

GREATLY DIGITAL MEDIA

Digital Marketing case
study





ABOUT GREATLY DIGITAL AND THE GREATLY AGENCY

Greatly Digital and The Greatly Agency together are a nimble and affordable digital consulting, recruitment and advertising agency made up of marketing freelancers specializing in Digital Marketing, eCommerce Strategic Marketing and Business Management, Branding, Digital Marketing, Social Media, Design and more...

MISSION, VISION, AND GOALS

The Mission of the Greatly Agency and Greatly Digital Media is to provide our clients with the affordable expertise to reach their business objectives efficiently and effectively through strategic uses of digital marketing and brand storytelling.

Our associates are passionate about using their experience to bring small to medium sized businesses from good to **great**.



DIGITAL MARKETING CASE STUDY CHALLENGE

In Spring of 2020 our client came to The Greatly Agency for help strategizing how to create brand awareness for their real estate company, catering to buyers and sellers in the Rhode Island market.

The client needed to increase their social media presence and online influence to attract the attention of customers in a local market with heavy competition. The client had limited resources and budget, as well as the constraint of seasonality, relying mainly on sweat equity and organic posting through Google My Business and Instagram, although paid ads on Facebook were tested with the limited budget.



SOLUTION AND BENEFIT

SOLUTIONS:

We decided to optimize Google My Business since it is free and focuses on local markets. An optimized Google My Business account ensures that when someone looks up your company on Google Search and Google Maps, they find it. It also increases your SEO, so that your company shows up on page one, even if a customer searches a term related but not specific to your company. It also displays analytics, helping us to see how to create the best paid and organic strategies. It is proven that customers are 70% more likely to visit a company with a Google My Business. Another study found that business with complete listings on Google are twice as likely to earn trust from customers.

Next we decided to build a completely new Instagram account, as we recognized the importance of a Real Estate company to display themselves and their products visually. All of Brown's main competitors had established Instagram accounts with many followers, assisting customer awareness for their company.

Facebook and Google advertising has the ability to reach hundreds of millions of American's including selection criteria for age, interest and

household income. Despite our limited budget and locally focused audience, it was determined during our strategy session that Facebook and Google were cost effective means of generating ROI to reach the target market. Through target analysis it was also determined there was a broad enough target audience narrowed by interest to support a long term awareness campaign beyond the three month test period.

Lastly, creating a proof-of-concept website using Wix was determined as a great way to drive retention, as a modern website with logical UI increases the chances of customers wanting to navigate the website and come back to it. It also creates a more authentic and put-together feel.

TACTICS:

Tactics included a two pronged marketing mix between organic and paid social media marketing that would cost effectively build the trust signals needed to provide equity to the brand and amass a following.

First, organic social, through the use of hashtag strategy and competitor research on Instagram, enabled us to build awareness and drive traffic to our account. By researching what makes hashtags successful, such as how widely used the hashtag is and whether posts using that hashtag have good engagement, as well as how relevant it is to our specific posts and the types of audiences we are going for, we were able to increase impressions on our posts. Additionally, by looking at local competitors' posts and following the users that frequently engage with their content, we were able to build a large following in a short time frame. Also built relationships with local companies.

Second, organic social, through the use of optimization strategies and posting on Google My Business, enabled us to increase search views, total views and activity, as well as increase website visits and increase GMB photo visibility.

Third, paid social, through boosting and the use of Google Ads and the Facebook Ads manager, allowed cost effective awareness campaigns, building awareness for a targeted local market of potentially interested customers.

Lead generation via these social channels would then allow the client to move some of these followers further down the sales funnel to conversion.

Lastly, creating an entirely new website using a more modern look and easy-to-use UI, ensures increased desire for customers to visit and remain on the website, as well as facilitate conversions.

TACTICS: SPECIFICS

Creative and Content: The first challenge was creating valuable and engaging content to page followers. For Facebook and Google, two ads were created in attempts to generate lead clicks. The balance of content would be shared articles, simple news posts and event postings. For Instagram we utilized images from our featured listings and from attractions in the Westerly area to cater to local audiences. For Google My Business we created posts using featured listings in the format of product listings to maximize impressions.



