

Four15 Digital

CASE STUDY: REAL ESTATE SAAS CLIENT

Using a complementary strategy of Prospecting + Retargeting to drive consistent leads on LinkedIn

CLIENT

Our client is a digital real estate closing solution for businesses and consumers.

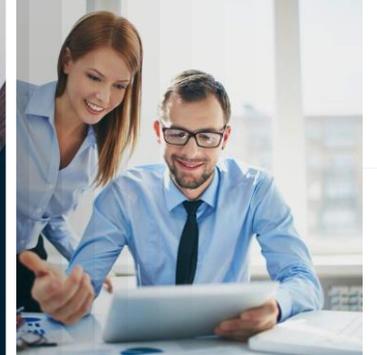
CHALLENGE

The client was unable to sufficiently generate leads on LinkedIn, and any small successes were from short-term, time-sensitive content and promotions. They needed a strategy that would give them a permanent, evergreen presence and a lasting stream of steady leads. Additionally, the lens of success needed further refinement. Our client lacked a clear goal that would unambiguously dictate whether or not a campaign was successful: awareness, raw lead gen, qualified leads, or closed leads.

SOLUTION

Our client knew they had great content for generating interest and leads, but it was time-sensitive and performance was inconsistent. Short-term campaigns were working, but required a significant amount of effort to build and oftentimes lost momentum within only a week or two. They needed to be able to promote this content, but without the constant re-creation of campaigns.

Our solution was to create evergreen campaigns targeting their ideal audience to increase user awareness, then use retargeting ads to serve up additional, relevant content. In essence, LinkedIn needed to 'warm' sales leads to want a call or demo, so that sales could then effectively close the lead.



