

ABC Property Management CASE STUDY

What Happened When
ABC Property Management
Met Inbound Marketing

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Before Catching the Inbound Marketing Vision

WHO IS ABC PROPERTY MANAGEMENT?

ABC Property Management is a property management company based out of Los Angeles, California that specializes in custom property management for real estate investors. With over 100 years of experience, they help their customers maximize the value of their investment through hands-on management plans and cutting edge technology. Their dedication to customer service and extensive industry knowledge sets them above the rest in real estate management.

CHALLENGES

The primary goal of ABC Property Management is to help customers maximize their investment. Their challenge was to connect with those customers who could best benefit from their customized service. One of the things they needed was to boost their online rankings and achieve the visibility necessary to build a strong customer base.

Why Synergy Power Partnered with Digital Flavor

MISSING THE MARKET(ING)

Due to their superior and specialized service, ABC Property Management felt confident that once they had earned customers it wouldn't be difficult to maintain a loyal following. Considering that the main challenge was attracting the right customer base in a noisy online community, ABC Property Management turned to Digital Flavor to help grow a solid inbound marketing campaign.



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Digital Flavor'S ROCKSTAR PROPOSAL

Digital Flavor analyzed the challenges ABC Property Management expressed as well as their online performance. The inbound marketing team then created a marketing campaign that utilized the many services outlined in the Digital Flavor Content Catalyst package. What came next was astounding.



Content Catalyst is Digital Flavor's premium content marketing package. With Content Catalyst, Digital Flavor:

- Determines your competitive advantage
- Identifies the personas of your buyers
- Creates a custom content strategy
- Performs keyword category branding
- Creates blog posts and downloadables, such as eBooks.

To find out more, visit:
www.digitalflavor.com/content-catalyst/

BEFORE AND AFTER: THE JAW-DROPPING STATS

The results ABC Property experienced as a result of Digital Flavor's inbound marketing tactics were dramatic. In the first two months of the campaign, Google saw ABC Property Management jump from 100th position or lower on the SERPs to a rank of 22 or better for 14 out of 24 searches relating to Property Management in their selected areas. That is a jump in search engine rankings of 78 points. And for 8 of their selected keywords, they placed first in Google's search engine pages. This is a gold mine of visibility for any company that wants to increase its customer base.

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Current Rankings

Root Keywords	Starting Rank	October	November
La Crescenta Property Management			
Montrose Property Management			
Property management Pasadena	100+	3	5
Pasadena property management	100+	3	4
Glendale property management	100+	13	8
Property management Glendale	100+	16	9
Flintridge property management	100+	1	1
Property management Flintridge	100+	2	1
Property management companies in Flintridge	100+	2	1
Property management La Canada	100+	1	1
Property management companies in La Canada	100+	2	1
Alhandra property manager	100+	1	1
Property manager Alhandra	100+	1	1
Burbank property management	100+	18	22
Property management Burbank	100+	17	24
Property management companies in Burbank	100+	22	33
10 must-haves for your tenant-landlord agreement	100+		1
property management la canada	100+		2
questions that guarantee you'll find a reliable maintenance company for your glendale property	100+		2
property management companies in flintridge	100+		4
4 landscaping hacks a cheat sheet for landlords	100+		4
how a property management service can solve your maintenance woes	100+		4
flintridge property management	100+		5
alhandra property manager			4

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But Digital Flavor does more than just SEO. They are a full service inbound marketing agency that customizes campaigns to customers needs. Because ABC Property Management has a portion of its customer base that consists of an older, less web-intensive demographic, they wanted to create a print mailer that would attract those customers as well. This is what Digital Flavor created for them:



IN JUST 5 MINUTES we can tell you how you can start making more money from your investment property!

CALL TODAY and we will waive your first month's management fee!

Call now for your **FREE** 5 minute consultation!
Contact Us Today! 818-957-2518

Give us just **5 minutes**, and we will show you how **ABC Property Management's** time tested methods and cutting edge technology will increase the value of your investment property and make your life easier.

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THE UNDENIABLE POWER OF INBOUND MARKETING

Gaining the kind of traction that ABC Property Management experienced (and has since maintained) in a mere two months is practically unheard of. That is the power of inbound marketing. Unlike traditional, in-your-face marketing, inbound marketing methods help you invite your customers to engage with your brand and the products and services you offer. Inbound marketing truly is the most effective, fulfilling, and genuine form of marketing you can choose for your business.

“This is a gold mine of visibility for any company that wants to increase its customer base.”

What you Should Know about Digital Flavor

Digital Flavor itself was built with inbound marketing and inbound marketing alone — bootstrapped, no funding, with little outbound sales efforts. The results speak for themselves. And guess what? We want to help grow your business with the exact same methods we’ve used to build Digital Flavor, Evolution Peptides, and many others. We don’t talk a big game — we simply practice what we preach (because it works!). Find out more at www.digitalflavor.com.