



# The Speculo Group

*Case Study*

**The Tomlinson Group | Real Estate Agency**

A dark gray square with a subtle drop shadow, containing the logo for The Tomlinson Group. The logo consists of the words 'THE', 'TOMLINSON', and 'GROUP' stacked vertically. 'THE' and 'TOMLINSON' are in white, while 'GROUP' is in red. A small red house icon is positioned between 'THE' and 'TOMLINSON'.

THE   
TOMLINSON  
GROUP



# About The Tomlinson Group

## *Introduction and Short History*

TTG is an award winning, women owned and operated real estate agency in Southern Ohio. Unlike normal real estate agencies, they have established themselves not only as a successful business, but have made a huge impact on the communities and local residents they serve!

# Service Offerings



## Buyer's Agents

*Helping customers buy a new home*



## Seller's Agents

*Helping customers list and sell their previous home*



# The Plan Begins...



## *Current Objectives*

- Spread awareness and drive new leads for the business
- Further increase brand equity in Chillicothe, Ohio through digital marketing initiatives
- Produce ROI for both ad spend and service fees

## *Issues at Hand*

- Little to no digital presence outside of home listing services
- No previous SEO and PPC advertising conducted
- Overall inability to expand digital footprint

## *Resources Available*

- \$1,000/month budget for digital ad spend
- Strong social media presence
- Inspirational mission and community resources

# Timeline

## *Breakdown*

Our plan consists of 4 stages which we will carry out beginning immediately and in stages for the following year



### Stage 1

**Immediate**

Begin introducing TTG to new customers and increase touchpoints



### Stage 2

**3-6 Months**

Brand positioning & attaining top-of-mind for potential clients



### Stage 3

**6-9 Months**

Drive conversions and increase number of homes listed & sold



### Stage 4

**1+ Year & Beyond**

Grow Sales and continue to drive ROI from ad spend

# Structuring Expectations & Results



# Google Ads & SEO

## *KPI's and Metrics to Track*

### **Outbound | Google Ads**

- Number of Impressions - at least 3,000 per month
- Target Impression Share - Increase to 10%
- Click-thru-rate (CTR) - Goal of 7.5%. Leverage audience and demographic targeting
  - Increase relevancy of ads (find people ready to buy/sell their home)
- Cost-per-click - Goal of \$2-\$4
  - Enable bidding limits to use budget effectively
- Lead Generation - Keep cost per lead under \$40
- Steadily increase number of interactions for both search and display ads
- Produce ROI on all ad spend

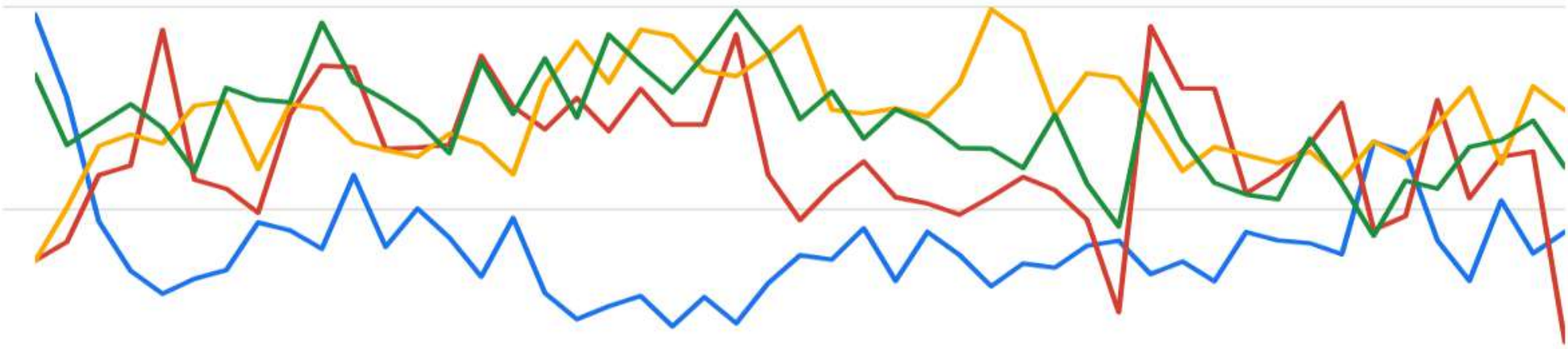
### **Inbound | SEO**

- Rank on top organic keywords – Use data from search & display ads
  - Example: Keywords with highest CTR from paid ads are implemented into SEO tactics
- % of new visits – Increase organic website traffic by 50% for selected keywords
- Website duration - Measuring quality of website visitors and track how they interact with the website
- Produce ROI on all service fees associated to SEO

# Google Ads

Results | June 7, 2021 - July 15, 2022

Via Google Ads

Metric	Industry Average	Speculo Average	Avg. CPC ▼ \$1.06	Impressions ▼ 37K	CTR ▼ 21.94%	Impression share ▼ 22.04%
Impressions Per Month	2,000	↑ 2,847				
Target Impression Share	10.57%	↑ 22.04%				
Click-Through Rate (CTR)	7.25%	↑ 21.94%				
Cost-Per-Click (CPC)	\$1.90	↓ \$1.06				



# ROI Analysis

*Results to Date | June 7, 2021 - July 15, 2022*

Return on Marketing	
<i>June 7th 2021 - July 15th 2022</i>	
Gross Commissionable Income (GCI)	\$125,568.20
Cost of Running Ads	\$10,662.44
Speculo Management Fees	\$15,600.00
<b>Profit</b>	<b>\$99,305.76</b>

**For every \$1.00 The Tomlinson Group spends with Speculo, we generate \$3.78 for them in return.**

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**Industry Average Conversion Rate: 3.4%**

**Speculo Average Conversion Rate: 9.1%**