

# Success Story

Delta Media Group Customer



**COLDWELL  
BANKER** 

**HOWARD PERRY  
AND WALSTON**

---

The leading and largest real estate brokerage in the Raleigh, North Carolina and greater Triangle area looked to create a digital presence that joined the best features of national websites along with Coldwell Banker HPW's expertise in the North Carolina real estate area.

---



**DELTA**<sup>TM</sup>  
MEDIA GROUP

# Creating an Unsurpassed Digital Experience

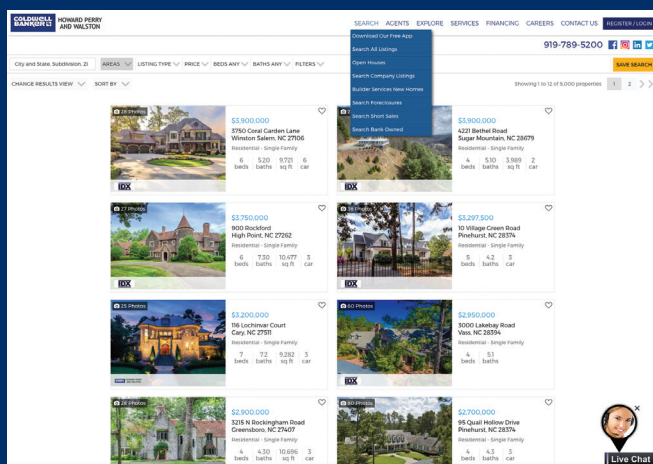
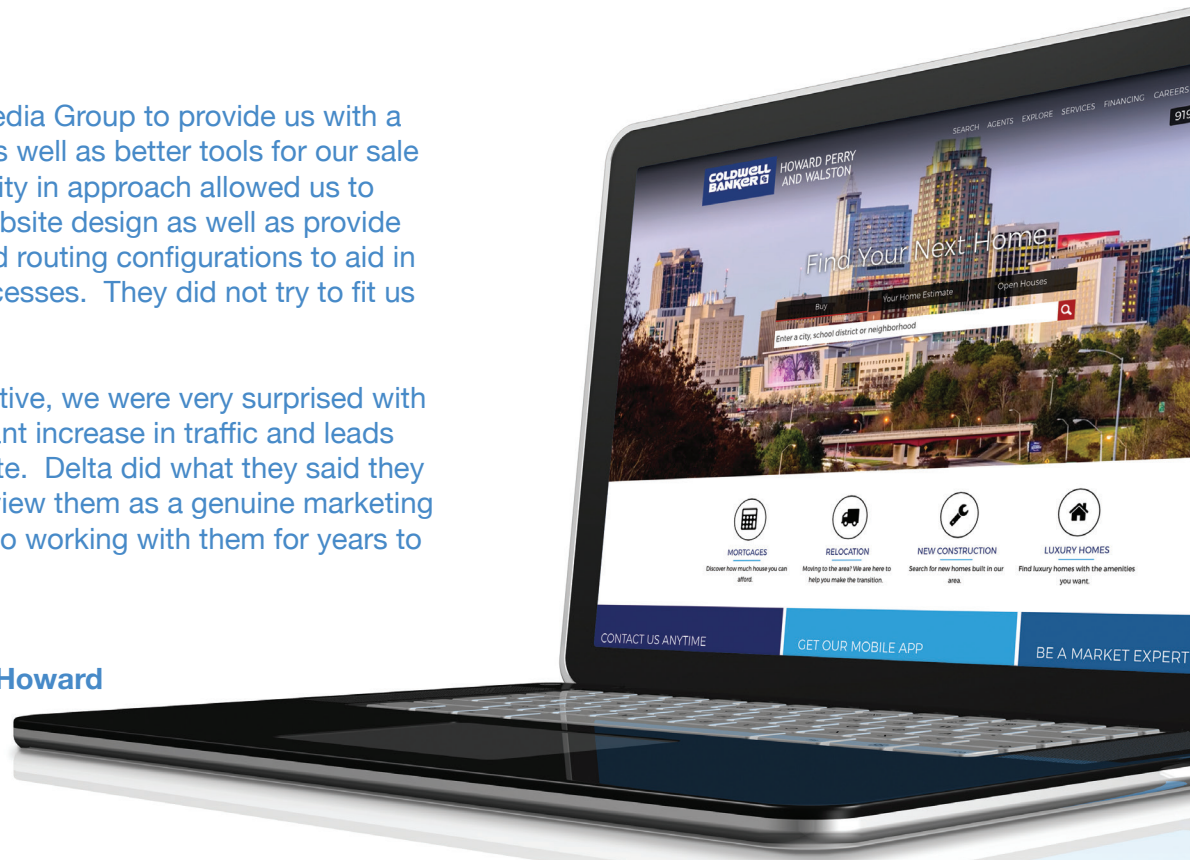
As one of the North Carolina's leading real estate brokerages, Coldwell Banker HPW needed an updated website that reflected their established reputation in the industry. They need it to connect with consumers with an endless amount of buying, selling, and renting information, and support their real estate agents with the right technologies and tools to advance their sales and marketing tactics.



