

CASE STUDY

Online Advertising

Brand: Roca Homes

How our team achieves **20-30 Quality Leads Per Month** in 2023



Online Advertising Approach for ROCAHOMES

In a close collaboration with the Roca Homes’ management team, we embarked on a comprehensive transformation of their digital presence, resulting in a rejuvenated brand image and strategically positioned advertising placements. Our engagement commenced with a meticulous assessment of the company’s core objectives and services, coupled with an insightful analysis of strengths and areas primed for improvement. Leveraging the expertise of the Boost Marketing team, we conducted an in-depth evaluation of Roca Homes’ brand identity and market positioning, complemented by thorough market research efforts. This collaborative synergy culminated in the development of an engaging and visually alluring website.

GOOGLE STRATEGY

Improved Keywords & Targeting

Our paid ads experts employed optimal tools and techniques to identify well-matched keywords and match types for lead generation.

Tracking and Converting

The Boost Marketing team deployed our established conversion tracking methods, ensuring cost-effective results through precise expenditure.

Copy-writing and Match Types

We crafted captivating creative content grounded in thorough market research, carefully choosing keyword matches to ensure exceptional efficiency.

Performance Snap Shot June 2023

Campaign	Campaign type	Clicks	Impr.	CTR	Avg. CPC	Cost	Bid strategy type	Conv. rate	↓ Conver	Cost / conv.
<input type="checkbox"/> <input checked="" type="radio"/> Custom Homes		291	5,526	5.27%	CA\$2.59			6.87%	20.00	CA\$37.72
Total: Campaigns in your current view ⓘ		291	5,526	5.27%	CA\$2.59			6.87%	20.00	CA\$37.72
<input checked="" type="checkbox"/> Total: Account ⓘ		291	5,526	5.27%	CA\$2.59			6.87%	20.00	CA\$37.72

Landing Page Solutions

Following our initial consultation, our team embarked on constructing a top-tier website informed by industry research and client input. The result was a contemporary, user-friendly platform that significantly bolstered the impact of our advertising initiatives and social media endeavors.

Roca Home's patrons experienced seamless online booking, well-informed web content, and accessible phone support. By analyzing Google Analytics data, the Boost Marketing team adeptly refined the website and landing pages, resulting in an impressive surge in engagement rates, approaching 90%.

Google Ad Results Post Launch

Upon concluding the initial setup, we initiated live ad testing and fine-tuning. Following the recommended 180-day period, Boost Marketing achieved a remarkable milestone of generating nearly one lead per day at industry-leading cost per lead metrics. It's important to note that outcomes fluctuate based on industry, service categories, and budget considerations.

Relying on the Data

Our foundation rests heavily on Google Analytics and data analysis tools to construct achievements in web and advertising domains. Data-driven decisions govern our actions, a practice that consistently drives positive outcomes for all our clients. Wrapping up, let's delve into a few additional pivotal statistics from Roca Home's 2023 performance to-date.

2023 Ad Performance

121

Total Conversions



\$2.12 CPC

Aprx 200% lower than the industry average of \$7.14.

68.7k

Impressions



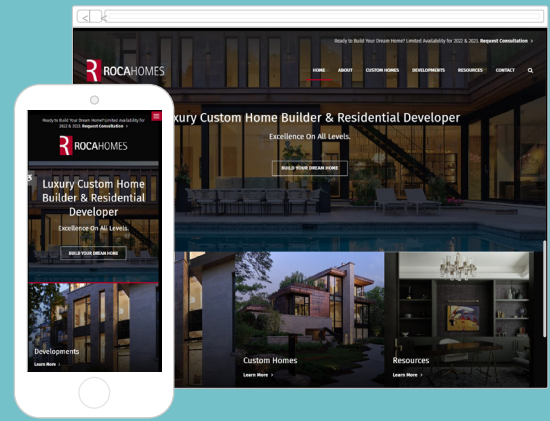
\$47.51 Cost/Conv

Aprx 80% lower than the industry average of \$121.40 Cost/Conv.

8.41%

Conversion Rate

Visit Website



Google Analytics Monthly Snapshot

The website saw a very healthy flow of Users based on marketing spend and live campaigns, drawing in 1,100 unique users in June 2023.

The Engagement Rate on the site was an outstanding 89.1%. Meaning that nearly every unique visitor engaged and took action after landing on the site from ads.

Engagement Duration was healthy at nearly one-minute per session, and website views were up around 9,200 for the month of June.

