

CASE STUDY

FOR CIVITAS CAPITAL GROUP, INVESTMENT FIRM

122%

Increase in Leads
Q2-Q3

36%

Cost-Per-Lead
Reduction Q2-Q3

91%

Of Total Leads
Generated

CAMPAIGN GOALS:

Attract a volume of high-value foreign investors before the approaching EB-5 investment deadline.

Campaign Strategy: Message high-value foreign investors about urgent EB-5 deadline

Phase 1: Prospecting

- ✔ Identify EB-5 content online
- ✔ Index articles & adjacent topics
- ✔ Map to long-tail FB Interests
- ✔ Promote original EB-5 content

Phase 2: Retargeting

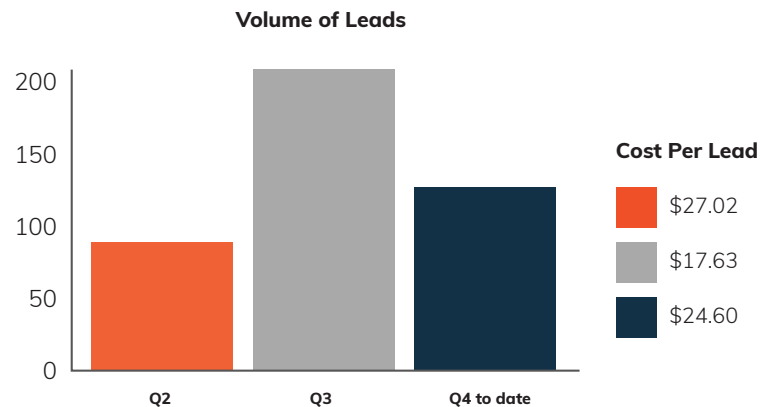
- ✔ Track views with FB pixel
- ✔ Build retargeting segments
- ✔ Remind prospects of deadline
- ✔ Convert on landing pages

Q2 - Q3 2019 Growth Statistics

Eric C.,

Director of Marketing & Communications, Civitas

“MarketChorus delivered more qualified leads in 30 days than an entire year on digital channels. They have completely changed the game.”



Despite qualifying questions being added to the landing page forms after Q2, both lead volume and lead quality increased significantly in Q3