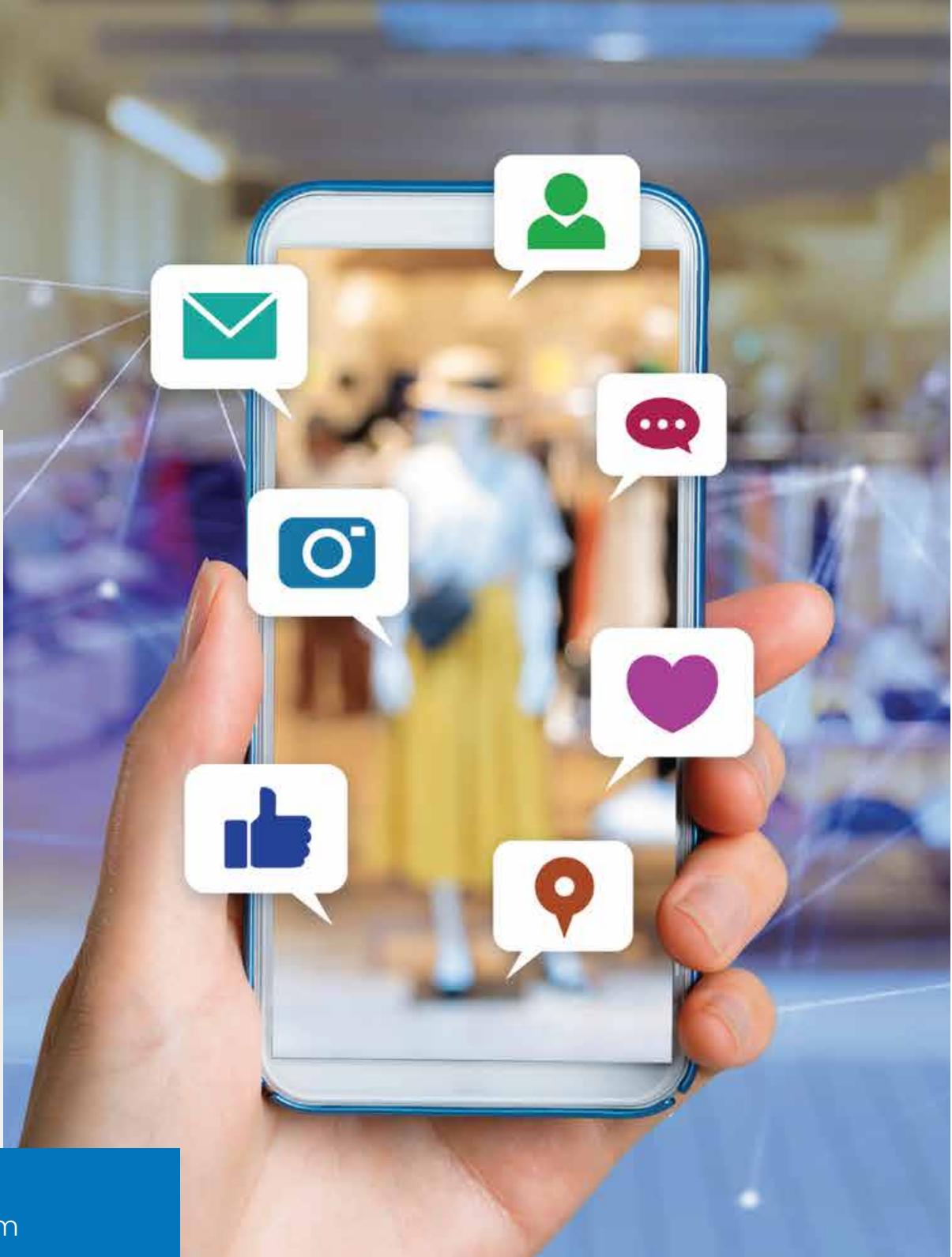


# Digital Estate Media Case Study

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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.



