



Property

156 Leads Acquired

The Challenge

GIC, an estate agency specializing in Langkawi investment projects, faced unique challenges in generating quality leads for their listings:

- 1. Niche Market:** Selling Langkawi investment properties required targeting a specific audience interested in real estate investments, vacation homes, or retirement properties.
- 2. High Competition:** Competing against other agencies and developers promoting Langkawi as an investment destination.
- 3. Limited Digital Presence:** GIC had not fully leveraged search engine marketing (SEM) to attract high-intent prospects actively searching for Langkawi property investments.

The Solutions

1. Targeted SEM Campaigns:

- Designed Google Ads campaigns focused on high-converting keywords like “Langkawi property investment,” “vacation homes Langkawi,” and “Langkawi real estate opportunities.”
- Utilized geo-targeting to reach potential buyers in Malaysia, Singapore, and other key markets likely to invest in Langkawi properties.

2. Custom Landing Pages:

- Created dedicated landing pages showcasing the unique benefits of Langkawi investment projects, such as tax-free status, strong tourism growth, and high ROI potential.
- Included visually appealing property images, project details, and a clear call-to-action to capture leads effectively.

3. Audience Segmentation & Remarketing:

- Targeted specific demographics, such as high-net-worth individuals, retirees, and overseas investors interested in Malaysia’s property market.
- Implemented remarketing campaigns to re-engage users who expressed interest but didn’t convert initially.

4. Performance Optimization:

- Conducted A/B testing on ad creatives, landing page designs, and CTAs to improve lead generation.
- Continuously monitored campaign performance, reallocating budgets to high-performing keywords and audiences.

The Results



156

Leads

20.3%

Conversion
Rate

11.8%

Click-Through
Rate (CTR)