

# Georgia Department of Community Affairs: The Georgia Dream Program

## SNAPSHOT OF GEORGIA DREAM

The [Georgia Dream Program](#) is the only state-wide assistance organization that covers down payment and closing costs for eligible first-time homebuyers. Georgia Dream also purchases all associated loans to offer easy, low-cost financing.

## GEORGIA DREAM'S MARKETING CHALLENGE

The Georgia Dream team operates in all 159 Georgia counties. Not only is that a massive area to cover, but they cater to specific demographics within those areas. Before the pandemic, in-person locations fostered awareness for the organization. However, with folks staying home during COVID-19, the team needed another way to reach their target audience.

## GEORGIA DREAM'S MARKETING GOALS

The Georgia Dream team's goal was two-fold: to generate brand awareness so that people across the state understand all that the program has to offer, while simultaneously growing their number of qualified leads.

## LOCALiQ's SOLUTION

Georgia Dream was able to easily collect quality leads using [Social Ads](#) from LOCALiQ. The team also used LOCALiQ's [Client Center](#) to nurture their leads through automated emails, which helped increase awareness and grow their program participation rates.



INDUSTRY

**Government**



**4x**

HIGHER SOCIAL AD CTR  
THAN INDUSTRY AVERAGE



**250%**

HIGHER NURTURE EMAIL CTR  
THAN INDUSTRY AVERAGE



**79%**

INCREASE IN ORGANIC LEADS

## RESULTS

Since working with LOCALiQ, Georgia Dream generated a **79% increase in organic leads** from their brand awareness efforts. Additionally, Georgia Dream's **program participation rates increased to 99.9%**, meaning nearly all eligible, interested individuals within each county ended up taking advantage of the program.

Georgia Dream was also able to maximize the impact of their Social Ads while staying within their budget by leveraging LOCALiQ data to identify zip codes that targeted their niche audience. This hyper-focused targeting led to a 4% click-through rate (CTR) on their Social Ads—**which is four times higher than the industry average.**

Aside from driving more visits to their website, the customized LOCALiQ Social Ads campaign also brought in a whopping **4.4k leads in only five months.**

Plus, Georgia Dream leveraged LOCALiQ's [Client Center](#) to run automated email campaigns that nurtured leads after sign up. These emails helped Georgia Dream reach their participation goal in all 159 counties and saw a CTR of 10%, compared to the industry average of 4%.

## SUCCESS WITH LOCALiQ

Between targeting data from the LOCALiQ platform, along with 24/7 access to Client Center and expert support, Georgia Dream's success was seamless.

*“LOCALiQ did a lot of the heavy lifting. It was effortless on our part. The platform worked along with us—indicating how to structure and schedule our campaign. I felt like we got the best bang for our buck with the expertise, guidance, and resources we received. It was phenomenal.”*

-Nathan Christiansen, Director of Home Ownership Finance

## PARTNERSHIP WITH LOCALiQ

Working with LOCALiQ meant that the Georgia Dream Program received consistent, trustworthy, and reliable support throughout their journey. The LOCALiQ platform did the work along with them every step of the way to to maximize the impact to the business's outcomes.

*“LOCALiQ stepped in when this was so new for us. The platform made it seamless, and we relied heavily on the provided expertise. And it paid off. It's truly invaluable.”*

-Tracey Turman, Housing Outreach Coordinator

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*The expense is minimal in comparison to the benefits we've received and the capabilities that LOCALiQ demonstrated. I wouldn't hesitate to recommend LOCALiQ to anyone. The scalability, efficiency, and resources available were wonderful.*

— Nathan Christiansen,  
Director of Home Ownership Finance