



300%

INCREASE IN LEADS
AFTER LAUNCHING
SMART SOCIAL ADS

2.3K+

CLICKS ON SMART
SOCIAL ADS IN THE
LAST 2 MONTHS

42%

INCREASE IN AVERAGE
HOME SALE PRICE -
HIGHER QUALITY LEADS

AUBUCHON HOMES & MILOFF AUBUCHON REALTY

ABOUT

Aubuchon Homes and Miloff Aubuchon Realty are part of the Aubuchon Team of Companies, specializing in luxurious home design, construction, and real estate solutions throughout Southwest Florida.

GOALS

The Aubuchon team was struggling with a slow lead stream. They needed to drive more traffic to their websites and generate more leads for their agents and new home sales teams to follow-up on.

SOLUTIONS

LOCALiQ worked with the Aubuchon team to create a custom mix of marketing solutions designed to increase traffic and drive leads, including Social Ads with Smart Optimization Technology, Search Marketing, Site Retargeting, Print Advertising, and Client Center with Lead Engagement.

RESULTS

Aubuchon's lead stream has increased and their new leads are higher quality with a larger average home sale price. The team also praised Client Center's ability to accurately manage their leads across marketing platforms and even used it to repair a flaw in their routing process that was discovered when listening to customer calls within Client Center's Inbox feature.

“LOCALiQ actually is making me look like a superstar right now in marketing. Everything we've been trying has been working so well.”

*Shannan O'Brien,
Director of Marketing*