

Landmark Fine Homes

Snapshot

[Landmark Fine Homes](#) has been constructing quality homes in the Oklahoma City area since 2000. The business prioritizes craftsmanship and building strong relationships with their potential home buyers.

Marketing goals

The Landmark team was looking to boost brand recognition and get in front of the right people. They wanted to generate more high-quality leads among potential home buyers in their local market.

Marketing challenge

The Landmark team needed a marketing partner that could take ownership of delivering a full-funnel marketing strategy so they would have more time to run their business day to day.

LocaliQ solution

LocaliQ gives Landmark Fine Homes a suite of solutions that includes [Search Ads](#), [Social Ads](#), [Listings](#), [SEO](#), [Websites](#), [Display Ads](#), [Targeted Email Marketing](#), and [Chat](#).

Results

With help from LocaliQ, Landmark Fine Homes has established itself as a leader in the community and made lasting connections with its clients. The brand has built awareness with its Display Ad campaign that average nearly 1 million impressions monthly.

While other builders were struggling due to high interest rates, Landmark Fine Homes has far exceeded its monthly sales goals. The team's Search Ads campaign pulled in 77 leads in just 30 days.

Landmark's website built by LocaliQ has averaged 29,000 total pageviews per month. These efforts also boost Landmark's Chat solution—yielding 68 chats in 30 days, with 43 of those chats turning into leads and 20 turning into sales.




40%

Higher Search Ads CTR than industry average

63%

Chat lead conversion rate

47%

Chat lead-to-sale rate

“LocaliQ always finds ways for our company to meet our goals! I have worked with other marketing partners in the past, and LocaliQ’s ‘customer obsession’ is second to none.”

Donna Thompson
VP of Sales & Marketing



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