



Artur

Marketing Automation for Realtors

Case Studies

Pierre more than doubled his network with Artur'In advertising.

Working for New York City's #1 residential real estate firm, Pierre Cadourcy has mastered the downtown, midtown, and uptown Manhattan real estate market. Since beginning his real estate career in 2009, he has been recognized as Douglas Elliman's top individuals more than 3 times.



287 new social subscribers



630 blog visitors



495 social interactions



Challenge

With nearly a decade of luxury real estate experience in New York City, Pierre has developed a strong market knowledge winning him great achievements such as the Top 20 individuals for New York City rentals (Douglas Elliman). As his success grew, he needed a way to market himself as a realtor just as well as he was marketing his listings.

"As agents, there are many things we want to say and express to our network, but it is sometimes difficult to organize and present those thoughts. Marketing the properties we are selling is quite different than marketing ourselves."

Solution

Pierre signed up with Artur'In to save time and remain relevant to his current network. In addition to the blog, email campaigns, and social media marketing, Pierre also purchased the Boost'In option to generate more leads through Facebook and Instagram advertisements. The advertisements are targeted to his preferred locations, and personalized directly to his business in luxury real estate.

Pierre is now able to increase his network, and nurture his potential leads with effective and professional communication strategies.

Result

Pierre has received numerous qualified leads, and has grown his Facebook business network by more than 280 people in two weeks time with our Boost'In ads.

Pierre's new and existing network have also responded to the professional look across all of his social networks. His clients have told him they love the educational articles, as well as the video content, infographics, and interactive polls. They have also enjoyed seeing all of his current listings in the email campaigns sent to his contact list. Artur'In automates all of these processes so Pierre can do what he does best, close deals.

