

# Artur

Marketing Automation for Realtors

Case Studies



# Chloe



Chloe has increased her social interactions with Shoot'In.

With more than 9 years of experience, Chloe has become an expert in New York City, specifically the Upper West Side. Working for both Barnes International and The Corcoran Group, Chloes expert knowledge in the real estate market, and ambition to close the best deals is what drives her.



## Challenge

Chloe's biggest marketing challenge as a realtor in New York City is organization alongside time management.

"Behind every good real estate agent is an even better marketing strategy. My clients want to be educated on the home buying and selling process and the real estate market, but a stronger impact is made when it is coming directly from you as an agent. Video is the future of real estate, and getting in front of the camera is what generates leads."

## Solution

Chloe signed up with Artur'In so that she could spend time elsewhere, knowing her digital marketing was taken care of. In addition to Facebook and Instagram ads, social media management, and blog creation and upkeep, Chloe also signed up for the Shoot'In option. She now has personalized photo and video publications that showcase her strengths as a real estate agent.

## Result

Since beginning the Shoot'In publications, Chloe has seen an impressive increase in social media interactions. Her past and current clients have even been responding to her video and photo publications as well as her overall new digital marketing strategy.

"90% of my past clients refer business to me. I need to stay top of mind and keep a strong professional relationship with all of my past and current clients. Consistency of business throughout the year is what I need to feel safe in my job, and strong marketing is where that all begins."

