

Real Estate Lead Generation Campaign

**Within 6 months,
a 70X ROAS in real
estate transactions
was attributed,
resulting in millions
of dollars in revenue.**



Objective

Generate quality leads for Kiawah Island Real Estate's sales team.

Challenge

Identify an audience consisting of "the 1% of the 1%" located in multiple markets on the Eastern Seaboard who are in market to purchase luxury real estate on Kiawah Island, near Charleston, SC.

Audience Insights

Kiawah Island's audience consumes content related to sports and finance and exhibits behaviors related to green living and luxury brand shopping. Prospective buyers reside in South Carolina, North Carolina, and the Northeastern states.

Strategy

Use online and offline data to build a custom audience to serve contextual display, pre-roll video, and native ads to prospective buyers on multiple channels and across all their devices. Retarget this audience with messaging to encourage them to return to the site to execute a search for property listings. As they continue to navigate Kiawah Island Real Estate's site, serve ads with specific calls to action, ultimately directing buyers to a lead generation page to complete a form fill for an agent to contact them.



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Ongoing Results

Digital-Ignite has been consistently generating quality leads for the Kiawah Island Real Estate sales team month over month. As this campaign continues to move forward, Digital-Ignite will work toward increasing the quantity of prospective buyers while decreasing the cost of acquiring a lead.

Client Background

Kiawah Island is a private island community located just south of Charleston in South Carolina's Lowcountry. The island has a great respect for nature and allows for development of a golf, tennis, and resort destination of international prestige. KIRE is the island's premier residential real estate broker.

Serving buyers and sellers of luxury properties, KIRE has completed over 15,000 Kiawah real estate transactions, which provides KIRE with unmatched expertise in the local market. Since residential development began in the mid-1970s, preserving and protecting natural beauty has always been the driving philosophy behind land use and development. Today, Kiawah's development plan remains the model for conservation, enhancement of open space, and preservation of the Island's environmental integrity.



About Digital-Ignite

Digital-Ignite is a marketing agency powered by data. Our technology aligns your data with a custom strategy designed to achieve your goals and deliver results. In addition to leading-edge advertising technology, we offer a full suite of marketing and advertising services.



1049 Morrison Dr. Ste. 201
Charleston, SC 29403
Office: 843.800.8889
www.digital-ignite.com

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