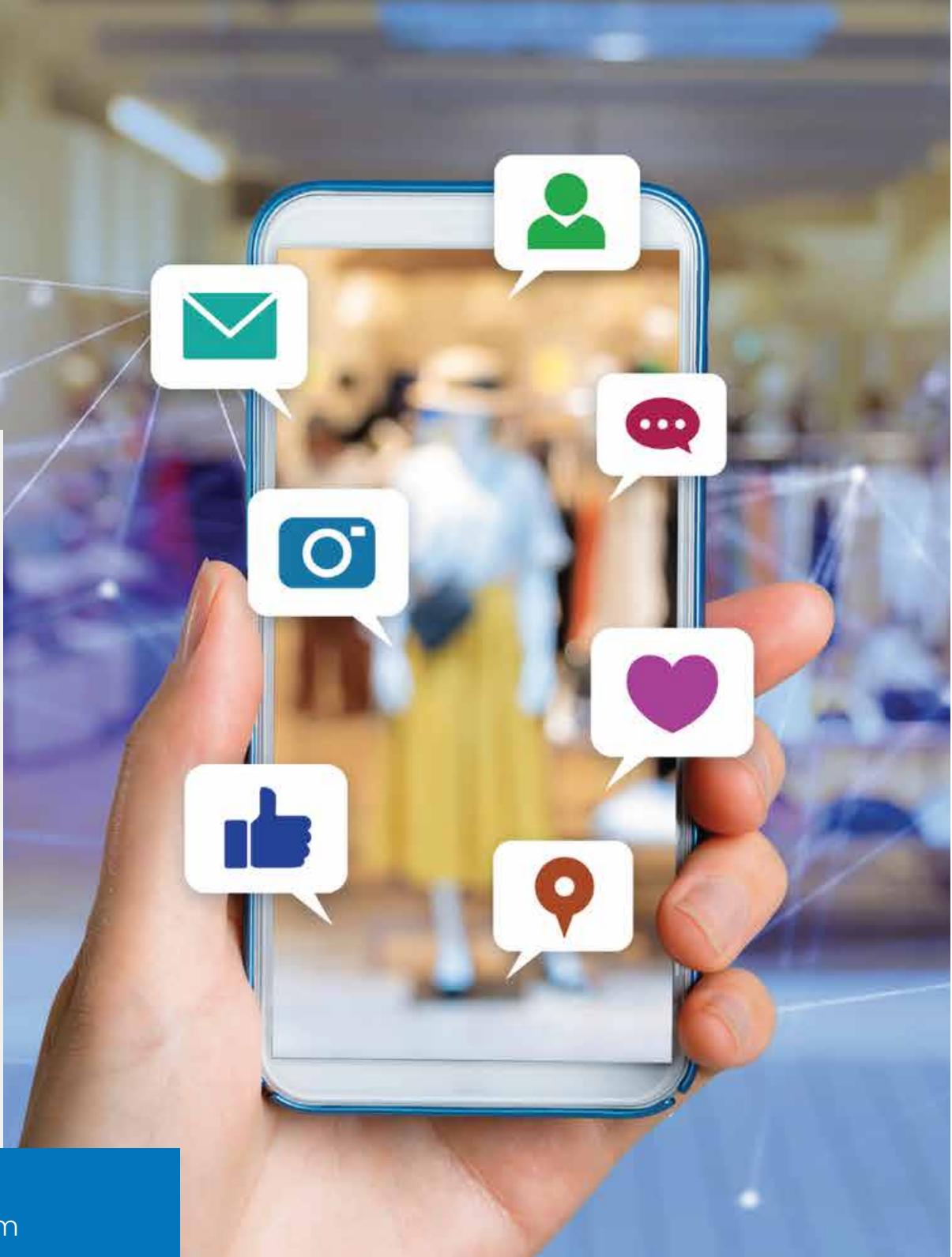


Digital Estate Media Case Study





One way to make sure you are found on the web is with an optimized digital marketing strategy. Most digital marketing strategies and campaigns have following 5 objectives.

Why digital Estate Media?

We have a unique entrepreneurial approach to how we work with our clients.



People

Our People are the lifeblood of our success. We have spent the last 3 years building a culture of excellence and a support to ensure long term growth.



