

CINC Generates 46,000 Leads for Realtors Nathan Singh and David Morrell as a Result of Google AdWords Campaign.



Nathan Singh and David Morrell, founders of The Greater Calgary Group real estate company, are leading realtors in Canada. Based out of Calgary, Nathan and David recognized that with all of the online resources both buyers and sellers have to use, the industry's true power was in the digital marketplace. With that in mind, they decided that it was critical to get ahead of the curve and explore the possibilities of Google AdWords.

About CINC

www.commissionsinc.com

- Located in Marietta, GA
- Founded in 2011 and became a Google Partner in 2013.
- CINC is a premium solution and community for elite real estate teams that can provide all of the technology and marketing tools they need without locking them into contracts and ever-increasing prices.

About The Greater Calgary Group

www.GreaterCalgaryGroup.com

- Located in Calgary, CN
- Top real estate company with seven sites in four locations across Canada

There was just one problem: where to begin?

Nathan and David researched the possibilities, and chose Georgia-based CINC after seeing that they were a Google Partner. Despite being all the way across North America, GCG felt that CINC gave them the best chance for success in this new marketing venture. More than three years later, their decision has delivered time and again—with results more impressive than they could have possibly imagined.

"In each market, GCG's volume of website-driven leads has grown, enabling wider-reaching campaigns and thousands of qualified leads."

—Dan Lott, CINC

GOALS:

- Increase real estate leads across major Canadian cities to drive sales while targeting key demographics and locations.
- Create qualified leads through strategic AdWords campaigns leading to contact forms.
- Minimize cost-per-lead to optimize potential across different demographics in specific locations.
- Optimize leads while distinguishing between desktop views and the growing mobile market.

Game Plan

New to AdWords, GCG understood that their websites could become their leading marketing resource with the right guidance. They worked with CINC to establish a strategic pay-per-click campaign starting in June 2012. CINC demonstrated how malleable the campaign could be: budgets, demographics, ad copy, and landing pages could be updated with just a few clicks. With this in mind, a registration form was created as a specific call to action and budgets were monitored. In the 3+ years since campaign launch, the results have been so strong that Nathan and David's entire marketing budget is currently focused on the digital space and the CINC partnership.

WHY IT WORKED: Finding Specific Targets

"CINC has allowed us to drill down not just to specific cities but specific neighborhoods with the cities as well as segment/filter client price points within those filters. This ensured maximum exposure to our desired demographic, all while optimizing our budget."

Nathan Singh
Founder, The Greater Calgary Group

Maximizing Technology

"Nathan and David approached us with the goal of maximizing ROI for the lucrative Calgary real estate market. For both buyers and sellers, that meant getting profile data into the hands of GCG's expert staff so they could help leads accomplish their real estate goals. We devised targeted landing pages for specific ad groups utilizing registration forms. This created more than 46,000 leads over the years for The Greater Calgary Group's teams to work with—and the results speak for themselves."

Dan Lott
Director of Search Engine Marketing, CINC

Expanding The Scope

"The strategy we used in Calgary was so successful, we expanded our vision within a year to Edmonton and Vancouver. In 2014, we launched second sites and campaigns for those three cities while adding Toronto. Today, we're running seven websites across four cities—all of them wildly successful. This kind of scope would be impossible without the power of Google AdWords."

David Morrell
Founder, The Greater Calgary Group

GCG's transactions increased almost 500% to 324 deals a year since beginning of partnership.

Optimizing Technology

In the past five years, website traffic has grown increasingly mobile—in fact, by 2015, nearly 1/3 of worldwide web traffic is from a mobile device.* To stay ahead of the curve, GCG and CINC began employing targeted ad displays based on devices. This strategy allowed the ad campaign to shift and adapt based on the latest trends with mobile devices. By adjusting budgets in real time for mobile vs. desktop ads, CINC helped Nathan Singh and David Morrell maximize conversions and ad potential while targeting desired demographics.

RESULTS & METRICS:

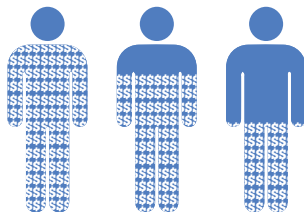
Smartphone-driven leads rose in Calgary from **87 to 660** between 2013 & 2015.



The ROI has been so strong that GCG has expanded to **seven** total sites across Canada.



CINC has helped GCG lower the average cost-per-lead **56%** in just three years.



GCG has gone from 67 to 324 transactions on books for 2015—almost **500%** increase since partnering with CINC and Google Adwords to drive leads.



CONCLUSION:

Since June 2012, GCG has partnered with CINC to venture forth into the digital marketing space. Through Google AdWords, CINC helped deliver results year after year. What kind of results? Not only did GCG expand their Calgary footprint to two sites from 2013 to 2014, they expanded their national footprint to three more Canadian cities. With a marketing budget devoted exclusively to digital now, Nathan Singh and David Morrell continue to thrive in all markets while maximizing ROI. After generating more than 46,000 leads, both The Greater Calgary Group and its digital strategy continue to expand and are looking at further possibilities following year-upon-year company growth.



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* Source: <http://www.statista.com/statistics/241462/global-mobile-phone-website-traffic-share/>