

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

