



CAMPAIGN

CONVERSION CAMPAIGN

CHANNELS

- HYPER DISPLAY
- SEARCH

PLATFORMS

- META

OBJECTIVES



- INCREASE QUALIFIED LEADS
- INCREASE WEB TRAFFIC
- IMPROVE OVERALL ROI

RESULTS

- 40% INCREASE IN LEADS
- OVER 8,000 NEW WEBSITE VISITORS
- DROVE 82% OF TOTAL WEB TRAFFIC

DESIGN & DEVELOPMENT COMPANY BREAKS GROUND WITH CONVERSION CAMPAIGN

Venkor Group Builds Qualified Website Leads with Revamped Search Strategy

"The engagement has led to a 40% increase in leads. LoKnow has consistently delivered items on time and exceeded the client's expectations. Their proactive communication and innovative approach result in a positive partnership. They are responsive and committed to transparency."

Igor Korlyakov

Project Manager, Venkor Group

The Challenge

Venkor Group is a forward-thinking design and development company based in Calgary, specializing in innovative residential and commercial real estate. Referred to LoKnow by one of our Knowers, Venkor was in search of a new strategy to break through stagnating results after increasing their in-house marketing efforts. They needed a sustainable, long term solution to manage their search ads while driving growth and solidifying a steady stream of leads.

The Objective

Venkor needed a sustainable, long-lasting strategy that could not only generate leads but also nurture them effectively to drive conversions and maximize ROI.

The Strategy

Our strategy consisted of a full-funnel, omni-channel approach to generate awareness, while driving bottom-funnel conversions. To begin, we conducted a comprehensive needs assessment call to understand Venkor's unique offerings, value proposition, competitors, and target audience. Based on our findings, we laid the foundations for the campaign by designing a detailed targeting strategy, and reconstructing relevant search ad copy that took the seasonality of their business into account.

Our targeting strategy centred around 6 main audience segments, including:

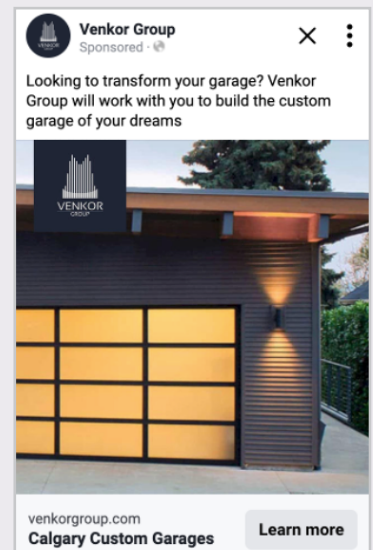
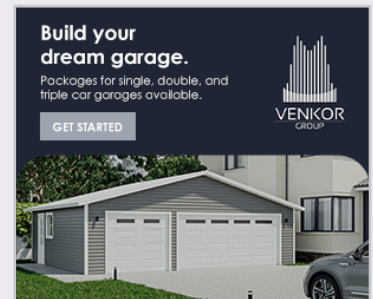
- **In-Market Targeting**, for people who were actively shopping for development & design services.
- **Retargeting Audiences**, for people who had already engaged with Venkor's website or ads.
- **Lookalike Audiences**, for groups who shared similar characteristics to Venkor's existing customers.
- **3rd Party Audiences**, which utilized third-party data to reach potential customers in the early research stages of their consideration journey.
- **Competitor Website Targeting**, to reach visitors on Venkor's competitor websites, and plant the seed to learn more about Venkor's service offerings.
- We also built **Facebook and Instagram** into our strategy, leveraging audiences interested in home renovations and improvements, crafting an additional retargeting audience according to their previous engagements.

Additionally, we rigged up a comprehensive search strategy to increase Venkor's visibility and drive relevant traffic to their website. This included refining their targeting, optimizing their ad creatives and search campaign, and implementing a robust lead nurturing process. Our approach involved:

- **Keyword Research:** Conducting a thorough analysis to identify high-volume, relevant keywords related to Venkor's key offerings through Google's keyword planner, including both broad match keywords for awareness and specific, long-tail keywords for targeting audiences in the consideration stage.
- **Campaign Structure:** Organizing campaigns by product line or service, allowing better control in tailoring budgets, ad messaging, and performance tracking.
- **Ad Copy:** Incorporating relevant keywords and messaging into all campaign copy to improve ad relevance and quality score.
- **Ad Extensions:** Utilizing ad extensions such as sitelinks, callouts, and structured snippets to provide additional information and enhance Venkor's ad visibility.
- **Negative Keywords:** Implementing negative keywords to filter out irrelevant traffic and keep campaigns focused and performance oriented.
- **Tracking and Monitoring:** Setting up conversion tracking to measure campaign effectiveness and make data-driven optimizations, while regularly monitoring the campaign for areas of improvement.
- **Budget Optimization:** Continuously optimizing budget allocation based on keyword and campaign performance to maximize ROI.

LoKnow provided Venkor with a comprehensive marketing strategy overhaul. Our experience working in the realm of real estate and construction allowed us to quickly identify and address gaps in Venkor's previous strategy.

Example Ads



The Results

40% INCREASE
IN LEADS

8,000+
NEW WEBSITE VISITORS

DROVE
82% OF TOTAL
WEB TRAFFIC

CLIENT TESTIMONIAL

“LoKnow has a very innovative approach to personalized advertising.”

The Conclusion

LoKnow retrofitted Venkor with a sustainable and scalable marketing strategy that they didn't need to maintain in-house. Our experience working in the realm of real estate and construction allowed us to quickly identify and address gaps in Venkor's previous strategy. By fine-tuning their approach, our partnership with Venkor resulted not only in an increase in high-quality leads, but a significant improvement in their overall marketing ROI.

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