



itracMEDIA Lead Acquisition: More leads than you can shake a mouse at.

We don't just track your existing leads; we have the intelligence and resources to help you create new ones. For example, our Search Engine Optimization service ensures you come up on Google. Or we can also educate you on the value of Facebook as a marketing tool. We'll make sure you're doing all you can on the digital marketing side to cultivate new leads.

And once you acquire new leads, we can help you convert them into customers: we know how to get people to register and share their personal information. We do this through landing pages and microsites targeted to specific demographics (plus, we can tell you how they got there). So you can specifically know what they're interested in, and how to engage them.

Look to us to help you build your database—and build new—and profitable—relationships. If you need demand creation and acquisition, demand itracMEDIA.

CASE STUDY | Freed Developments

Going in-house for out-of-the-ordinary results.

Problem

In late 2008 Freed Developments had made a huge strategic marketing/sales shift where they were moving away from their traditional sales partner, and bringing the sales force function in-house.

This was a major corporate initiative which required developing all the in-house resources, processes and tools of an in-house sales force. By taking the traditional realtor sales company out of the equation, the responsibility for generating and nurturing leads would fall on the brand new Freed Developments sales force.

This created a necessity for a sophisticated Lead Acquisition/Development strategy and a way to organize and manage all these new leads to close business.

Solution

In late 2008, Freed Developments engaged itracMEDIA to develop a sophisticated Lead Acquisition strategy and to manage all the leads across the sales center using the itracEMS Platform.

Freed's traditional marketing budget was dwindling on a number of high-profile projects in the final stage of sales, and Freed wanted a low-cost high-ROI option to really push the project sales forward and keep the momentum and buzz going.

itracMEDIA's Lead Acquisition program

utilized cutting-edge highly measurable channels such as Google PPC, social marketing, and conversion-focused landing pages, combined with very tight analytics to keep the ball rolling. These channels continued to deliver high-quality leads to Freed's new sales force long after the traditional marketing budget tap had been shut off.

Results

The cost per lead related to the itracMEDIA Lead Acquisition program was a fraction of the cost of the traditional marketing spend on the order of 1/30 to 1/10 the cost per lead.

The success of the program has proven to Freed that this channel is the future of advertising and absolutely critical to their marketing strategy to be successful in the future.

The Lead Acquisition program has now moved onto the organic-optimization phase. The goal is to build free traffic for Freed Developments for the proven high-quality search terms (such as "Toronto Condos") which deliver 85% of traffic through paid media.

Freed Development's position is that this program is a no-brainer going forward — it absolutely makes sense and delivers a powerful ROI.