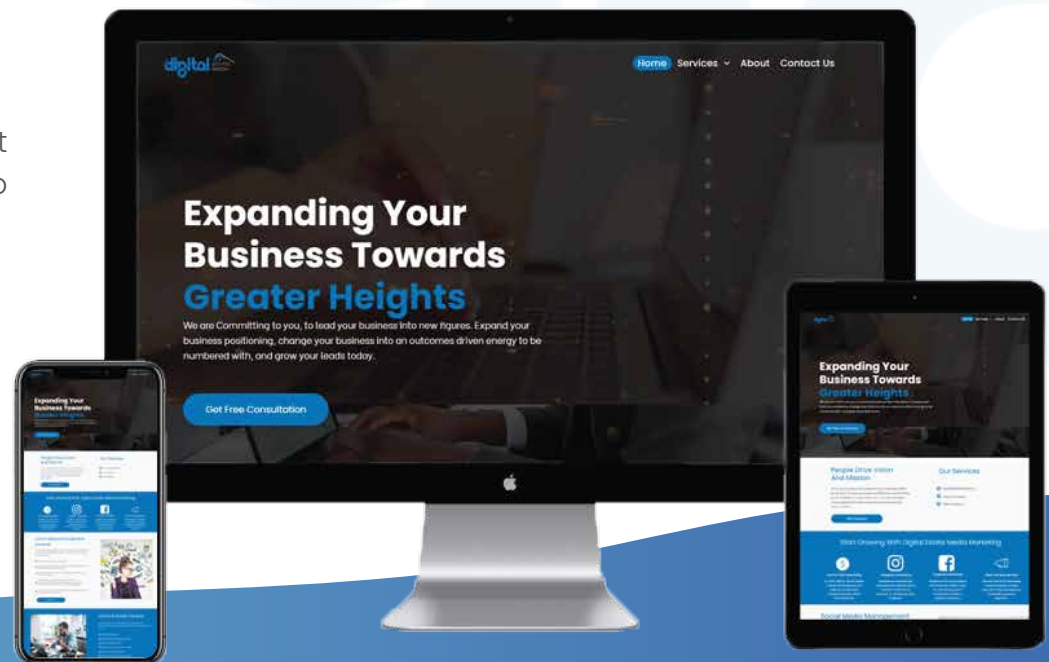
## Technology

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.





# 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

A Dentist Facebook Ads Case Study. The client based in the United States needed help with Facebook Ads to generate Leads.



# The Challenges

- + Our dentist client did not have the kind of time to focus on his Google rank and SEO.
- + He needed a simple solution for a quick fix as he was in a high-competition zone and was likely to lose business to competitors soon.
- + The Facebook advertisement was the best fix we could offer in that situation.
- + However, to compete well, we needed a free-hand with budget but the client had his concerns because of his past experience with another agency.
- + We had to settle for a nominal budget for the first month. That puts more responsibility on our experts.

# Our Strategy

- + The only thing we had to get done was to bring leads for the client in a months' time.
- + We worked with the client to produce an audience persona to create new audiences.
  - We vigorously tested these audiences against the website visitors.
- + We created a lead magnet with a tempting \*Limited time FREE CHECKUP\* offer for the new and website-visitors-based audience.
- + We coupled our advertising with email retargeting.
- + We created a 7-day value-based lead nurturing email sequence for regular Leads before showing them the new offer ad.
- + The website visitors of \*Need an appointment page?\* were addressed separately in another retargeting ad sequence.
- + The results were overwhelming. The simple steps did not disappoint us and excited the client.





# The Results

- + Our team tried to balance out the small budget with highly accurate targeting and email marketing efforts.
- + Their hard work surely paid off well and brought the client back with a big investment.
- + We brought the dentist client 193 leads only in the first month.
- + The conversion rate was way above his expectations i.e. 37%.
- + The offer we used in the lead magnet gave him a bit of extra work to handle for free but the conversion rate nullified that.
- + The Email Marketing nurture sequence AFTER the signup pushed people to convert even before the FREE CHECKUP.
- + We had a high CTR, CPC was \$2.78 and CPL was \$17.
- + The account was all in good shape now for our future use.
- + The client extended the contract, this time with additional services