We engaged with Delta Media Group to provide us with a better website presence as well as better tools for our sale associates. Delta's flexibility in approach allowed us to collaborate on the new website design as well as provide many integrations and lead routing configurations to aid in our different business processes. They did not try to fit us into a box.

From a marketing perspective, we were very surprised with their SEO and the significant increase in traffic and leads virtually right out of the gate. Delta did what they said they were going to do and we view them as a genuine marketing partner. We look forward to working with them for years to come."

- Kent Hanley  
CEO | Coldwell Banker Howard  
Perry & Walston



## Finding the Right Partner in Delta Media Group

After an extensive search for the right online marketing partner, Coldwell Banker HPW chose Delta Media Group to design and engineer an engaging, easy-to-use, consumer-focused website unrivaled in the real estate industry ... and that's exactly what Delta Media Group delivered.



# Setting the Stage for Success

## ✓ An Integrated Approach to Real Estate Marketing Online

Collaborating with the Coldwell Banker HPW marketing team, Delta Media Group created an attractive and engaging website design with an easy-to-use navigation and a responsive layout for all devices.

## ✓ Increasing Productivity and Driving More Leads

Delta Media Group's integrated approach to marketing technology combines cutting edge technology with modern design and superior marketing features to deliver an outstanding customer experience improving traffic, leads and conversion rates.

## ✓ Gaining an Edge Over Their Competitors

To stay ahead of the competition, Coldwell Banker HPW offers consumers a rich online experience that exceeds expectations with modern features and usability. Delta Media Group provided Coldwell Banker HPW with the right combination of search, social, content and technical strategies to deliver results and grow their real estate business.

## ✓ Better Traffic and Leads

As Coldwell Banker HPW's strategic partner, Delta Media Group is an extension of their marketing team that focuses on developing and executing the right strategies to produce solid, measurable results.

