

## CASE STUDY

# Performance Marketing

CLIENT:  ONE GLOBAL  
PROPERTY SERVICES

SECTOR: B2C - REAL ESTATE

## BACKGROUND STORY

UK-based broker, One Global, approached NEXA for assistance in generating high-quality leads and sales prospects in the Middle East and South Africa who were looking to invest in UK property. Noting our success with companies such as JLL and CBRE, One Global wanted to achieve the same positive results, as well as establish a highly qualified database of potential investors in the Middle East for current and future projects.

NEXA developed a digital marketing strategy for the One Global developments, which included a landing page, nurturing emails, and ad sets.

The NEXA team supported marketing communications for the new developments advertised and ensured strictly consistent support during sales qualifications and marketing, and sales handover.

As a result, One Global was delivered only to the most qualified, “hottest” leads, who were ready to purchase. The sales agents simply needed to close the deal.

## OBJECTIVES

Generate highly qualified sales prospects based in the Middle East and South Africa looking to invest in UK property.

## CHALLENGES

- Hyper-competitive target keywords on Google Search and a fairly saturated ad space for the identified target audience on social media.
- The need for distinct differences in messaging and creative assets to target audience subsets and ensure reasonation with these audience subsets.

## SOLUTIONS

- Creating best practice landing pages to aid with high site-visit-conversion rate.
- Optimising keyword, social ads, and competitor analysis to ensure that ads served had optimal chances of peak performance across all platforms.
- Creating post-submission email automations, lead scoring, and automated sales tasks based on user actions during the process.

## RESULTS

**55%** conversion from sales qualified lead to opportunities

**60%** email click rate of marketing qualified leads

**6%** conversion rate from targeted keywords on Google ad campaigns

**£1.96 million** in revenue

**8,617%** return on initial investment