

International Spanish-Language Campaign Generates 3.2 Million Impressions for SoFlo Condo Community

THE RESULTS

- **2,069%** More Social Impressions
- **2,237%** More Retargeting Impressions
- **893%** More Clicks



The Situation

A Southern Florida condo community needed a creative strategy to attract buyers and reach their revenue goals. This was challenging due to construction delays, as several similar properties were available for immediate occupancy at the same price, making it difficult to persuade buyers to invest over \$1 million in a property that wasn't move-in ready. **While evaluating the market, our experts saw that the surrounding population was dominantly Spanish-speaking.** To generate leads and sign contracts for their new development, this community partnered with our experienced digital marketing experts to stand out from the competition.

The Solution

Conversion Logix created and launched an international advertising campaign and online lead capture strategy designed to generate leads, attract buyers, and convert prospects into contracts. The significant impact of our Spanish-language ad campaign can be attributed to the large Spanish-speaking population in the surrounding area. The campaign achieved over **2.5 million Spanish-language social impressions**, resulting in **71,830 clicks** and generating **174 leads** that were captured through The Conversion Cloud®.

Results Breakdown

Metric	English	Spanish	Percent Difference
Social Impressions	119,216	2,588,213	2069.4%
Retargeting Impressions	75,552	1,766,546	2,237.5%
Clicks	7,248	71,830	892.8%

*The events and campaign results are from December 1, 2023 to July 29, 2024.

**UNCOVER NEW OPPORTUNITIES TO
REACH YOUR FUTURE RESIDENTS**

[Schedule a Call to Learn More](#)

866.297.4914 | contactus@clxmedia.com

© Copyright 2021 Conversion Logix®, Inc. All Rights Reserved. 9/20/2024

International Spanish-Language Campaign Generates 3.2 Million Impressions for SoFlo Condo Community

The Strategy

After our experts consulted with the property's marketing and onsite team to identify common characteristics among their prospects, our team decided to initiate a campaign targeting major cities in Peru, Colombia, Ecuador, and Chile. We launched Spanish-language banner ads using Data Driven Display and Retargeting strategies. Our team also noticed an increase in traffic to the website from Toronto, Canada, prompting a social media campaign launch in that city, which saw impressive results.

Social Strategy

Our team of experts launched a Facebook and Instagram ad campaign promoting the property's latest offer and new condo development. The ads substantially increased the community's prospect pool generating **2.7 million impressions and 79,078 clicks**.

Retargeting Strategy

To re-engage prospects who visited the community's website early in their leasing journey, **Conversion Logix ran retargeting ads across Display networks, Facebook, and Instagram, resulting in 1.8 million impressions**. This enabled the community to stay top of mind throughout their target market's leasing journey.

Lead Generation

We deployed The Conversion Cloud to engage prospects to "Join Our VIP List" and "Get an E-Brochure." This not only increased the website's overall conversion rate but filled the community's sales pipeline with pre-qualified leads.

KEY TAKEAWAYS

1. By carefully analyzing sources of your website traffic, you can identify untapped markets for your luxury property and ensure that the message resonates with the target audience.
2. The success of the Spanish-language advertising campaign demonstrates the potential of international marketing for luxury properties, especially when combined with targeted strategies, retargeting, and effective lead generation techniques.
3. Partnering with a digital marketing agency who works collaboratively to find your competitive edge and is adaptable to change is invaluable.

*The events and campaign results are from December 1, 2023 to July 29, 2024.

UNCOVER NEW OPPORTUNITIES TO
REACH YOUR FUTURE RESIDENTS

[Schedule a Call to Learn More](#)

866.297.4914 | contactus@clxmedia.com

© Copyright 2021 Conversion Logix®, Inc. All Rights Reserved. 9/20/2024