



# SEO, PPC, & SMM Campaigns for Large Real Estate Development Co.

## PROJECT DETAILS

 SEO & PPC

 Nov. 2018 - Ongoing

 \$50,000 to \$199,999



*"Their team is willing to spend time finding the best solution and creating a strong strategy."*

## PROJECT SUMMARY

Ignite Visibility supports ongoing marketing efforts through a range of services. They supply SEO and PPC tactics and manage social media accounts. They also make site changes and create relevant blog content.

## PROJECT FEEDBACK

The website has seen drastic improvements in the number of visitors per month and overall click-through rates. The Ignite Visibility team has shown a remarkable ability to manage several tasks at once while providing strong customer service. Their communicative nature makes them a valuable asset.



## The Client


Introduce your business and what you do there.


I'm the director of a large real estate development company. I'm in charge of the international fundraising efforts for our company.


## The Challenge

### What

We hired Ignite Visibility to help with our marketing needs. We wanted to improve our global reach with digital marketing and SEO.

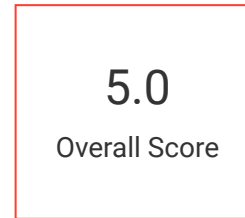
 Director, Large Real Estate Development Co.

 Real Estate

 51-200 Employees

 New York City, New York

### CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





## The Approach

### What was the scope of their involvement?

Ignite Visibility started the engagement with a site audit and keyword research. They helped us create a set of keywords and phrases based on the analysis we did. They manage PPC efforts on primarily Google and Bing. For the website, their team also helped with persona mapping, desktop and mobile reviews, and site updates for optimization. They also set up our Google Analytics account and manage it.

Their team also created content for our blogs. We review and approve each post, and they contribute materials regularly. Additionally, they perform research on our competitors and support reverse engineering efforts. For social media, they created our Facebook, Twitter, LinkedIn, and Instagram accounts and manage our posts. Their team is also working to develop sub-accounts that will be translated to support our international efforts.

### What is

There is a project leader for both the SEO side and paid-search side of the project. They lead the team of 10 or more people through the process and keep in contact with us.

### How did you come to work with Ignite Visibility?

We found Ignite Visibility online and interviewed them, along with 10 other companies. Their presentation was the most impressive, in-depth one we received in which they examined our strategy and explained their approach moving forward. They also marketed themselves as a skilled team with international experience, so we decided to give them a chance.





## How much have you invested with them?

Overall, we've spent between \$250,000–\$500,000. For the SEO services, we spend \$12,000 per month, and they have a fixed management rate of \$6,000.

## What is the status of this engagement?

We've been working together since November 2018 and the services are ongoing.

## The Outcome

### What evidence can you share that demonstrates the impact of the engagement?

We've seen steady, significant growth since we began working with Ignite Visibility. We began the project with zero traffic on our website, and we now see over 10,000 monthly views and our click-through rate is immensely improved.

### How did Ignite Visibility perform from a project management standpoint?

They're very good at managing the work and staying organized through Basecamp. We primarily communicate through that platform and receive email notifications whenever there is a relevant update. It has been very easy to work with them, and the right person is always available for our needs and questions.

### What did you find most impressive about them?

They truly know what they're doing. Their team is willing to spend time finding the best solution and creating a strong strategy. Even though I have limited expertise in social media, they help us formulate plans to move forward with that I am confident in. For example, they just developed a grassroots strategy for us to utilize in the future.





## Are there any areas they could improve?

They're doing a great job, and an interesting test will be when they need to manage our future international efforts.

## Do you have any advice for potential customers?

Ask plenty of questions and gain as much insight from their team as you can. They have deep knowledge, especially within the international marketing realm. They're receptive to feedback and value strong communication, so stay involved in the process and collaborate on the strategies.