## ✓ Share Secure Files Quickly

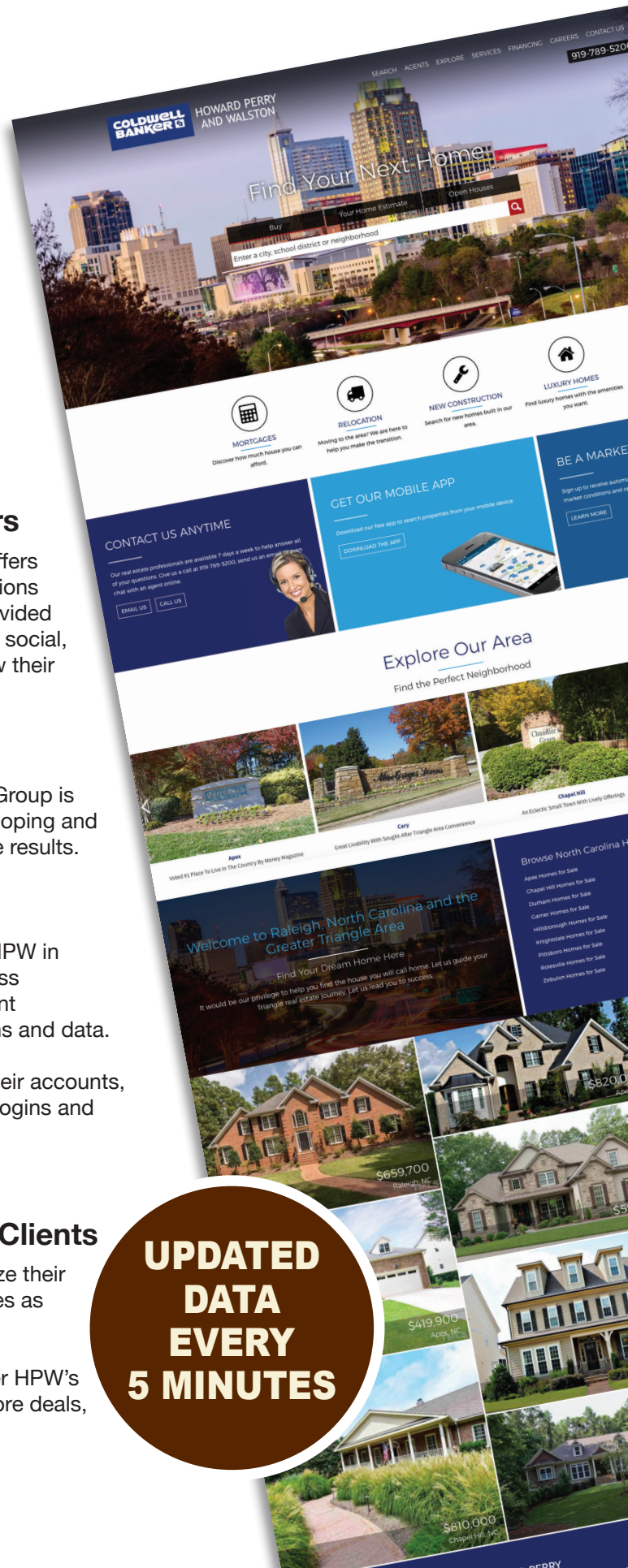
Delta Media Group's CloudDelta™ puts Coldwell Banker HPW in control of their business with valuable cloud-based business management features that provide meaningful insight, agent accountability and security control over marketing functions and data.

Coldwell Banker HPW's agents utilize one login for all of their accounts, saving them time and the hassle of remembering multiple logins and passwords.

## ✓ Agent Mobile CRM Streamlining the Organization and Communication with Clients

Coldwell Banker HPW's agents have the ability to customize their agent websites to promote themselves and their businesses as well as highlight their listings and client testimonials.

Delta Media Group's CRM software allows Coldwell Banker HPW's agents to manage their contacts more effectively, close more deals, and provide better service by having all of their customer data in one easily accessible location.



