

# CASE STUDY

## SAGEBROOK DEVELOPMENTS

Industry: Real Estate Development

## Sagebrook Developments: Generating More Business Opportunities with a Repeatable Online Sales & Marketing System



Sagebrook Developments Inc. (Sagebrook) is a Calgary-based real estate development company that offers custom infill homes and home renovations throughout Calgary's inner city communities. Sagebrook Developments is family-owned and focuses on building relationships with clients through custom-design processes and superior customer service.

## The Problem

Sagebrook Developments was not satisfied with their online marketing. They had a website, but prospective clients were not visiting it. Even if prospective clients did visit the website, the information they saw was not communicated effectively and there was no way for visitors to leave their contact information. “We wanted a website that was more user-friendly and easy to navigate”, explained Kristine Yung, Founder and President of Sagebrook Developments. The lack of website usability was turning away website visitors and potential sales leads.

ActiveConversion saw that Sagebrook was frustrated and that their online marketing strategy needed an overhaul. ActiveConversion knew that they could help Sagebrook Developments develop a repeatable online sales and marketing system that would drive more visitors to the website, give those visitors an engaging on-site experience, and then convert those visitors into sales prospects.

## THE ACTIVECONVERSION SOLUTION

To improve Sagebrook’s online marketing, ActiveConversion executed a comprehensive online sales and marketing system that included a website redesign, search engine optimization efforts, and online advertising. These efforts would bring more visitors to the website, who could then be tracked by ActiveConversion’s lead generation, management, and scoring software.

## An Engaging and Conversion Oriented Website

The first step in implementing ActiveConversion's system was to redesign the Sagebrook website. To improve website usability, ActiveConversion conducted market research to determine which information was most important to Sagebrook's clients. ActiveConversion then put this information front and centre on the website and created an intuitive navigation. The Sagebrook website was designed with conversion elements that continually encouraged visitors to engage. For example, ActiveConversion ensured that Sagebrook's phone number was located at the top of every page, and that most pages featured forms where visitors could submit their contact information to Sagebrook. Finally, the website was designed to be professional and aesthetically pleasing, with a gallery to showcase Sagebrook's custom homes.

### TARGETED ONLINE MARKETING

To increase online traffic, ActiveConversion developed search engine optimized content for the website. This content was designed to be easily traceable by search engines and to attract relevant visitors. To build on these efforts, ActiveConversion also created a Google Advertising campaign to drive additional visitors to the website. Both the search engine optimization and online advertising efforts were targeted to attract visitors who were looking for the specific services Sagebrook offers.

### SALES INTELLIGENCE THROUGH SOFTWARE

With the redesigned website, search engine optimization, and online advertising in place, ActiveConversion installed its software onto the website to track online visitors. With the software implemented, Sagebrook's sales team could now track visitor behaviour, view visitor contact information, and easily turn visitors into leads and clients.

## RESULTS

ActiveConversion's online sales and marketing system transformed Sagebrook's online marketing into an ongoing success. **One year after the campaign's implementation, yearly website traffic increased by 95%.** In December 2011, shortly after the new website was launched, the Sagebrook website had more traffic than all but one key competitor. Sagebrook also saw an improvement in their search engine rankings. Their website was now found on the first page of Google search results for keywords searches such as "calgary infill builders," custom infill homes calgary," and more. Today, the Sagebrook.ca website continues to see 5% increases in traffic per year.

Sagebrook's traffic and search improvements translated into an increase in real client interactions that could be tracked by ActiveConversion's software. The software allowed Sagebrook to collect visitor contact information and track visitor website behaviour.

“

Being able to obtain visitor contact information and then create a database of potential customers was the most valuable service ActiveConversion provided

”

KRISTINE YUNG,  
Founder and President

## Conclusion

Before beginning work with ActiveConversion, Sagebrook was not generating enough targeted traffic or sales opportunities online. ActiveConversion worked with Sagebrook to address these issues by developing an automated online sales and marketing system. After working with ActiveConversion, Sagebrook now reaps the benefits of a repeatable system that continues to drive website traffic, showcase Sagebrook's credibility, and generate a high return on investment.

## About ActiveConversion

ActiveConversion specializes in developing repeatable online sales and marketing systems for industrial companies. Our technology-based system employs best practices in online marketing and lead generation, and delivers measurable results to our customers. Since 2004, we have completed more than 500 successful projects to help companies succeed online. For more information, visit [activeconversion.com](http://activeconversion.com) or call 1-877-872-2ROI.

## A RESULTS-DRIVEN SALES AND MARKETING SYSTEM

UNIQUELY ENGINEERED  
FOR YOUR INDUSTRY

