CINC

GOING

BIG

BY GOING

SMALL

How CINC generated the lead that purchased the most expensive home ever sold in Charleston, SC.

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Hyperlocal Microtargeting

WRITTEN BY

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Charleston Choose: The most expensive home ever sold in Charleston.

$21.25 MILLION SALE

The CINC Client Marketing team has generated many high-value leads over the past dozen years. But we were especially excited to learn about a recent client transaction which may have been the most valuable CINC lead to convert to a sale, and it was certainly the most high profile.

CINC generated a lead that our client was able to turn into the most expensive home sale in the history of Charleston. The total transaction value of 5 East Battery Street – an iconic home in the Battery section of Charleston – was $21.25 million.

How does a lead of this value get generated? It was the culmination of a 9-year process that fits with CINC's core concept about lead generation – Hyperlocal Microtargeting.

What is Hyperlocal Microtargeting?

Hyperlocal microtargeting is CINC's proprietary marketing strategy that drills down to seek leads in small submarkets within larger metro areas. Within those small markets we get even more granular by creating niche ads focusing on specific property types. **The end result is higher quality leads at lower prices.**

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What is Hyperlocal Microtargeting?

HYPERLOCAL MICROTARGETING

Hyperlocal microtargeting is a fancy way of saying that we drill down and seek leads in small submarkets within larger metro areas, and within those small markets we get even more granular by creating niche ads focusing on specific property types. The end result is higher quality leads at lower prices.

CINC builds complex search advertising campaigns targeting small areas within larger metro areas. All told, CINC has generated nearly 40 million leads, which is about the population of California. We've amassed data showing what are the best submarkets to target and developed proprietary software which allows us to create this advertising at scale.

Since 2011, CINC has generated nearly 40 million leads, which is approximately the population of California.

Instead of only targeting cities, we include neighborhoods, zip codes, country clubs, schools, geologic features, points of interest, and more. Since most other real estate advertisers don't focus on these smaller areas, we have less competition which helps lower the cost per lead. Also, it can mean better leads.

A home seeker who searches for a specific neighborhood or school district is probably further along in the buying process than a prospective buyer who is searching for the broad metro area.

After the submarkets are identified and added to the campaign, we analyze the markets and decide which submarkets should have niche ad groups added to their campaign based on the property types that are available in that submarket.

Portfolio-wide, most leads that CINC generates are from these niche ad groups rather than the overall ad group. (A niche ad group example is Gated Homes for Sale in Charleston versus the overall group of Charleston Homes for Sale.) Some of the common niches we use are luxury, gated, golf, waterfront, beachfront and pools.

HYPERLOCAL MICROTARGETING

This level of detail and granularity is vital because a goal of search marketing is to provide exactly what the visitor is seeking. The landing page, the keywords, and the ads should all be focused on a unified theme – and that should match the search query of the visitor. Google also values this and uses it to determine where the advertisement ranks in the search results.

For example, if a home buyer searches for West Ashley Homes with Pools, an advertiser who has a West Ashley Pool Homes ad group will rank higher than an advertiser with only an ad group called Charleston – and will be more likely to get the click and the lead.

Or in this instance, the home buyer searched for **"Charleston Battery Houses for Sale"** and we had a landing page that matched that query.

A Quick Web Search...

August 2016

Client launches with CINC and provides CINC's Marketing Team with 10 target markets.

September 2016

CINC's Marketing Team expands the campaign by adding multiple niche ad groups - including 'Charleston Historic Homes'.

2016-2024

CINC's Marketing Team continues to maintain and expand the campaign - by 2024, the client has more than 170 active hyperlocal ad groups.

November 24, 2024

Home seeker signs up on client's CINC site after searching 'Charleston Battery Houses for Sale' at 7:54 pm ET. This triggered the landing page for the Charleston Historic Homes ad group – because the Battery is an area with historic homes. The lead verifies their phone number using CINC's Real Verified feature. The click cost $0.60.

CINC

... And CINC AI Takes Over

Our real estate agent will be in touch with you shortly. Should you have any further questions, feel free to reach out.
Nov 24, 2024 at 8:32 PM

TA
Nov 24, 2024 at 8:32 PM

Perfect! What time would you prefer to meet with _____ tomorrow for a viewing on the Battery?
Nov 24, 2024 at 8:31 PM

TA
Nov 24, 2024 at 8:31 PM

Sounds great! Would you like me to connect you with our agent, _____ for more details or to schedule a viewing? Let me know your preferred time for an appointment.
Nov 24, 2024 at 8:30 PM

TA
Nov 24, 2024 at 8:30 PM

Hey _____ Alex here. I saw you were checking out homes in Charleston. Are you planning to move soon or just exploring? -Sent from viewcharlestonhomelistings.com. Reply stop to opt out.
Nov 24, 2024 at 8:01 PM

*actual conversation

November 24, 2024

At 8:01 PM on Sunday night November 24, CINC's AI (Alex) reaches out via text. AI progresses the lead to 'Agent Ready' status and alerts the agent.