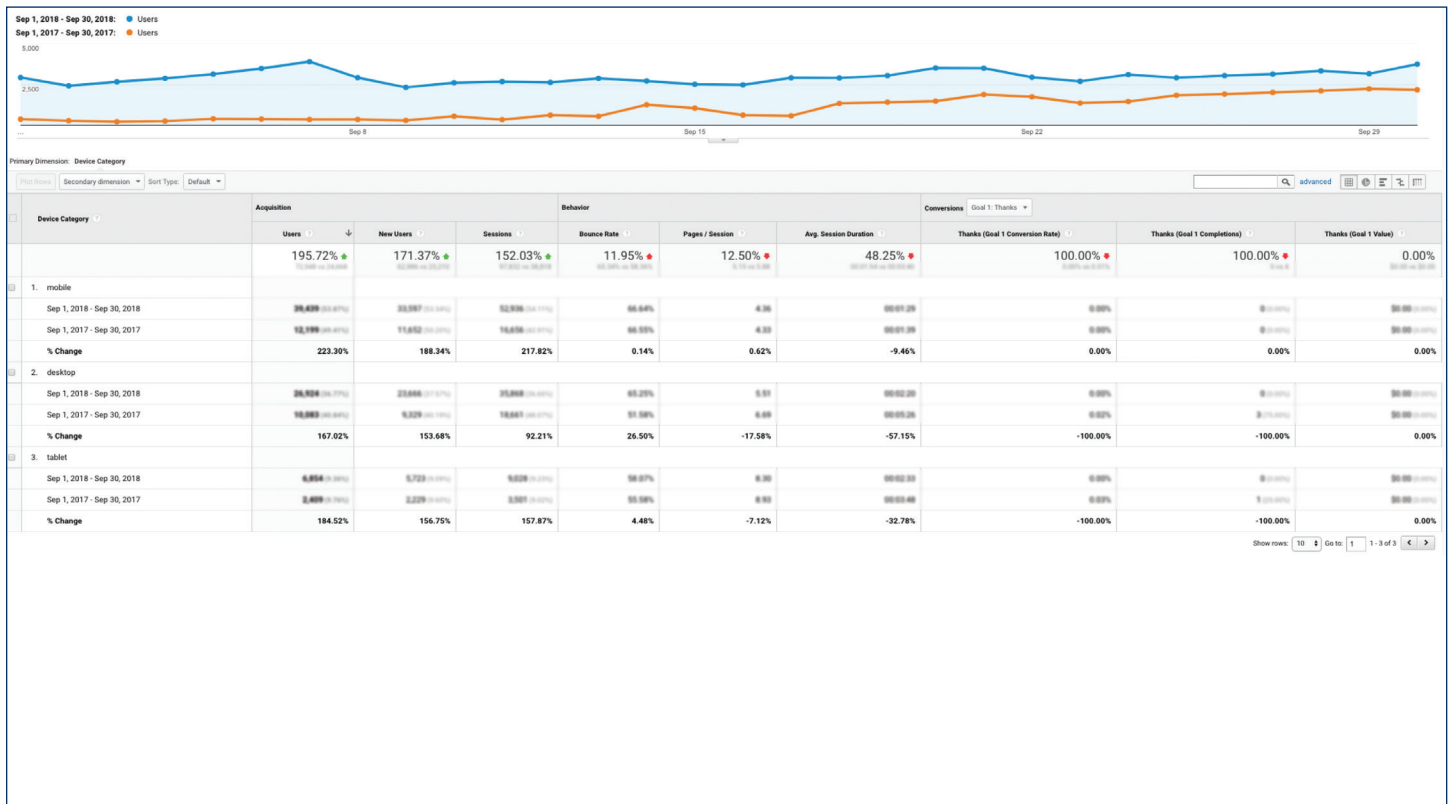
# SNAPSHOT IN TIME

Sept. 2017 vs Sept. 2018

**On average 68% of traffic to real estate websites are on mobile phones or tablets.**

These days it's not only important to have a responsive site, but you need a responsive site that is easy to use and converts. As the data illustrates, Coldwell Banker HPW's new site is experiencing a tremendous amount of growth from visitors on mobile devices.

- ✓ Comparing September 2018 vs September 2017, visitors on mobile phones increased 217%, while traffic on tablets increased 63%
- ✓ Over 63% of traffic to the site was on a mobile phone or tablet.
- ✓ 45% of total leads were from visitors on mobile devices.





