

Commercial Real Estate Google AdWords Case Study

Real Estate Company in Greater Orlando

Local Campaign

\$2000

Spend/Month

74

Total Inbound Calls

26

Known Conversions

Local Ads Strategy

Our client opened their company in 1995 and specializes in providing commercial real estate services. With offices in the Greater Orlando area, they joined us in March 2020, looking to gain quality inbound leads as soon as possible.

To accomplish these goals, our digital advertising team designed a hyper targeted Google search advertising campaign that would target users who were actively looking for CRE services. This targeted advertising campaign would give users the option to visit a landing page for more information. Once the users made it to the landing page, they also were given an option to contact our client directly via telephone.

With a search campaign, the client only pays each time a user clicks on their ad. If an ad is shown to a user, but it is ignored, our clients spend zero dollars on that ad. This allows us to use a long list of keywords in the beginning of a campaign in order to find out which keywords are most effective. While, we simultaneously weed out keywords that are not effective using our proprietary software. Below are the five most successful keywords in only the first month of the campaign:

Keyword

	Impressions	Clicks	CTR
Commercial real estate near me	1,160	53	4.57%
Commercial property for sale Orlando	609	38	6.24%
Apartment broker Orlando	576	32	5.56%
Local commercial property for sale	308	19	6.17%
Commercial office space Orlando	135	8	5.92%