

## CASE STUDY

# Performance Marketing

CLIENT:  JLL

SECTOR: B2C - REAL ESTATE



## BACKGROUND STORY

As a sales-focused real estate consultancy, JLL relies on lead generation to support its developer partners. JLL needed a team to generate leads and sales prospects based in the Middle East for ongoing UK-based developments. Having used other digital marketing agencies and invested directly with real estate portals, JLL became frustrated with the results of these campaigns and approached NEXA. JLL's greatest challenge was the overly competitive market, offering a variety of options to prospects. Travel restrictions during Covid-19 also impacted in-person visits to the developments in the UK.

NEXA's approach with clients is driven by strategy rather than simply launching campaigns without data and testing. NEXA's strategy consisted of building landing pages based on the customer journey, creating ad assets, highlighting key points, and building niche audiences based on the target market. Once prospects were reached, personalized marketing emails were sent to nurture and convert them into sales-qualified leads. This strategy achieved immediate results and sales for JLL.

JLL now has £4.2 million in potential revenue since partnering with NEXA, and NEXA is the exclusive digital marketing partner for JLL in the Middle East. This work has extended to multiple high-profile UK developers.

## OBJECTIVES

Generate leads and sales prospects based in the Middle East for ongoing UK-based developments.

## CHALLENGES

- Overly competitive market with a variety of options available to prospects.
- The restriction of travel during Covid-19 impacted the ability of prospects to physically visit the developments in the UK.

## SOLUTIONS

- Building landing pages based on the customer journey.
- Creating ad assets, highlighting key points.
- Building audiences based on the target market.
- Creating marketing emails to help nurture from marketing-qualified leads to sales-qualified leads.

## RESULTS

**70%** conversion from marketing qualified lead to sales qualified lead

**60%** conversion from sales qualified lead to opportunities

**8%** conversion rate from targeted keywords on Google ad campaigns

**£4.2 million** potential revenue in negotiation