

Delivering Value and Driving Business for a Real Estate Builder

28% 

Rise in
Organic Traffic

49% 

Improvement in
Referral Traffic

49% 

Boost in Lead
Conversion

65% 

Increase in
Leads Nurtured

THE CUSTOMER

The customer is a U.S. based home and real-estate developer. Representing a group of five homebuilding firms, the customer owns nine brands operating across the country. One of the group's companies offers institutional capital to residential property developers.

THE CONTEXT

Grazitti Interactive and the customer entered into a partnership in 2015 when they were dealing with multiple vendors to help manage branding, website maintenance, digital marketing, analytics, marketing automation, and reporting.

With the involvement of multiple vendors and a growing marketing technology stack, the customer was finding it difficult to effectively implement integrated planning, projects, strategies, and process optimization.

THE OBJECTIVES

The customer wanted to build a highly engaging brand presence supported by effective marketing strategies. They also wanted to bring cost-efficiency into their marketing campaigns, as well as the ability to scale operations at will.

In addition to this, they wanted to be able to measure business performance through a combined view of marketing and sales operations.

THE SOLUTION

- Designed Marketo email templates for the customer's marketing campaigns, resulting in an increased open-rate, open-to-click ratio, and stronger user engagement
- Deployed Grazitti's WordPress-Marketo Integration Connector and Drupal-Marketo Connector to the customer's websites
- Provided faster form-filling for the customer's end-users with the form pre-fill feature, resulting in better user engagement and expanded lead generation
- Audited, redesigned, & optimized website UI & UX to help deliver a seamless user experience across the board and establish a unified brand identity
- Distributed optimized website content across social media, social listings, and third-party websites, resulting in a 28% increase in organic search traffic
- Conducted an ADA compliance audit for the websites to help establish the customer as a socially responsible and trusted brand
- Audited their Marketo instance and helped manage the customer's marketing operations
- Implemented multi-variate testing, resulting in a 50% boost in lead conversions
- Built a customized analytics solution to help the customer with a complete view of the buyer's journey – from first touch to close/won

THE OUTCOME

The company has been able to consistently deliver an enhanced digital experience to customers and agents following its partnership with Grazitti Interactive. Within two years, the customer has seen a significant improvement in website traffic, conversions, revenue, and the ability to measure ROI.

The company has achieved the following since its association with Grazitti:

- Implementation of marketing-based growth strategy
- Streamlined delivery across disciplines
- Integrated online & offline marketing
- Consistent planning and execution
- Improved and consistent branding
- Accurate measurement of marketing ROI

