
Fast pay per click results for client 20/11/07

A new client of saw instant and dramatic results this week. Investment and property marketing is becoming a real niche of ours.

Property , finance and investment companies all face a daunting challenge when working at how they are going to find new leads which is their lifeblood. We've mentioned in our pay per click articles before how high lead rates and low cost per leads can be delivered for property agents, Our latest client was looking for leads from people looking for general land investing as well as more specifically investment land and property in Brazil and Morocco. No sooner had we finished campaign set up than the leads started rolling in. Currently conversion or lead rate is at 10% after day 3 but we anticipate once we have tweaked the ppc campaign based on early data we can double this. Already the client is considering massively increasing the budget to bring on more quality leads.

- Andy Maclean

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