

MKB Realtors

Background

The realtor was spending \$5,000 a month with Zillow to build greater awareness with potential clients, but not getting the desired response.

Objective

Increase Sales

The advertiser aimed to keep the ad simple and include a non-traditional realtor picture. A photo was submitted featuring the advertiser in ripped jeans, showcasing an arm sleeve of tattoos. This unique look and approach to branding created a standout presence in the community. The rotary panels for this campaign were preselected.



Strategy

Utilize a rotary program to allow the client to move the advertisements every 2 months. To help her stand out in the market, the creative was a non-traditional photo of a realtor with a unique look and branding approach.

Plan Details

Market: Roanoke, VA

Campaign Posting Dates: March 2023, April 2023, and July 2023

OOH Formats: Bulletin Panels and 1 Poster Panel

Target Audience: Home Buyers and Sellers, ages 30+

Total Impressions: 38,477,104

Budget: \$10,000 or larger

Results

The advertiser secured eight new real estate sales and obtained a new listing valued at over \$1.4 million, highlighting the campaign's impact in attracting high-value properties and expanding the advertiser's portfolio.