

CASE STUDY OF A REAL ESTATE COMPANY

CHALLENGE

Website not yielding leads

Our client, a real estate company was not able to get the desired sales leads with their digital marketing strategies based on their new website design. They wanted to do a comprehensive user evaluation of their website and understand their potential customers interest areas.

COMPRE- HENSION

Understanding the problem

Armed with our marketing and research experience we created a comprehensive user evaluation questionnaire specific for potential real estate customers. We added an augment quota most digital marketing initiatives our client was taking.

FIELDWORK

Smooth Sampling

We used our panel for this evaluation study targeting the key market areas of our client's real estate business. The key findings we got resonated with the initial feedback we measured.

IMPACT

Change in Digital Marketing Strategy

Results from the specific augment quota on digital strategy review helped our client to refine their digital marketing strategy leading to 22% jump in leads from their campaigns.

RESULTS

New Landing Page Design

Based on the feedback received on website, our client moved content and images on home page and was able to create a new landing page to properly funnel the interesting website visitors into mature sales leads.

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