



CASE STUDY

An example of a successful marketing campaign,
built one brick at a time.

CLIENT

Spotlight Real Estate Group

CAMPAIGN

Webinar with Consult-Request
Lead Nurturing Campaign

SUMMARY

Having recently completed a rebrand, Spotlight needed a campaign to help generate general brand awareness and convert consultation requests. They had never hosted a webinar or engaged in a lead nurturing campaign before, and primarily relied on social media and marketing to their house database for registration generation.

GOALS & PROCESS

To build brand awareness, generate immediate home selling consultations, and encourage a higher-level of lead engagement. Red Brick Partners developed a comprehensive marketing campaign that included the following:

- Pre-webinar promotion via social media and email to generate webinar and brand awareness
- Fully interactive webinar broadcast and recording to generate immediate consultations
- Creation of custom educational content to complement webinar topic and stimulate engagement
- Development of custom landing pages, forms, and lead-conversion calls to action
- Post-webinar lead nurturing campaign using custom content and landing pages to encourage additional consultation conversions and engagement

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RESULTS

- **3%** conversion of target audience to registrants
- **27%** conversion of registrants to attendees
- **9%** of registrants “raised their hand” for a consultation
- **46%** of post-webinar nurturing prospects engaged and were scored
- Average open rate on post-webinar nurturing sequence of **23%** (compared to industry benchmark of 17.4%¹)
- Average click rate on post-webinar nurturing sequence of **1.3%**

“ I HAD A GREAT EXPERIENCE WITH RED BRICK PARTNERS CREATING A LEAD NURTURING CAMPAIGN FOR MY REAL ESTATE BUSINESS. THEY HELPED ME CRAFT VALUABLE COLLATERAL THAT MY CLIENTS WANT TO RECEIVE. THEY ALSO INTEGRATED THE EMAIL CAMPAIGN WITH MY CRM, SO I COULD SEGMENT MY MARKET AND SEND RELEVANT INFORMATION TO APPROPRIATE SEGMENTS AT SET INCREMENTS. IT WAS A LOT OF WORK, BUT THEY MADE IT STRESS FREE AND EASY ON ME, WHILE AT THE SAME TIME GIVING ME ALL THE CHOICES THROUGHOUT THE PROCESS. I AM SO HAPPY WITH THE RESULTS!

– Chris Black, Realtor with Spotlight Real Estate Group

TAKEAWAY

The combination of a webinar and lead nurturing campaign was highly successful in building brand awareness and generating real-time consultations for Spotlight. The abundance of qualifying information, engagement scoring, and ample conversion opportunities provided Spotlight with an actionable list of qualified leads to continue to nurture and work.

1. <https://www.campaignmonitor.com/resources/guides/us-email-marketing-benchmarks-2020-by-day-and-industry/>



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