

RPM HAMPTON ROADS SEES IMPROVED LEAD QUALITY WITH AHRN IN JUST 90 DAYS

SUMMARY



Real Property Management Hampton Roads was looking to increase website traffic, build better brand awareness and attract new customers. The Hampton Roads office started working with AHRN to improve marketing strategies, launch customized advertising and help grow the consumer base. Results showed outstanding campaign engagement, increased traffic generation and improved lead quality in just weeks.

ABOUT AHRN




AHRN.com is the preferred and trusted off base housing resource customized for the military community around the world – designed to assist and locate available housing. For landlords and property managers, AHRN.com is a direct marketing resource to connect with the military community worldwide who have a Permanent Change of Station (PCS) assignment into a new area or moving locally. AHRN display advertising helps businesses expand their visibility and reach by implementing targeted advertising strategies and driving AHRN leads.

ABOUT REAL PROPERTY MANAGEMENT HAMPTON ROADS



Real Property Management is the largest residential property management franchise organization in North America, managing tens of thousands of properties for individuals, investors and institutions throughout the country. Founded from a single property management business that started over 30 years ago, each of the nationwide independently owned and operated Real Property Management offices provide professional property management services for the benefit of their clients.

Real Property Management Hampton Roads is a franchise office located in Virginia Beach, Virginia. They are the trusted leader in reliable single-family and small multi-family residences.



“We are extremely happy with the AHRN team and their efforts to drive targeted business to our site. We believe the continued hard work will result in higher traffic numbers in the months and years to come. The sky's the limit for our future!”

CRIS BELL

HAMPTON ROADS PROPERTY MANAGER

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AHRN'S STRATEGY

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As a local and small business, Hampton Roads depended on a low-budget marketing plan to promote their services. After years of relying on their own marketing tactics and seeing very little return, Hampton Roads decided to work with AHRN to break through the competitive clutter and build on their brand. AHRN's marketing expertise, property manager database and professional advertising resources made it easy and fast to target and capture quality leads. In an effort to reach the local demographic for building lifelong customers, AHRN created a multi-part campaign that leveraged data-driven awareness: targeting property managers on the AHRN website, launching email ad campaigns and promoting on the AHRN blog. The dedicated AHRN marketing team was able to showcase the brand by connecting them to homeowners and property managers regionally. AHRN's proposed campaign to help grow the business included a 12-month advertising package.

12-MONTH ADVERTISING PACKAGE

- ▶ Geotargeting Ads on AHRN.com Property Manager Homepage
- ▶ Email Campaigns to AHRN's Property Manager Database - 2x month
- ▶ Featured Article hosted on AHRN Blog with Direct Link to Company Website
- ▶ Exclusive Banner Ads:
 - Homepage: Big Board • Listings Summary • Top Leaderboard • Picture View Overlay: Big Board

RESULTS

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The brand awareness and lead generation campaigns were successful in achieving all goals for the overall business objective. Both AHRN and Real Property Management Hampton Roads were satisfied with the quick results.

AHRN BLOG LEADS

4th
HIGHEST TRAFFIC
GENERATING SOURCE

1/10
LEADS DRIVEN
BY AHRN

WEBSITE TRAFFIC

60% INCREASE IN TIME
SPENT ON SITE

30 AHRN REFERRALS

EMAIL CAMPAIGN ENGAGEMENT

598
UNIQUE AHRN
LEADS CLICKED

DISPLAY ADVERTISING ENGAGEMENT

136,562
TOTAL IMPRESSIONS

471
QUALIFIED
CLICK-THROUGHS