

CASE STUDY

Lead Generation System - Virtual Career Night



JUDGE FITE COMPANY

THE OFFICIAL REAL ESTATE COMPANY
OF THE DALLAS COWBOYS



Working Smarter – Not Harder

“The results of this Virtual Career Night program were astonishing. It completely changed the company’s outlook on pay-per-click advertising strategies and provided a huge one-year ROI.”

Executive Summary

A new way to recruit new real estate agents was needed to increase the reach of the Recruiter. The choice was “Virtual Career Night” full lead-generation program, resulting in a 19,000% ROI.

The Challenge

One recruiter for a company with 21 offices and approximately 1,000 real estate agents spread over 11,000 square miles meant the Recruiter needed to work smarter, not harder. She held two live “career nights” per month at various offices, but needed to reach

more people, specifically those who could not attend the live event for whatever reason (often due to a current job).

An approach was needed that could allow the Recruiter to somehow be in more places at once, capture leads from prospective real estate agents or those who were looking to switch brokers, which would also help generate awareness for the company.

The Solution

The company implemented a Virtual Career Night that was a full lead generation funnel.

This consisted of recording the components of the standard live career night on video and putting it into webinar format. The webinar included a Q&A session with some of the most common questions received by the Recruiter were read and answered.

To generate leads, a Facebook pay-per-click campaign with a very small budget and highly targeted demographics was used, including a custom audience of individuals who had just obtained their real estate license - which was updated weekly. These ads connected to an optimized landing page for the on-demand webinar registration.

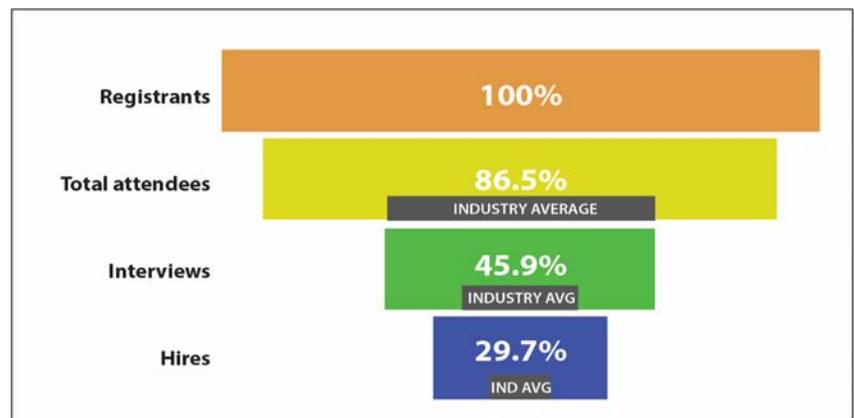
At the end of the webinar, participants were able to book a phone interview with the Recruiter, choosing time directly on her calendar. The only live interaction required of the Recruiter was this phone call.

A full email campaign was attached, which was optimized to send different messages to the registrants and participants including pre-webinar reminders, and emails based upon different activities during the webinar

– if they didn't show, if they showed but left after X number of minutes, if they stayed until almost the end but did not request an interview, and those that requested an interview, plus reminders that registrants could watch the replay. All participants were put into the Recruiter's CRM for additional future contact.

Results

- In four months, the Facebook pay-per-click ad campaign achieved awareness of 136,995 individuals.
- The click-through-rate from the ad to the webinar landing page was 3.75%, above the industry average of 0.99%
- Cost per click was \$0.32, compared to industry average of \$1.81.
- Out of all registrants: total attendees, interviews and hires (conversions) were above industry standards.



Return on Investment

Annual Profit Value of new hires	\$331,250.00
Campaign Cost	\$1,670.18
ROI	19733.20%

Future Plans

The company had never used pay-per-click advertising before, or a fully-fledged lead generation system. Based upon what they learned in this four-month project, they continued using pay-per-click advertising for their recruiting events and developing full lead generation funnels for ongoing digital marketing strategies.