# SNAPSHOT IN TIME

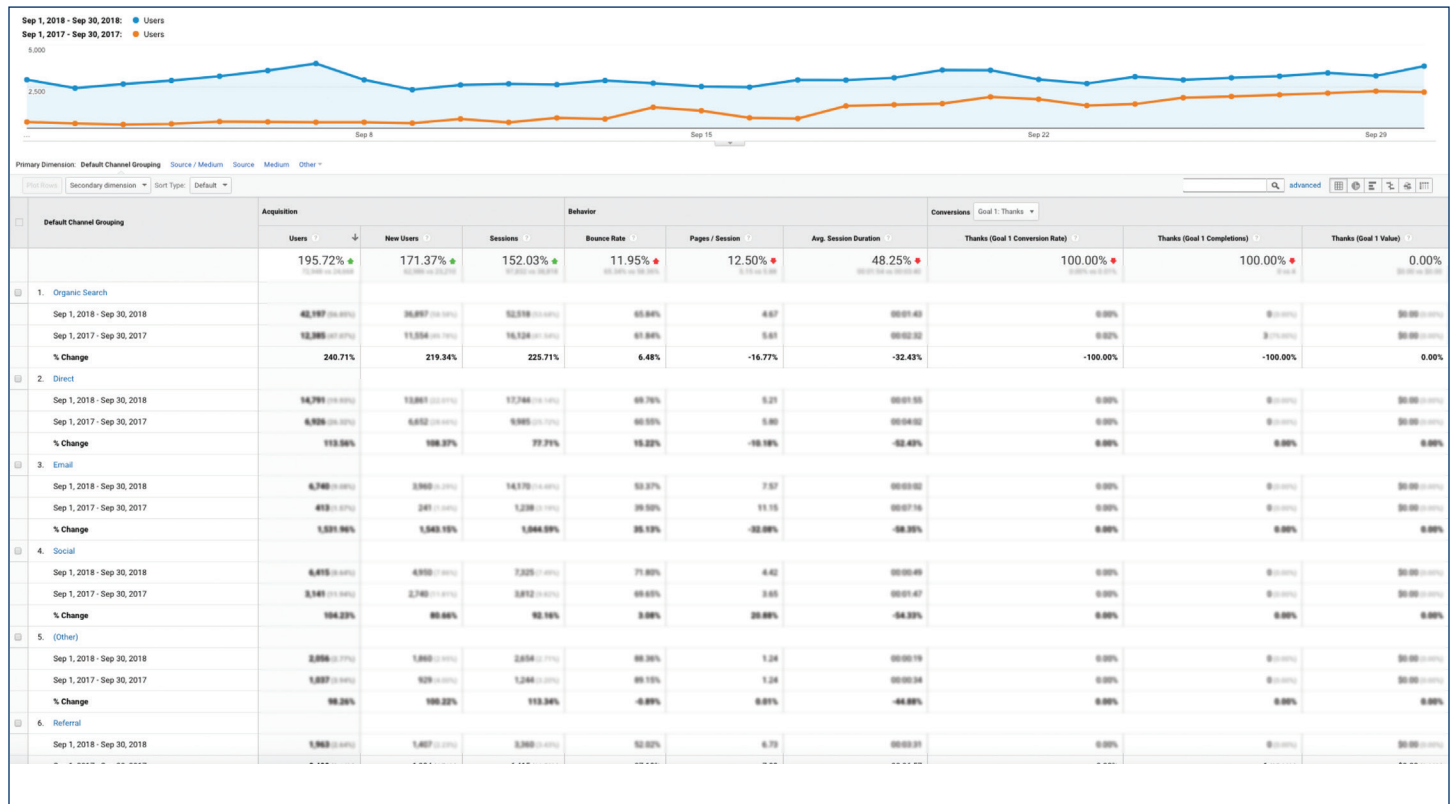
Sept. 2017 vs Sept. 2018

## Organic Search

Search Engine Optimization has to be at the core of any online marketing strategy. Coldwell Banker HPW