



# NICHOLAS LARA REAL ESTATE

CASE STUDY BY



**tribe digital**



# THE CHALLENGE

Nicholas Lara Real Estate was founded in 2018 by Nicholas Lara. He was a new real estate agent and loan originator in the South Florida market and we had the challenge of positioning the firm as a trusted brand and positioning him as an authority and reputable real estate professional within 60 days. In addition, we were tasked with setting up and automating their entire back office which included configuring their CRM.

They would require a logo, branding, new website, and an aggressive digital strategy to position themselves confidently in a competitive market.

## Services

- Design
- Web Development
- UX/UI
- SEO
- Social Media
- Content Creation
- Facebook Ads
- CRM & Marketing Automation



## Logo / Branding

We designed a custom typography logo. We aimed to create a brand that communicated trust, boldness, professionalism, and luxury. Here are a few snippets from our brand guidelines.

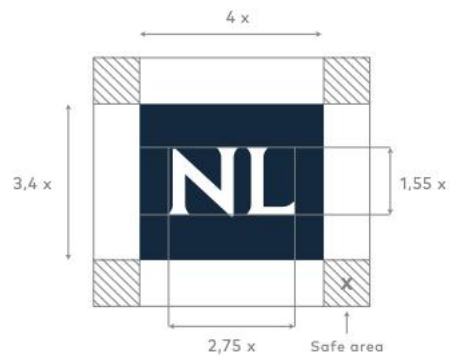
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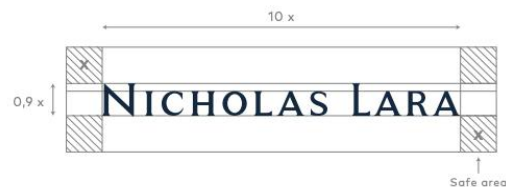
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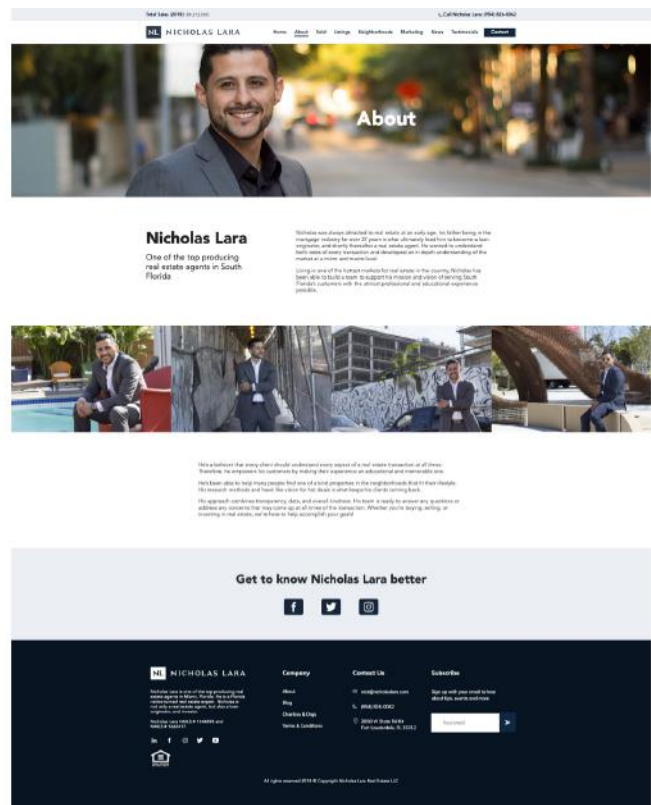
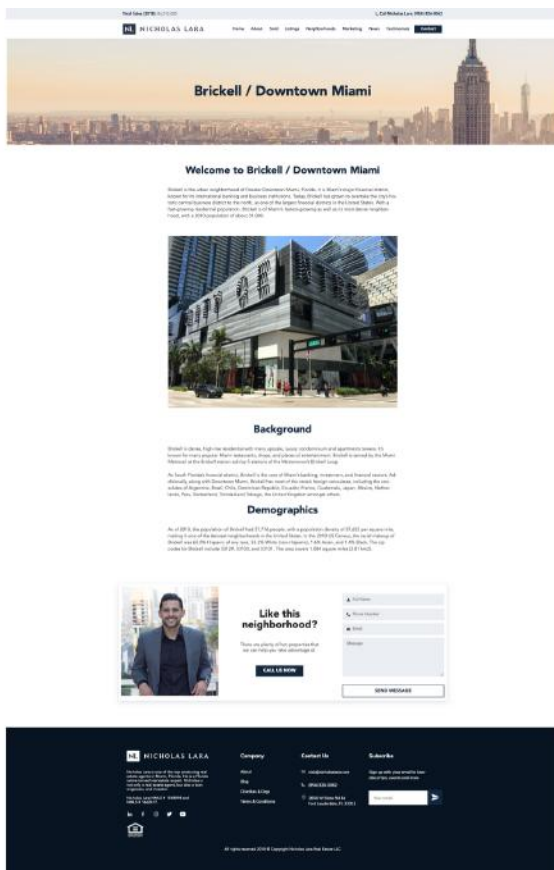
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# WEB DEVELOPMENT

## Custom Website

We designed a custom website that included over 40 pages. We highlighted different neighborhoods in South Florida, created unique property pages with over 6 custom features, and stayed consistent with the brand guidelines concluding in a modern and SEO optimized website that converts.



