

2022 Case Study 4

Lead Generation Engine & Local Search Engine Optimization
Strategy Implemented for Yacht Brokerage

The Problem

Business

Yacht Brokerage in Florida looking for a lead generation and more visibility in their local market.

Context

Lead generation for the following demographics:

- 40-60 years old
- \$500k-\$1M+ boat
- Business owners
- American and Latin America
- Power, luxury
- Key areas - New York, Florida and California

Challenges Deep-dive

Challenge 1

Poor Performing Website

ex.plo.re came to the rescue with to help speed up the site on mobile and desktop and created a better lead generation page.

Challenge 2

Limited Results from Social Media Marketing

Using Facebook, Instagram and LinkedIn
Generating post engagement but not leads.

Solution

Lead Generation Engine

Google Ads, Facebook Ads and local SEO including Google My Business. Implement campaigns for Brand Building and Lead Generation.

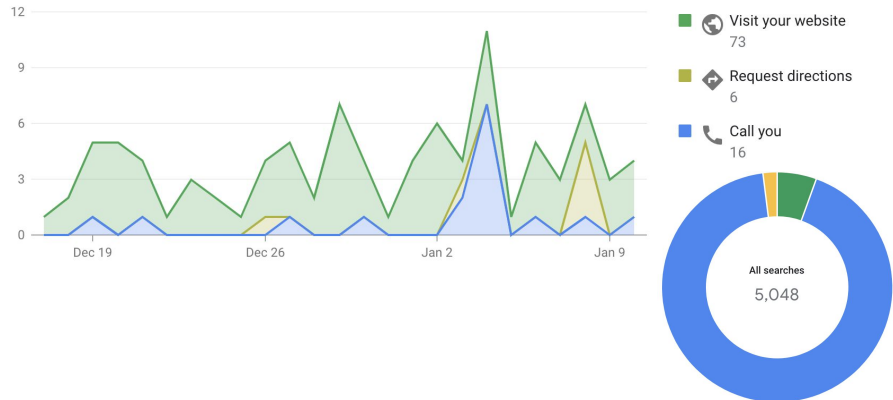
Facebook Ads Performance Overview



Google My Business Performance Report

1 month ▾

Total actions 95



One Month Impact

Brand Building

30,691 Brand Impressions

295 Engaged Prospects

Lead Generation

57 Leads Generated (1 mo.)

Multiple Deals Pending

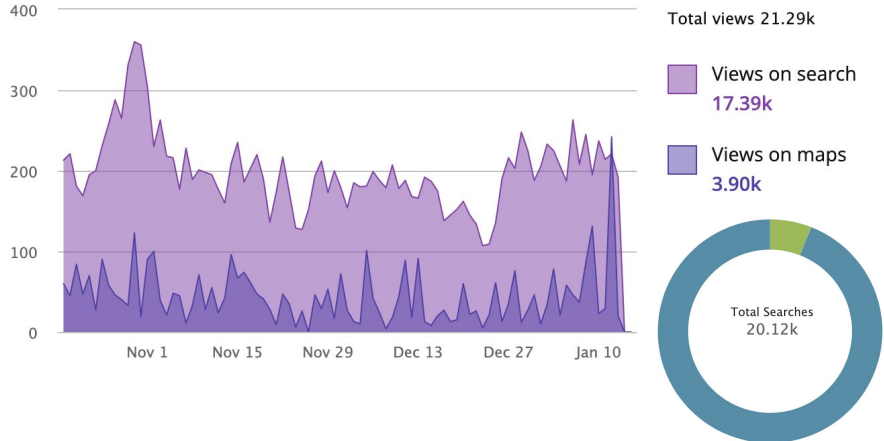
\$6.7/lead

\$26.32/lead (all costs)

Facebook Ads Performance Overview



Google My Business Performance Report



Three Month Impact

Brand Building

95,598 Brand Impressions

1,066 Engaged Prospects

Lead Generation

194 Leads Generated

Multiple Deals Pending

\$7.3/lead

\$12.47/lead (all costs)