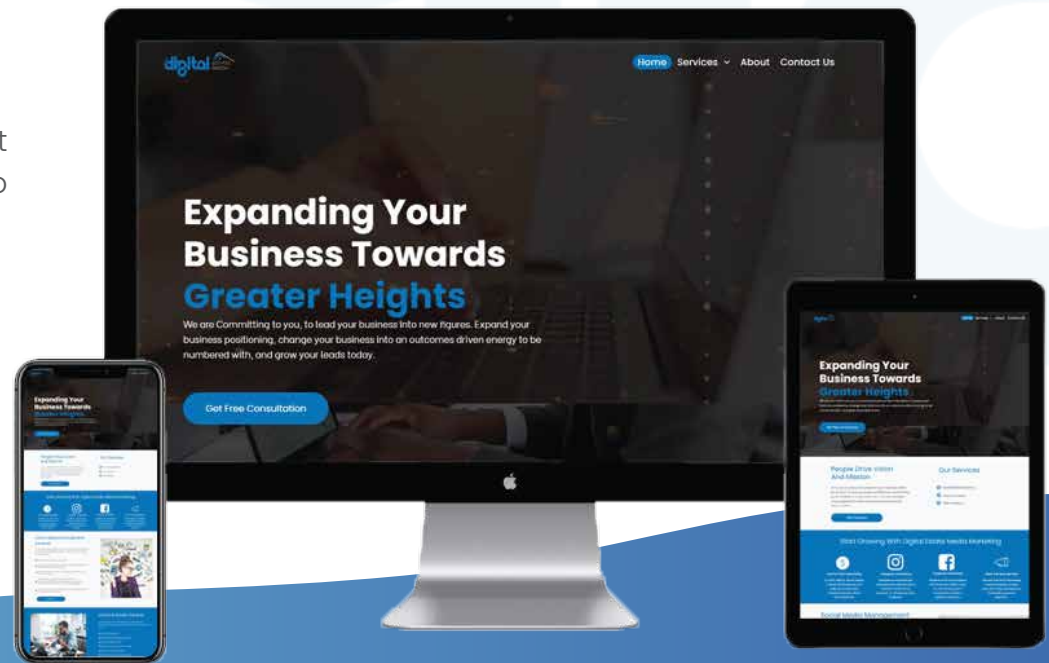
Technology

We are up to date on the latest and most effective platforms to help deliver value to our clients and partners.



Process

Once we understand how you operate, we optimize the workflow to fit your growth stage and help scale.



digital

Estate Media

Marketing Measurement

- ✓ Social Media Marketing
- ✓ Google Ads
- ✓ Tik Tok Ads
- ✓ Facebook Ads
- ✓ Email Marketing
- ✓ LinkedIn As A Service (Lead Generation)



We help you grow

We were able to generate new business for the client and provide opportunities for expansion.

Over Traditional Marketing

- ✓ Sales CRM Development
- ✓ Sales Management
- ✓ Project Management Updates
- ✓ Scheduling
- ✓ Virtual Assistance
- ✓ Telemarketing
- ✓ Customer Service
- ✓ Customer Support



Client Intro

Client Intro-Email Marketing For Reviews

Email Marketing Case Study for a Services Business in Arizona. Learn how we generated hundreds of 5-star reviews for a services business via email marketing.



The Email Marketing Challenges



- + We had two un-engaged email lists
- + The customer email list had 13K contacts and Leads email list had only 1,500 contacts.
- + People on both the lists had not received an email in 10 months.
- + There was no email automation set up in the place The client wanted immediate results.

Our Strategy

- + Based on the number of contacts in the customer email list, we decided to use that first.
- + Now, these people had already used our client's services, and most of the time, it is a one-time service. So these people couldn't be repeat buyers
- + With this in mind, we decided to use the customer email list to get more reviews for our client on Google, Yelp, and Trustpilot.
- + We created a Review Email Sequence and started sending it out in batches.



The Results

- + We launched the Review Email Sequence to 5,000 contacts initially
- + Within the first 24 hours, we got 54 new, unsolicited, genuine reviews on Google alone!
- + We bagged 19 reviews on Yelp and Trustpilot in the first 24 hours. Boom!
- + The results didn't slow down until the 3rd day, and we got over a hundred reviews in total with just one email.
- + Email open rate on the first email was 35% along with a CTR of 7.21%
- + We didn't stop there and had automation in place.
- + People who had opened the email but didn't review were sent a follow-up email



- + The contacts who had not opened the email at all were sent a separate email follow up.
- + The email open rate on the 2nd email was 68.09% with 8.04% CTR.
- + People who had opened the email clicked the links, and didn't submit the review were followed up with a separate email
- + By the end of our Review Email Sequence, we bagged 159 reviews in total on Google, Yelp, and Trustpilot.