

## The Client

### Heritage Pacific

Leading developer of award winning residential estates & communities, shopping centres and property investment opportunities of excellence.

## The Industry

Property – Residential, Commercial, Investment

## The Goals

- Raise awareness of new residential communities being developed in South East Queensland.
- Increase website traffic to individual project microsites.
- Generate cost effective leads and enquires for project sales teams.

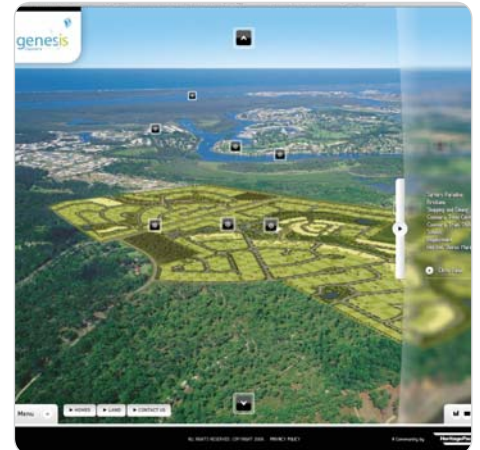
## Traffika's Solutions

- Development and refinement of digital marketing and media strategy.
- Cost effectively build brand awareness via retargeted display ad campaigns based on search engine and qualified realestate.com.au website visitors.
- Extensive Google Adwords campaign (SEM) to cost effectively drive location targeted visitors to project microsites.
- Development of customised landing pages for various house and land products within individual projects.

## The Results

- Increased website visitors by 370%.
- Increased leads and qualified enquiries by 65%.
- Reduced cost-per-lead by 200%.

## HeritagePacific



[www.genesiscoomera.com.au](http://www.genesiscoomera.com.au)

“ Online is one of the key tools for anyone looking for property and it’s a big part of our marketing strategy. Traffika has helped us refine our online strategy which has significantly increased our traffic. Each month we work together to dig down and see how we can deliver better quality leads through more targeted messages and placement. Our number one goal is conversions and we’re getting results. ”

**Ken Franklin**

Project Marketing Manager,  
Heritage Pacific

