

Scaling Visibility for a Real Estate Professional Without Hiring In-House

Industry: Real Estate

Engagement Length: 6 Months

Primary Objective: Increase online visibility and inbound inquiries

The Situation

The client was closing deals, but marketing execution was inconsistent:

- Sporadic posting across platforms
- Delayed DM responses
- No centralized lead tracking
- Listing promotions lacked branding cohesion

Revenue was strong, but visibility and engagement were plateauing.

Strategic Implementation

Aura deployed a Marketing Assistant to systemize marketing, focusing on three pillars:

1. Brand Consistency System

- Branded Canva templates for listings and announcements
- Scheduled multi-platform content
- Property spotlight campaigns to highlight active listings

2. Lead Management Optimization

- CRM clean-up and tagging for proper lead tracking
- DM monitoring and scripted responses
- Lead tracking dashboard to prioritize follow-ups

3. Engagement Acceleration

- Strategic CTAs in posts and messages
- Comment engagement protocol to drive conversations
- Weekly analytics review to optimize performance

Marketing became structured, consistent, and measurable.

Results After 6 Months

- **3x increase** in consistent weekly posting
- **42% increase** in profile engagement
- **Noticeable rise** in inbound listing inquiries
- Administrative **workload reduced** significantly

Business Impact

The agent shifted from juggling marketing tasks to **strategic client acquisition**.

Instead of spending evenings posting or replying to DMs, the agent could focus on property tours, negotiations, and closing deals – while marketing ran automatically and systematically in the background.

Performance Snapshot

Here's a numeric view of the measurable impact over 6 months. These numbers show the transformation from inconsistent marketing to a systematic, high-engagement workflow.

