

# Artur

Marketing Automation for Realtors

Case Studies



Bridget has improved her content and social interactions.

Specialized in multi-family investment properties, Bridget Fisher is a top realtor for Keller Williams in Los Angeles. Bridget entered the real estate world to help others find the home of their dreams or investment properties to set them up for early retirement, and to harness the power of real estate investing to create long-term passive wealth.



**133%**

Facebook fan evolution



**2x**

More interactions per publication



**+260**

New social subscribers



## Challenge

Working in such a niche market, Bridget's biggest challenge is finding content that is entertaining and educational to her audience. With her years of experience, she is an expert in real estate investing, but does not always have the time to show this to her clients through digital marketing.

"Finding and creating content on real estate alone isn't enough to keep me top of mind to my clients. I need to make sure I am pushing out engaging content that shows my audience that I am the one they can count on to create passive income streams through multi-family real estate investing."

## Solution

Bridget signed up with Artur'In to make sure her marketing efforts were directly tailored to her audience of real estate investors. She additionally signed up for the Shoot'In option, to publish video content so that she could directly tell her audience her story, and why her past has given her the skills to go above and beyond for her clients.

## Result

Bridget has more than doubled her online audience since signing up with Artur'In and she has improved the communication with her network since publishing content that is suited more to her direct work. As a result, the interactions between her audience and the content she is publishing has been higher and more meaningful.

"I signed up with Artur'In because they had the largest variety of content topics to choose from. When initially searching, I kept running into the same problem: everyone offers real estate content, but nobody was offering content specific to real estate investing. The local content was an added bonus to connect with my Los Angeles audience as well."

