
Reach The People Looking For Overseas Property Thanks To Open Eye Marketing

Overseas property agents can now steal a march on their rivals without breaking the bank, thanks to an innovative marketing company.

Open Eye Marketing specialises in helping businesses direct traffic to their website using pay per click campaigns – in other words securing a number of key phrases which potential customers use in internet searches, resulting in qualified overseas property leads

"Producing Quality Overseas Property Leads Day In Day Out"

The Plymouth-based consultancy has worked for a number of agents selling property in Turkey, Spain, Morocco and France, and ensured their websites hit the heights on Google, Yahoo and other search engines.

One of those agents is Max Gold House and Partners in Spain, which has properties in Costa Blanca and Alicante in Spain.

They have secured thousands of phrases, for example ‘property in playa flamenca’ and ‘house for sale in cabo roig’, which brings in 400 visitors a day to their website.

Marketing Manager Dave Longley said: “For a business like ours the internet is essential.

“We have tried print advertising, search engine optimisation and other marketing activities but found they were expensive and didn’t produce a return on our investment.

“Working with Open Eye Marketing however we have seen instant results and are continually improving the quality of leads we receive.

“For example, in February alone, the campaign brought in 100 overseas property leads, which eventually lead to six sales. That represents a 3000% return on our investment!”

Open Eye Marketing MD Andy Maclean said: “Pay-per-click marketing allows companies to direct traffic to their website while retaining complete control of the budget, message and timing.”

“Overseas property agents in various countries have found this particularly useful, because it is a very cost effective way of reaching people who are seriously researching where and how to buy abroad.”

“This makes it far easier to get a demonstrable, and very impressive, return on investment.”Get more overseas property leads for your business - Contact Us Today!