Cadence and Schedule: With limited resources and a target market that is less engaged with Facebook on a daily basis, it was determined to start with a once a week posting cadence for original and shared content. Content would be posted on one of the busiest day for engagement, Tuesdays, between 9am to 12pm EST. For Google My Business, given the 7 day expiry for product listing posts, we aimed to post on Mondays and Tuesdays between 9am and 11am EST so posts would be viewed at the beginning of the week and last the duration. For Instagram, midweek posts, usually on Wednesdays from 10am to 1pm proved to yield the greatest engagement.

Budget and Objectives: Facebook boosting and Google Ads would be used weekly to build short term engagement and impressions, to targeted and tested audiences. Facebook Ad Manager ads would be used for more robust awareness audience targeting and long-term lead generation for an initial test budget of \$100. Google My Business and Instagram had no budget as it was all organic with the objectives of increasing brand awareness and gaining impressions.

Audience:

- Gender: Men & Women
- Age: 18+
- Location: United States

Audience:

- Demographics: Top 10% Household Income and local target audience.
- Affinity Interests: AARP, Medicare, Gardening, Home Decor, more...

Format:

- Video, Carousel, Slideshow



**FACEBOOK
ENGAGEMENT**



**WEBSITE
VISITS**



**EMAIL LEAD
GENERATION**

MEASUREMENT

Measurement metrics were based on reach, engagement, and lead generation

01

VOLUME OF POSTS

The number of times you have shared content

02

REACH RATE

The number of users who have seen your post

03

FOLLOWER GROWTH

The number of people who like your page

04

POST ENGAGEMENT

The number of people who have chose to like, share or otherwise engage with posts

05

WEBSITE VISITS

the number of unique users who have visited the website

06

LEAD GENERATION

The number of active leads acquired via social means



TEST RESULTS: 3 MONTH PERIOD

01

VOLUME OF POSTS:
14

04

BUDGET AND SPEND:
\$100

02

FOLLOWER GROWTH:
200+

05

POST ENGAGEMENT:
98

03

WEBSITE VISITS:
972

06

LEAD CLICKS:
159

TOTAL REACH:

8,816

TOTAL IMPRESSIONS:

22,233



FACEBOOK
ENGAGEMENT



WEBSITE
VISITS



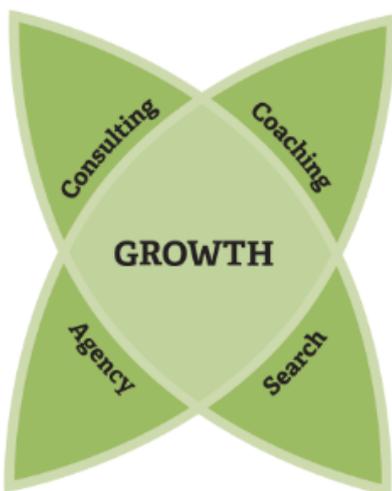
EMAIL LEAD
GENERATION

CONCLUSION, LEARNINGS AND INSIGHTS

Compared with traditional offline media, paid social media allowed our client to cost effectively reach thousands of potential customers within their target market for a small budget. Organic social media, specifically with Instagram, proved very effective and confirmed our thoughts about the importance of a Real Estate company being on Instagram. Google My Business was not as effective in driving engagement and views, but did show drastic increases in reach and impressions.

"We were pleasantly surprised with the rapid takeoff of Instagram, confirming our thoughts that users want to see a Real Estate company on Instagram. Having a strong visual presence online is important in building a brand image that customers and other companies can see. The new website enforces this idea as well." - CMO

360 DEGREE MARKETING



At the Greatly Agency our expertise is understanding your company objectives from the top down. We know marketing and social media are merely tools meant to support company objectives. We approach all of our campaigns with this in mind. We cost effectively and efficiently help you build our your marketing toolkit to reach your objectives cost effectively.

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