



AVALANCHE
ENTERPRISE

AVALANCHE CASE STUDIES

 LETTINGS & ESTATE AGENCY



INTRODUCTION

Avalanche Enterprise is a digital agency specialising in getting you seen by the right people. Our job is to reinforce the value that your company can offer potential clients, therefore we consistently connect you to the people that require your services. The general phrase we use is **“The more of your target market you have a conversation with, the more successful your business will be”**. Our team of highly talented individuals are trained in all major social media platforms and we are constantly improving the way that we market our clients on them.

In this case study we will be analysing a campaign focused on a estate/letting agency business. Avalanche Enterprise have done many campaigns in the property industry and have a tailored system that is proven to deliver results quickly and consistently. Through testing and measuring multiple platforms and campaigns, Facebook was the clear winner in terms of its ability to generate leads and develop brand equity.

The company in discussion today is an **Estate/Letting agent**. Their target market is direct to consumer and therefore, our focus was pushing consumers through to an end location/landing page.



LETTINGS & ESTATE AGENCY

Due to the target market of our Estate Agent, we knew that we had to give value to our end consumer to gain any traction.

With a service like estate agency, it is highly competitive and a local battle for the marketplace. By installing a tool to make it easier for people to value their home for sale or rental, we believed we could create an edge for driving down our cost per impression.

The software was installed and 5 advertisements drafted based on the 2 - 2 - 1 method we created. 2 sales adverts, 2 value adverts and 1 continuous brand promotion.

Our creative team structured a brand message that positioned the client as a value-driven estate agency that wanted to give back to the local community in the form of property information.

With the new image created, we were able to put together the deployment plan to bring this new image to our target markets.

RESEARCH



DEPLOYMENT

Our team utilised Facebook to develop a consistent flow of click throughs to the desired sites as well as a Facebook like-base that has since tripled in size.

Engagement was tracked through leads generated via the valuation tool ValPal and using Facebook's insights.

We quickly began to understand the sales cycle and measured a **30% conversion rate** from impression to engagement.

Our focus through-out the campaign is reducing:

- Cost per 1000 impressions (How many people see our posts)
- Cost per engagement (How many people engage with our posts)
- Cost per click through (How many people clicked through to our landing pages)
- Cost per acquisition (How many people eventually bought the services)

It usually takes our team around 2 months to create a clear understanding of the 4 sections above.



LETTINGS & ESTATE AGENCY

We quickly devised an advertisement pushing the question ‘What is your house worth?’ with relevant artwork. We tested and measured the audience interest until we achieved the optimum click through rate of **30p per click through**. Of £150 initially invested in this advert, **512 clicks** were recorded through to the valuation tool.

Other typical advertisements run by the team were pure value posts that enabled the agency to come across as a value giver. Typical posts we created were:

1. Tips to sell your property fast.
2. How to sell your property in 30 days.
3. Local market news.
4. Achieving lower rent arrears.
5. Are you being compliant?

Cost for 6 month campaign (Still ongoing) = **£2700**

Leads generated = **117+**

Cost per lead = <**£23.07**

Outlook:

Our goal is to create a **brand equity** so strong that our agency stands out dramatically compared to the others in their area. With a consistent flow of leads and consistent testing and measuring we feel this is a very realistic target.