# CONTENT CREATION

## Social Media Marketing

Our content strategy involved capturing high quality photos/videos throughout popular neighborhoods in South Florida. Our goal was to provide a mix of motivational, educational, and entertaining content regarding real estate. We also shared testimonials and built a following quickly that lead to two real estate transactions within 60 days of launching our campaign.



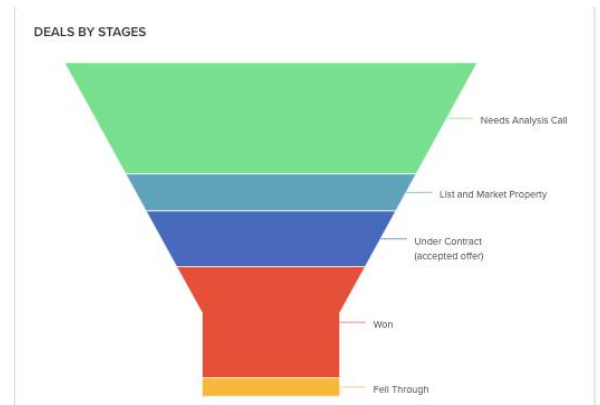
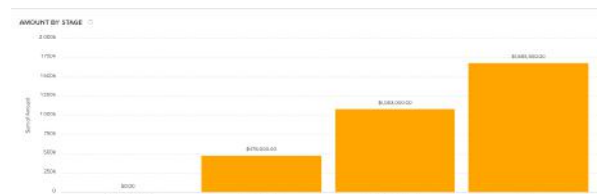
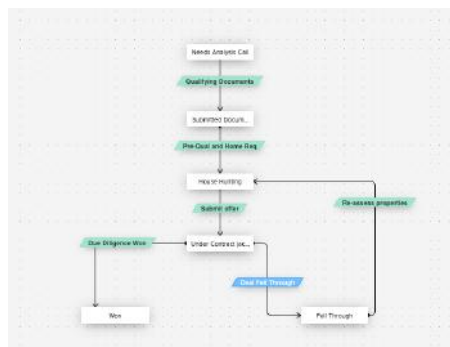
# CRM & MARKETING AUTOMATION

## CRM & Marketing Automation

We completely automated the advertising, marketing automations, and CRM management. All their team had to do was log in and update any new changes from working with clients. This allowed their team to quickly scale and focus their time and energy on providing the best service and experience possible to their clients while at the same time tracking everything that had to do with sales and marketing.



CRM



# THE RESULTS

## 60 Day Results

- Created the Nicholas Lara Real Estate logo, business cards, and digital assets
- Designed and developed a 40+ page mobile responsive and SEO optimized website
- 500+ professional photos taken throughout Miami
- Setup and designed all social channels (Facebook, Instagram, Twitter, YouTube, LinkedIn)
- 50+ social media posts generating over 400+ followers
- 20+ recorded and edited educational videos
- Generated 200+ real estate leads using Facebook Ads (spend \$2,401.44)

Instagram profile for **lararealestate**. Profile picture shows Nicholas Lara. Bio includes: South Florida Investor, Trusted Mortgage Broker, 954-826-0062, nick@mutualmtg.com, NMLS 1548898, and "Let me help you find the best loan". Link: linktr.ee/lararealestate. Stats: 73 posts, 405 followers, 395 following.

Facebook ad for Nicholas Lara Real Estate. Ad headline: "We're real estate experts." Ad image shows a city skyline. Ad text includes "NICHOLAS LARA" and "ABOUT NICHOLAS LARA REAL ESTATE".

<b>211</b> Leads (Form)	<b>0.33%</b> Average	<b>34,326</b> People	<b>1.85</b> Per Per...	<b>\$2,401.44</b> Total Spent	<b>\$11.38</b> Per Lead (Form)
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# THANK YOU

## **Let's work together!**

We hope you enjoyed learning about one of our client's results and experience. It's great to be able to share part of their journey as it highlights what we were able to do for them. We're grateful to them for allowing us to share part of their story with others we might be able to serve just like them.

We hope that can be you!