

CASE STUDY

CASE STUDY > MARKETING AUTOMATION: REAL ESTATE SERVICES

Real estate services company exceeds goals with Pitney Bowes Marketing Solutions Group



PITNEY BOWES MARKETING SOLUTIONS GROUP

THE CHALLENGE

A real estate services company leveraged a Pitney Bowes Marketing Solutions Group marketing portal to recruit agents, build retention programs and increase campaign response.

A real estate services company in Ontario needed to leverage Pitney Bowes Marketing Solutions to recruit top agents and build retention programs through their

own marketing portal. As a result they have experienced response rates between 14 - 21% on Direct Mail campaigns.

THE SOLUTION

Recruitment—The real estate services company uses a dynamic p-URL to attract and track response rates. By sending out one 6/3 Direct Mail campaign with a call to action to view a personal web page, an outstanding 21% response rate was produced. This led to developing the p-URL site further to promote a brand new office.

p-URL Websites—By leveraging p-URL technology combined with flash and video, the real estate services company captured the attention of top-producing agents, and enhanced the benefits of becoming a real estate agent. Dynamic p-URLs with the use of flash video allow agents to upload new listings and present them in a quick and dynamic way. Agents directed mail for over a year and promoted listings on their own p-URL site, enhancing overall brand strategy and volumes of qualified leads.

CRM—Agents could leverage the CRM tool to manage farm areas, while effectively keeping in touch with existing clients. The CRM tool hosts valuable information for agents to effectively target market geographical areas over a given timeframe, thereby increasing response rates significantly.

“They not only helped us recruit top agents—they enabled us to provide cutting-edge sales and marketing solutions that will help keep our agents on top.”



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THE RESULTS

1. Over 20% return on Direct Mail/p-URL recruitment campaign.
2. Increased presence in local community — creation of an office p-URL site.
3. Agent farming and p-URL programs increased agent retention.
4. Creation of a profit center — with a plan to bring an extra \$20,000 per office to the bottom line.

NET COMPANY IMPACT

One Year: over \$2M per office

Pitney Bowes Marketing Solutions Group delivers greater speed-to-market, cost and process efficiencies, appropriate use of brand and legal content, and increased partner participation. Programs are managed by World-Class MFM administrators and customer support.

To learn how we can customize a program to meet your company's needs, simply visit www.pbmarketingsolutions.com, call (800) 488-2124, or email info@pbmarketingsolutions.com.