

Real Estate Developer Facebook Ads Case Study



CAMPAIGN OVERVIEW

Our client is one of the nation's largest real estate developers (cannot disclose client name due to NDAs) of master-planned communities operating in over 50 markets across the country. The company specializes in planning and developing master-planned communities and custom built homes for homebuyers across all stages of life.

We were tasked by our client to create a full scale awareness and conversion campaign for one of their newest master-planned communities with homes ranging from the high \$200's all the way to the low \$700's in the greater Austin, Texas area. The community had just completed Phase 1 of 4 of the community and the developer in conjunction with the sales team wanted to increase exposure of the community to Austin area residents, as well as significantly increase foot traffic to both home tours/sales advisor meetings and summer weekend open house events.

Total campaign budget: \$15k



Campaign Plan

Because this specific master-planned community was newly opened and had little social media presence, we created a top of funnel awareness strategy using video and designed to build engagement on the community's Facebook page. We then retargeted engagement of the top of funnel videos in addition to running cold audience traffic to Facebook lead ads. The leads were then sent a high quality brochure of the community.

We then retargeted our leads list to a series of monthly summer weekend open house events, where interested parties could tour model homes and community amenities and schedule one-on one sales meetings with sales team advisors.



Campaign Expectations

Our client had a goal of 1,000 new leads/downloads of the brochure, and 150 participants in the open house events. We also were given the task of driving at least 150 open house visitors.



Campaign Targeting

All audiences were geo-targeted to the Austin, Texas DMA.

We also targeted the following demographic segments with specific creative sets: Gen X'ers. Baby Boomers/Empty Nesters, Millennials/New Families with Young Children.



Lead Follow Up Sequence

To ensure that leads were followed up with in a timely manner, we designed and implemented an automatic follow up sequence that texted and emailed users the brochure of the master-planned community and inviting users to sign up for the open house events and/or personal tours and meetings with sales advisors.

Top of Funnel Lead Generation

Our top of funnel strategy involved running targeted traffic to a video of the master-planned community so that we could build and retarget on the video engagement.

In addition, we ran 4 different ad creative variations per demographic targeting segments highlighting both lifestyle imagery and interior/exterior photos of model homes.

We ran Facebook Lead Ad campaigns that emailed users brochures of the master-planned community and included an invite to the summer weekend open house events.

All campaigns were geo-targeted to the Austin, TX DMA area.

2,374

Total Leads Generated

Through video ads and static image ads, we drove 2,374 total leads for the brochure of the master-community.

\$4.21

Cost Per Lead

Through a hyper-focused targeting strategy, we drove \$4.21 leads to the brochure downloads, with a conversion rate of 26.83% from clicks on the ad.

235,626

Total Impressions

The video and static image ads combined for 235,626 impressions and a click through rate of 3.74%



Retargeting Campaigns

After Facebook users signed up the free brochure from the developer, we created a retargeting campaign focused on driving users to the open house events. This was done through serving video ads to users detailing the benefits of living in the community as well as providing clips from recorded walk throughs of the community's model homes.

We also created a retargeting campaign directed towards users who had participated in the summer weekend open-house events. Our lead follow up system funneled users directly from Facebook Lead ads into a follow up sequence that sent users to the sales team's scheduling system. Upon completion of a meeting with the sales team, our visitors received a \$50 Amazon gift card.

571

RSVPs to Open House Events

Of the 2,349 leads generated from the top of funnel prospecting stage, we were able to drive a 24.32% conversion rate on RSVPs when retargeting the leads generated.

Cost Per Open House Registration: \$8.75

288

Participants to Open House Events

Of the 571 individuals who RSVP'd for the summer events, 288 participants and their families/significant others attended the events, a show up rate of 50.43%

Cost per Open House Attendance:
\$17.36.

54

Personal Tours/Sales Meetings Scheduled

Of the 288 visits to open house events, 54 meetings were scheduled. In addition, we scheduled 17 meetings from our lead list who did not RSVP or participate in open house events. Cost per Sales visit: \$92.59

1 home was placed under contract from the home tour/sales meetings.



\$1.01M Revenue

3 homes sold from Facebook lead generation

67.3x ROAS

During 4 month advertising period

