



# *Client*

## CASE STUDY

### **INDUSTRY**

PROPERTY

### **SCOPE OF WORK**

REBRAND, REPOSITION ,ALIGNMENT and GROWTH STRATEGIES

### **RESULTS**

95 NEW CLIENTS, NEW STAFF, NEW ALLIANCES & NEW MOMENTUM,  
ALL WITHIN 6 MONTHS

**OH!**  
MARKETING™

## UNCOVERING THE REAL ISSUES AND DISCOVERING OPPORTUNITIES

Very quickly the OH! team identified what the real problems were & where opportunities lay:

1. The **Branding** made the company look like a regional backyard, small operation, when in fact, they had over 500 properties and 2 offices already.
2. The **SEO** was targeted towards tenants instead of investors (the decision makers).
3. Opportunity existed in the Sydney/Melbourne investor market

# \$50,000 INVESTMENT

## FROM 11 TO 27 NEW CUSTOMERS PER MONTH, TO ACQUISITION

### THE INITIAL CHALLENGE

- Growth had stagnated
- Client paying \$42,000 a year for Search Engine Optimisation, they were ranked 1st in most keywords but the wrong clients were coming through as leads
- Clients coming through marketing were price conscious and painful



### RESULTS

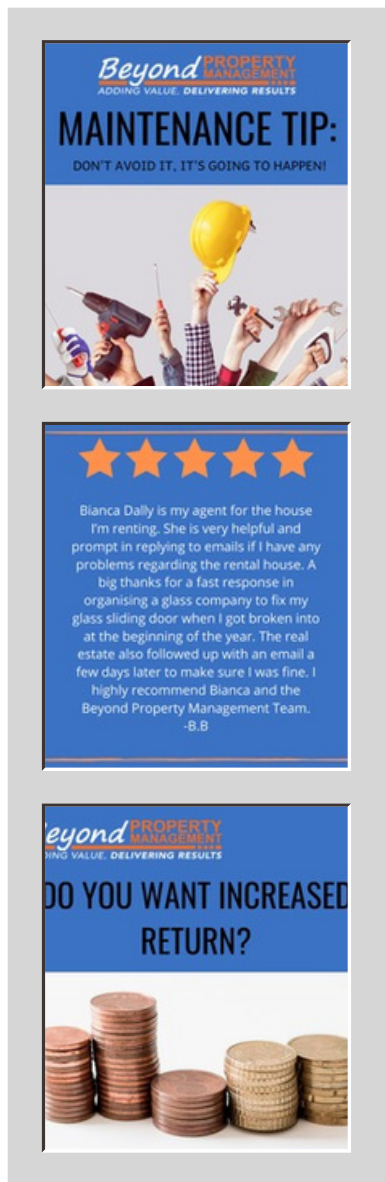
- **Financially** – grew so quick, got noticed, was acquired by a large WA firm and sold for great price.
- **New clients** – wanted 11 per month ended up with 27 per month
- **Google ranking** – After paying \$42,000 a year for 5 years for SEO & getting no leads, we focussed on organic SEO instead, amended message, kept their no. 1 ranking and leads flowed.
- **Expanded the team**



# BRAND REFRESH



Logo & Tagline refresh



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## Step 1: Branding

- Brand positioning - We amended the logo and tagline to speak to investors not tenants and changed fonts to attract the higher end of the market.
- Cars, prospectuses, sales aids, offices, social media, everything was amended with the new brand positioning.



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## Step 2: Amended Marketing messaging to attract investors not tenants

- We changed social media imagery and messaging to reflect new positioning.
- Fixed the website with the new look.
- Amended the customer journey so it was easy for people to engage.
- Ensured it was “easy to buy”



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## Step 3: Lead Generation

- We created a lead magnet giving away a free 3D video walkthrough (which they did in house) to attract new clients.
- We gave away a holiday to new clients who came on board to cement the deal.
- We ran ads to the Sydney/Melbourne market to pick up new clients who had properties in Brisbane.
- We used keyword research and utilised Google My Business, social media and YouTube videos to keep the no. 1 rankings
- We got video testimonies from clients and did video FAQs to increase reach and ranking and gave away great knowledge increasing credibility
- The sales team asked for referrals from everyone
- The team gave exceptional service



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## Step 5: Ensuring we kept on track

- Monthly meetings with the Head of Sales were held
- Quarterly meetings with the Directors held
- Monthly reports for all pipeline metrics and growth figures