leveraged Delta Media Group's SEO service and it's paying off big time.

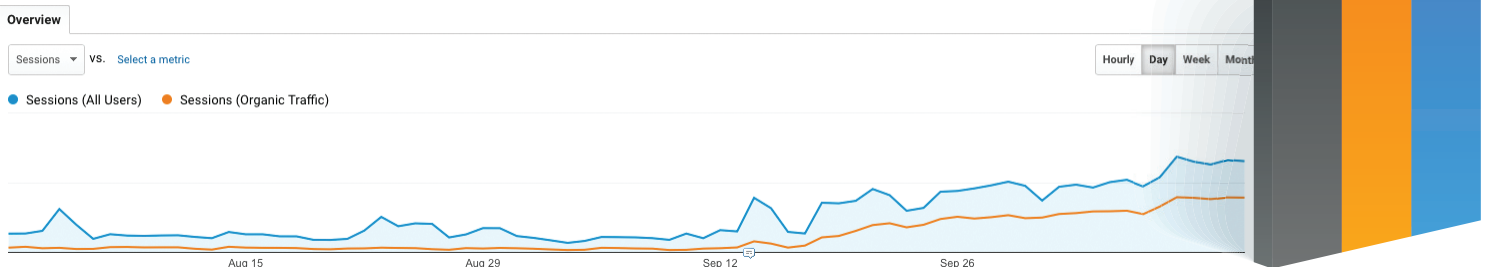
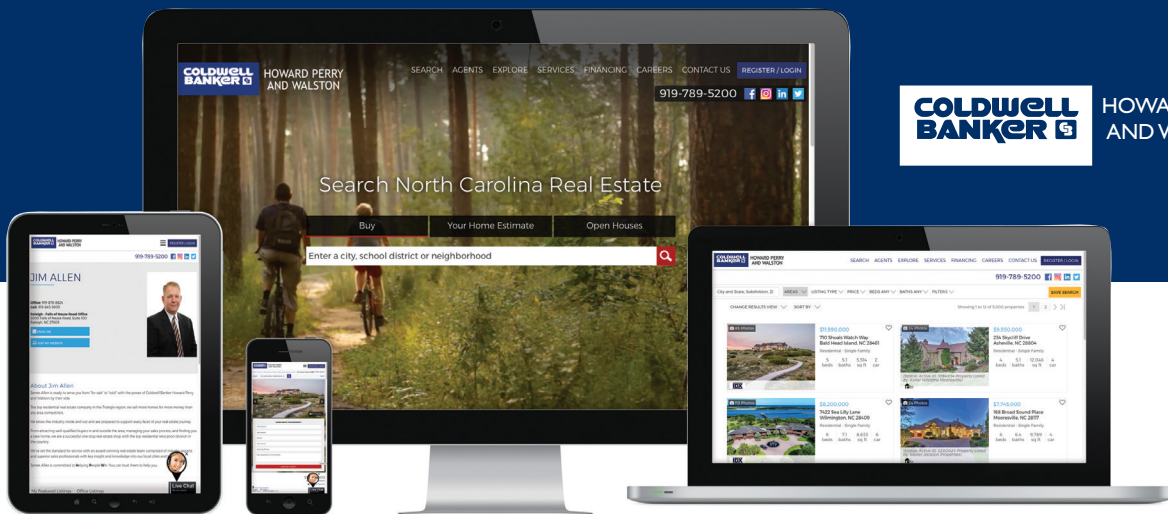
✓ May 2018 vs May 2017, organic search traffic is up 226%.

