



HOW MARTECANA USED DIGITAL MARKETING TO HELP YUE HE TAKE HER CAREER TO THE NEXT LEVEL

Contact Us Anytime.

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Thanks to the Martecana team! With their support on digital marketing for my career was instrumental in taking into the trajectory I wanted. The marketing plan Martecana team launched was a huge success with a reduced budget and increased efficiency.

Yue He

Realtor Licensed in MD & VA -
Works with C21nm -

Selected Case Studies

The Background

Our Client, Yue He, is a licensed real estate agent in Maryland and Virginia. She was looking for a way to grow her client base and serve more customers in the DMV area. She also was looking to establish her reputation as a knowledge leader in the real estate market.

Yue was looking for this **exposure across the area through building a social media presence** to reach her audience, as well as through **advertising more effectively through real estate related websites**. She turned to Martecana for help and it was our priority to help her meet her goals in an efficient and effective manner! Our team worked diligently to increase her exposure and client base and get her to where she wanted to be.

The Martecana Solution

The first step was to identify areas that could be improved. Doing that allowed for us to see the areas for improvement and propel her into the exposure levels they wanted.

After we identified the areas for improvement, we began by cleaning up her profiles across all real estate related websites. Everything from Images and her introduction, all the way to contact information. This allowed for the experience to become much more user friendly in the long run.

To increase her exposure immensely, we proposed the idea of creating **a social media presence** of the client on platforms such as: Facebook, Instagram, LinkedIn, and Twitter. Doing so will allow the client to reach audiences from all over; not just those specifically looking for the service via the web. The social media presence of a company is greatly important. It can almost double the amount of exposure that a company gets and will pay dividends in the long-term.

Creating this social media presence is one way to gain a client base and increase reputation, another way of doing it is **via Facebook ads**, and that is what we proposed to our client. Creating Facebook ads for the company not only offers another gateway of advertisement, but it's also a great way of allowing potential clients a to quickly find out more information about the company and familiarize themselves with their services. This was a proactive way of increasing the engagement and number of likes our client was able to get.

Within only a couple of months our client was able to increase her Facebook fans by 9 times her original number! Going from 39 to 353

Key Stats

The number of Facebook Fans increased by

9 Times

From 39 to 353



Google reviews increased from

From 0 to 26

5 of those reviews being

5 Stars



Client began received a tremendous number of inquiries and calls from potential clients that were outside of the referral base.

Selected Case Studies

Facebook fans on a limited budget was such a beneficial way of creating that reputation and increasing engagement! This increased social media presence also helped our client go from zero Google reviews to 26! 5 of those being 5-star reviews.

Our client also began receiving a tremendous number of inquiries and calls from potential clients that were outside of the referral base. The social media presence and advertising is paying dividends for her! The increased level of recognition and engagement for her was made possible by the steps that we proposed be taken and helped execute.

Final Results

Overall, the social media posting and advertising that we provided Yue He ended up being **remarkably successful** for her and her mission. All of our posts helped her reach bigger audiences than expected and helped to more than triple her exposure in terms of engagement and interaction. We believe that our marketing strategy has played a big role in Yue He's goals of taking her career to the next level. This is only the beginning!

Let's work together.

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Some Examples

