

# Delivering Value and Driving Business for a Real Estate Builder

28% ↑

Rise in  
Organic Traffic

49% ↑

Improvement in  
Referral Traffic

49% ↑

Increase in Lead  
Conversion

65% ↑

Increase in  
Leads Nurtured

## THE CUSTOMER

The client is a five-decade old United States-based home building and real-estate development firm. It is a group of five separate homebuilding companies, which own nine brands operating in different regions of the country. Additionally, another company of the group offers institutional capital to developers of residential properties.

## THE CONTEXT

Grazitti Interactive and the client entered into a partnership in 2015, when the client was dealing with multiple vendors for managing their branding, website maintenance, digital marketing, marketing automation, analytics and reporting. The client was facing several challenges keeping marketing and the pace of business growth in sync. Their marketing tech stack was growing and with multiple vendors involved, it was leading to tedious project management, inconsistent strategy, lack of integrated planning, limited visibility into results, and inadequate process optimization.

## THE OBJECTIVES

The company was aiming at building a brand identity with a consistent marketing strategy and execution. They wanted to bring cost efficiency in their marketing operations and have the ability to scale at will. On top of that, they wanted to have a full-circle view of their marketing & sales operations and outcomes to gauge business performance.

## THE JOURNEY

- We started with designing Marketo email templates for their marketing campaigns, which resulted in high open rate, open-to-click ratio, and user engagement.
- To help the customer make even more of the email campaigns, our marketing experts recommended and implemented the lead generation and lead tracking processes.
- Acting on the recommendations, the customer deployed our Marketo-WordPress Connector and Marketo-Drupal Connector to their respective websites. This helped their end users fill out forms faster with the form pre-fill feature resulting in higher user engagement and lead generation.
- The customer asked our experts to audit their websites and make further recommendations to improve traffic and conversions. We conducted the audits and implemented the recommendations we made.
- We redesigned & optimized the websites' UI & UX to help them deliver seamless user experience across board and establish a unified brand image.
- Our digital marketing experts optimized the website content and distributed it across social media, social listings, and third-party websites, which resulted in 28% increase in organic search traffic.
- To establish the company as a socially responsible and trusted brand, we also conducted an ADA Compliance Audit for the websites.
- Our marketing automation experts audited their Marketo instance and managed it along with their marketing ops. By performing multi-variant testing, we improved lead conversions by 50%.
- And finally, we built a customized Analytics solution to help the client have a full-circle view of the customer journey – from first touch to close/won.

## THE OUTCOME

Following its engagement with Grazitti Interactive, the company has been able to consistently deliver enhanced digital experience to its customers and agents. Over the period of two years, the company has witnessed significant increase in its website traffic, conversions, revenue and ability to measure ROI. Today, Grazitti is a trusted business consultant and growth partner.

List of accomplishments the company has made since its association with Grazitti:

- Implemented marketing-based growth strategy
- Consistent planning and execution
- Streamlined delivery across disciplines
- Improved and consistent branding
- Integrated online & offline marketing
- Accurately measure marketing ROI