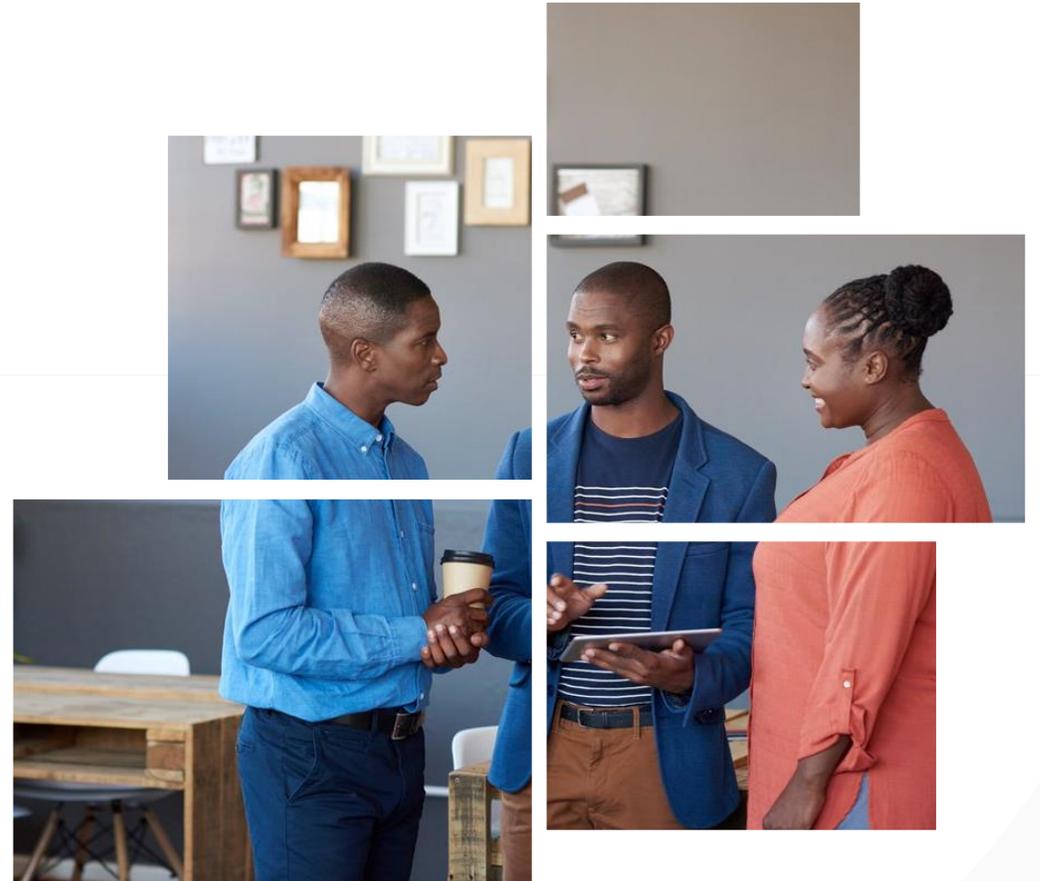


METHODOLOGY

After analyzing the LinkedIn account, previous campaign winners were reviewed, their key audience and content data extracted, and new prospecting campaigns were set up. These campaigns utilized dynamic ads, as well as sponsored content ads, to promote all of the excellent articles that had done so well for short periods of time - but replicated it to succeed with a larger audience. Then, remarketing campaigns were built to rotate over 25 ad variations promoting this valuable content including webinars, ebooks, white-papers, sponsorships, and more.

BUILDING AN EVERGREEN STRATEGY

Our client has many tools that are valuable to many different real estate professionals, and although this grows the potential user base, it also leads to confusion upon first review. Potential customers weren't sure if our client's software could help them. It wasn't until potential users were able to watch a demo, or take a sales call, that they were likely to fully understand the value of the product. In addition, our client had many different types of content that would be valuable to various audiences, so no single ad could comprehensively capture every benefit, and no single piece of content would always be the best hook for every prospective customer.





PROSPECTING

Using audience data from prior tests and our client's CRM list, Four15 built out prospecting campaigns where ad messaging and content would be catered to specific audiences. These pairings of ads and audiences targeted specific organizations, job titles, followers, and various CRM lists. This campaign structure meant any new content relevant to those audiences could be quickly promoted with new ads within those campaigns. This meant our client no longer needed to create entirely new campaigns with entirely new budgets every time a new piece of content was created. Instead, these campaigns would see audiences grow dynamically, and content in ads could be updated regularly. This also meant consistent expectations of monthly spend to make the finance team's job significantly easier.

These campaigns would also feed a steady supply of new traffic to the website where, if they were of high value but did not convert, they would be added into new audience buckets targeted with remarketing ads.

REMARKETING

With prospecting campaigns, messages could be customized based on the available information: job title, company size, employees of a specific organization, etc. However for remarketing, Four15 did not have this luxury. Customized landing pages were limited due to a lack of internal development resources, so users were filtered through a limited set of funnels - should they drop out, retargeting would also have these limits.

Strategically, Four15 knew that despite this limitation, remarketing ads on LinkedIn could still be of value given the varying array of potential customer types, as well as some basic principles of display media:

- a) Users on non-intent driven platforms often need to see ads multiple times before taking any interest (banner blindness)
- b) Users would click on content most relevant to them
- c) If a user sees the same ad over and over and it isn't relevant to them, they would get annoyed and probably avoid clicking on ads in the future

Therefore, we knew that showing a large rotation of ads with different value propositions and targeting users who had shown interest in the product but maybe needed a bit more information could still result in profitable lead generation.

With prospecting campaigns driving new users to the site, and remarketing campaigns set to re-capture valuable customers, the LinkedIn lead engine began to hum and the results were immediate.

RESULTS

Within the first four months of moving to this setup, average monthly lead volume from LinkedIn increased by 136% over the monthly average for the entire previous year.

The new strategy and account setup worked exactly as intended.

After the initial push, lead volume was expected to dip as some CRM lists ran out of new customers to reach, performance leveled off, and campaigns continued to drive new leads. In the subsequent 11 months after the restructure, lead volume continued to come in at a higher rate: maintaining a monthly average volume of leads 49% higher than the prior year.

Remarketing was a significant factor in this success. After launching, total LinkedIn lead volume increased and **54% of all new leads generated were coming from the new remarketing campaigns** while remarketing accounted for only 26% of the LinkedIn budget.

Since launch, additional improvements have been made and the limitations on remarketing customization are being addressed - LinkedIn was now a successful channel thanks to the work from Four15 Digital. The power of targeted marketing for first touch, coupled with a robust inventory of upsell content used for remarketing, had turned LinkedIn into a steady lead generating machine!