✓ Organic search accounts for 54% of total traffic to the site.

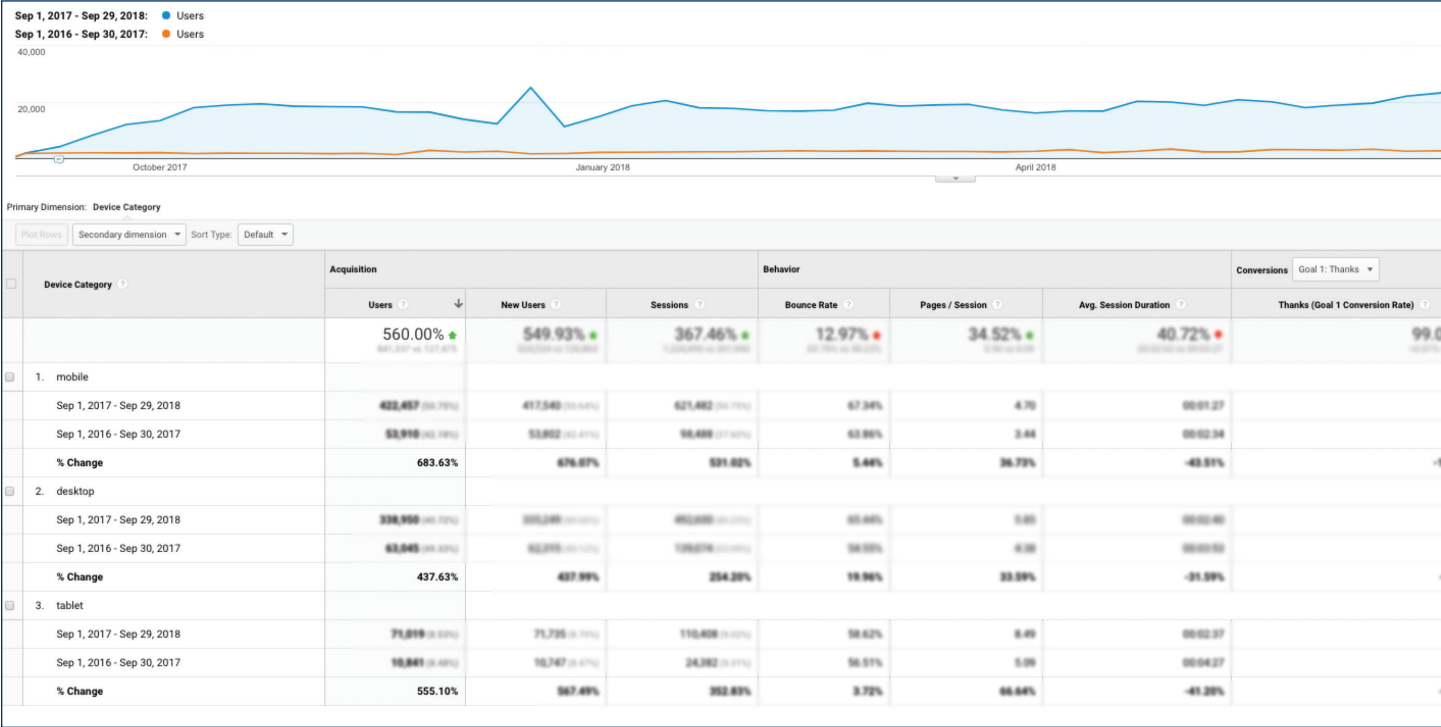


# Increased **TRAFFIC** and **LEADS** In The First Month!

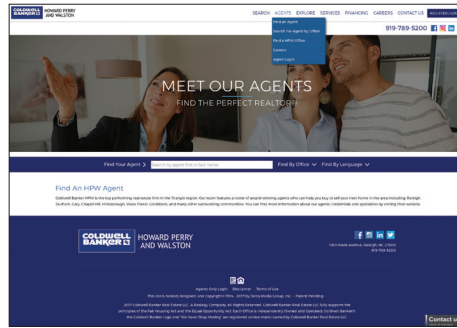
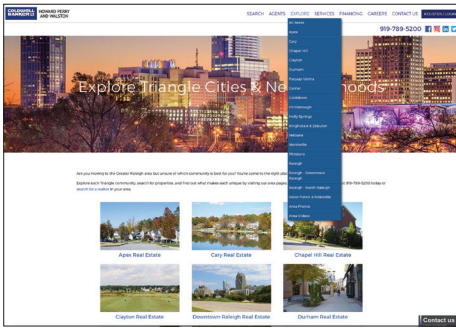
Total Website Traffic .... **+349%**  
Organic Traffic ..... **+734%**  
Leads ..... **+104%**



# YEAR-OVER-YEAR

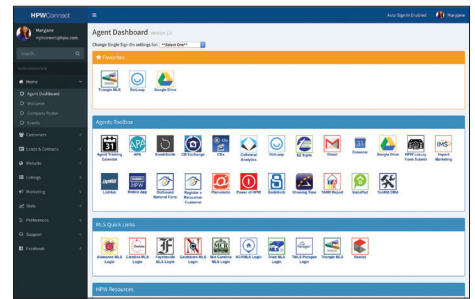
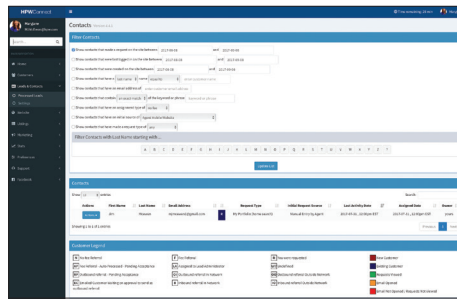
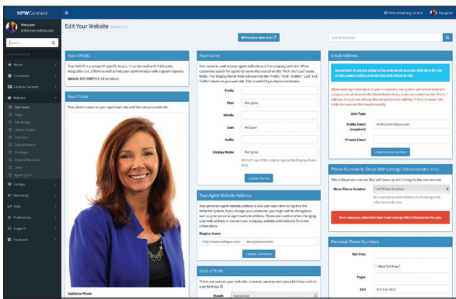






# The Best Real Estate Company

An updated and modern website with new websites for agents and an advanced intranet and CRM system differentiates Coldwell Banker HPW from competitors by optimizing the consumers' online real estate experience and setting standards for a high level of service and professionalism for their team. From "for sale to sold" Coldwell Banker HPW's goal is to be the very best real estate company in North Carolina's Triangle region.



Delta Media Group will save Coldwell Banker HPW time, money and resources by creating a solid integrated platform for all their business needs.



866-233-9833 | [deltagroup.com](http://deltagroup.com)

Coldwell Banker HPW case study - Revised 10-12-2017