November 25, 2024

After speaking on the phone in the morning the agent and lead confirm a time to go view the luxury home in the Charleston Battery.

December 6, 2024

The home goes under contract with the buyer being represented by CINC's client.

February 28, 2025

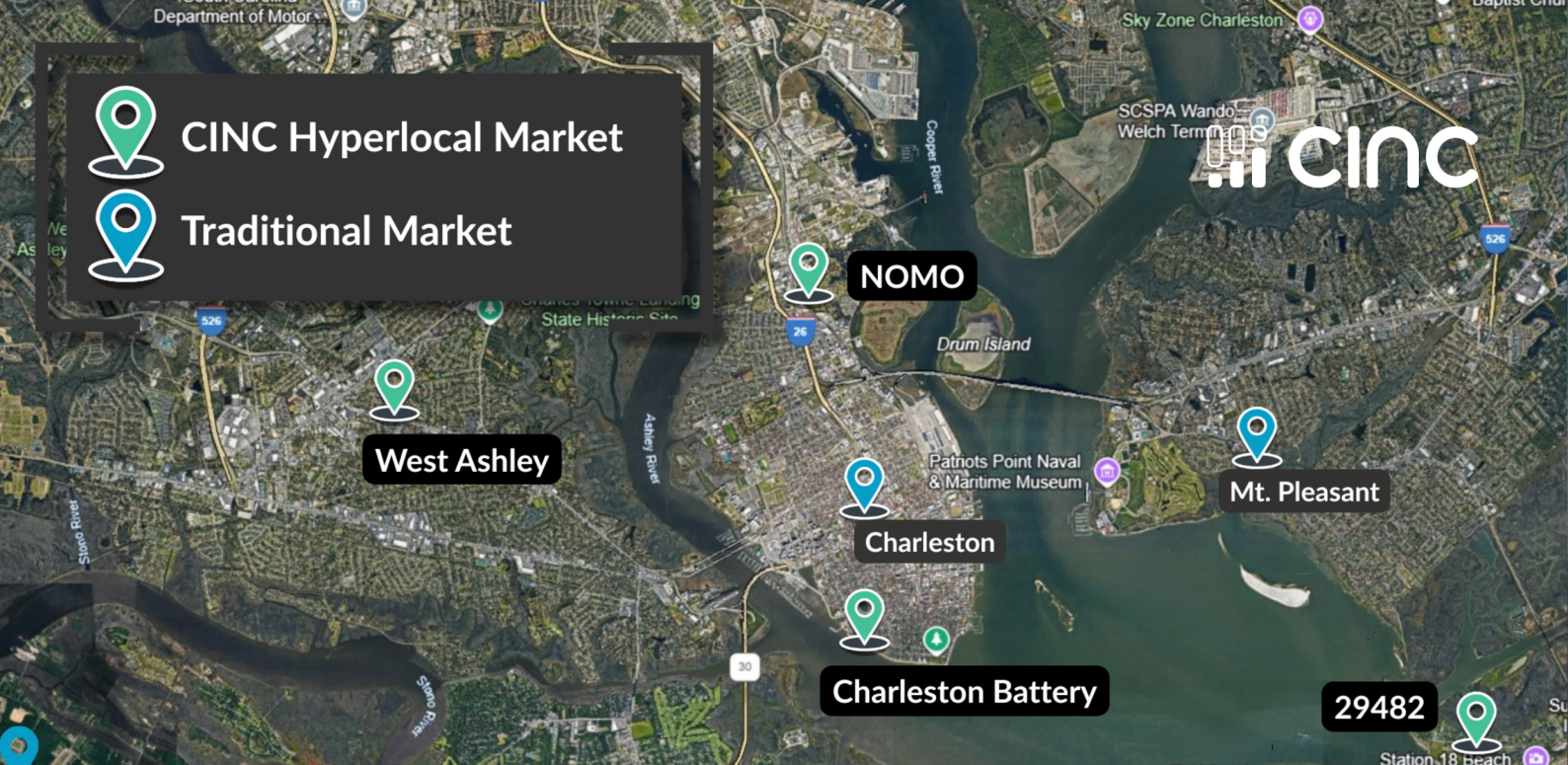The $21.25 million transaction is finalized - the most expensive home sale in the history of Charleston.

