



SocialMadeSimple®



justlisted.social

powered by SocialMadeSimple

# Real Estate Case Study

Delivering measurable results through  
quality lead-generation

# CASE STUDY OVERVIEW

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## SocialMadeSimple

SocialMadeSimple is a **digital marketing agency established in 2009.**

Blending proprietary software with a team of Customer Success Managers, Digital Ads Specialists, & Content Specialists, SocialMadeSimple **delivers high-performing social media campaigns that drive results.**



## Justlisted.social

Justlisted.social (JLS), powered by SocialMadeSimple, is an **automated lead generation solution** for the real estate industry.

JLS primarily focuses on two areas: promoting listings (listing campaigns) and promoting real estate services (agent ad campaigns). It enables real estate professionals to market themselves, their companies, and their services via targeted Facebook advertising; **generating exclusive leads in real-time.**



## The Challenge

In today's advertising world, **agents can pay well over \$100 per lead.** The average program with Justlisted.social results in less than a \$15 cost-per-lead for 100% exclusive leads.

We don't sell leads, we help agents find them. The real estate industry needs a simple, automated solution that generates a consistent flow of **high-quality, affordable leads in the desired target areas in real-time.**

# HOW JLS WORKS

## → LISTING ADS

GENERATE LEADS FOR JUST LISTED, JUST SOLD, OPEN HOUSE, OR PRICE CHANGE PROPERTIES.



—  
The client provides basic information about a property.



—  
We create and run an optimized ad campaign from their Facebook page (& Instagram if they have one) and start generating leads.



—  
The client receives real-time emails for each new lead, and a reporting dashboard to track everything.

## → AGENT ADS

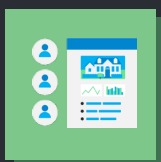
PROMOTE REAL ESTATE SERVICES IN DESIRED ZIP CODES TO GENERATE LEADS FOR LIKELY BUYERS AND SELLERS.



—  
The client provides their target area & Facebook page.



—  
We create and run an optimized ad campaign from their Facebook page (& Instagram if they have one) and start generating leads.



—  
The client receives real-time emails for each new lead, and a reporting dashboard to track everything.

# HYPER-LOCAL AD CAMPAIGNS

## → TARGETING

### GEOGRAPHICAL RADIUS

- 15-mile geographical radius around the listing address or target area.

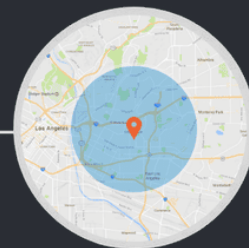
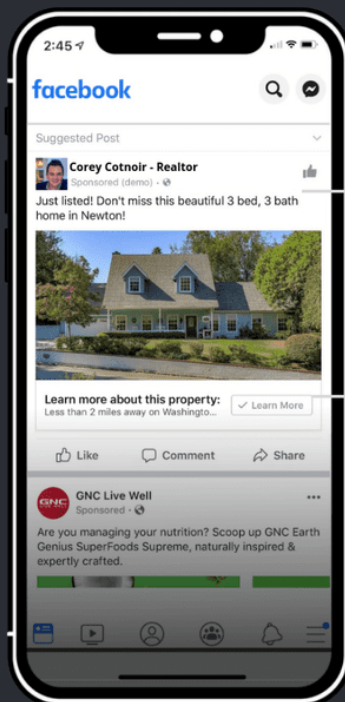
### PROPRIETARY 'LIKELY MOVER PROFILE'

- A dynamically generated set of users based on thousands of data points. This profile is segmented to best match the listing, including listing price, location, property type, etc.

### FACEBOOK ENGAGEMENT

- Engagement with real estate ads
- Engagement with the online housing market
- Clicking on content related to real estate

**AVERAGE  
OF 7 LEADS  
PER DAY**



Corey Cotnoir - Realtor

Learn more by providing your info below.

What are you in the market for?

Email

Full name

Phone number

By clicking Submit, you agree to send your info to Corey Cotnoir - Realtor who agrees to contact you according to their privacy policy. Facebook will also use it subject to our Data Policy and our-18 forms for ads. Facebook Data Policy View Corey Cotnoir - Realtor

# POWERFUL AD TECHNOLOGY



## Automated Response Emails

Our system can **send an email on an agent's behalf each time a lead is generated**, improving connection rates and close rates.



## Instant Email Notifications

Once a lead form is submitted, our system sends an instant email notification **letting the agent know that someone is interested**.



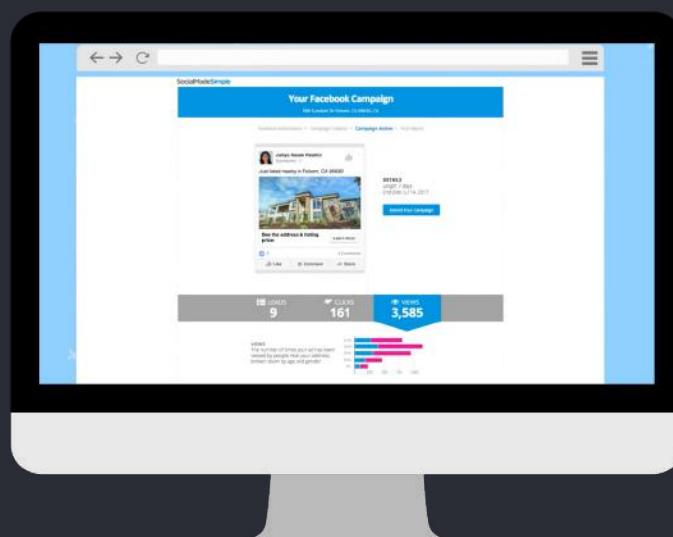
## Verified Leads

The leads we generate include name, phone number, and email address, which potential prospects submit without ever leaving Facebook or Instagram. Unlike other real estate lead generation methods, **we don't sell leads, we help clients find them!**



## Reporting

With access to a **real-time status report**, the client can see how campaigns are performing as they run.



# THE RESULTS

By blending a data-backed strategy around paid social, reaching the clients' marketing personas, and producing world-class creative, Justlisted.social with SocialMadeSimple provide clients with high-quality leads in real-time. **In 2020, we ran over 1,600 listing campaigns & 94 agent ads campaigns.**

**+4.66 MIL**

IMPRESSIONS

**+370,000**

CLICKS

**+45,000**

LEADS  
(listing campaigns)

**+6,000**

LEADS  
(agent ads campaigns)

**\$15**

COST PER LEAD



# OUR SOCIAL MEDIA EXPERTS



**VERONICA JACKSON**

Director Of Client Services



**ANDREW SERAPHIN**

Customer Success Manager



**CAMILLE SCUMACI**

Customer Success Manager



**TIM BRIGHT**

Customer Success Manager



# LET'S WORK TOGETHER!



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