"Building a comprehensive search marketing campaign that targets small submarkets and niches will help you reach home seekers that your competitors have missed."

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CHARLESTON HYPERLOCAL

There are 198 lead-producing CINC submarkets within the Charleston CBSA.

TRADITIONAL

- Charleston
- Summerville
- Mount Pleasant
- Isle of Palms
- Johns Island
- Summers Corner

HYPERLOCAL

- Dorchester District 2
- Eutawville
- Hunters Bend
- NOMO
- Reevesville
- Shipwatch
- Wando High School
- 29482

- Bayview Farms
- Bohicket Marina
- Carnes Crossroads
- Drakesborough
- Foxbank
- Lincolnville
- Mariners Walk

NICHES

- Waterfront
- Historic
- Beachfront
- Luxury
- Golf
- Deepwater

CHARLESTON - NICHES DRIVING LEADS

- Overall 18%
- Waterfront 17%
- Historic 15%
- Condo 9%
- Beachfront 8%
- Luxury 4%
- Other Niches 25%
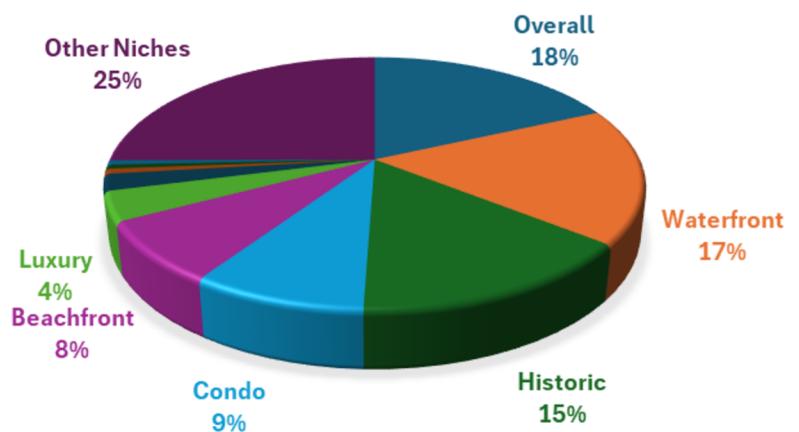
How Do I Get My $21.25 Million Lead?

Search advertising is a great way to find people who are actively looking to buy a home. Because it is so effective, the market is very competitive and you have to be creative to get the leads you need. Building a comprehensive search marketing campaign that targets small submarkets and niches will help you reach home seekers that your competitors have missed.

You can create a program like this on your own or by partnering with a real estate lead generation provider. Keep in mind that creating a program like this is very time-consuming unless you have already invested in the technical infrastructure needed to build it at scale.

If you decide to go the partner route, be sure to ask about their specific technical capabilities in this area. Just because a provider offers a robust CRM or a flashy interface doesn't mean they are good at lead generation.

Search advertising can yield immediate results. This Charleston transaction took 9 years to reach fruition, but that isn't required. Earlier this year, a new CINC client received a lead on their third day with CINC from a hyperlocal neighborhood ad group. That buyer lead had a home under contract about a month later for $1.3 million. This isn't $21.25 million, but it is a reflection of what is possible with an effective lead generation program coupled with first-class follow-up tools.

Dan Lott
VP, CINC Client Marketing

Dan is the VP of Client Marketing for CINC. CINC is the leader in online real estate lead generation serving more than 3,000 clients. The CINC Client Marketing Team manages almost $30 million in search and social advertising spend annually.

CINC-Generated Lead Buys Most Expensive Home Ever Sold in Charleston, SC.

KEY METRICS & DETAILS

Deal Size: $22M

Niche Landing Page: Charleston Historic Homes

Search Term: 'Charleston Battery Houses for Sale'

Click Cost: $0.60

Process: 13 days from lead to contract

CINC

A Fidelity National Financial Company

#1 User-Rated
Lead Gen & CRM Platform

CINC is the number one all-in-one real estate lead generation and conversion CRM platform for elite teams and agents, including:

Expert lead generation

IDX websites

Intelligent CRM

AI-driven lead nurturing

US-based support

Learn more about CINC and let us help you identify the top submarkets in your market area.

Go to **cincpro.com/request-a-demo**.