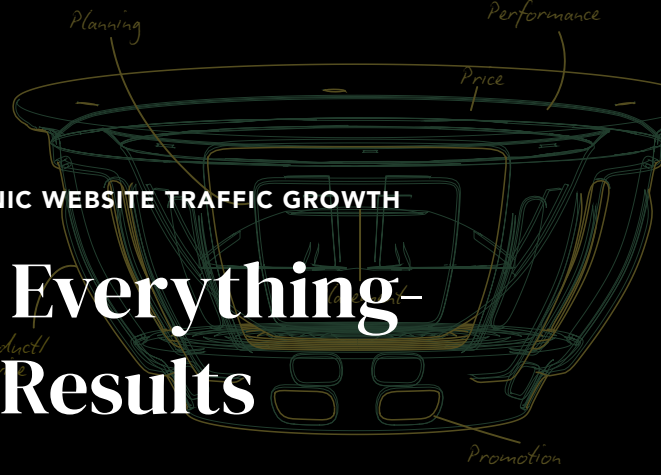




HELPING REALIZED® CONVERT LEADS THROUGH ORGANIC WEBSITE TRAFFIC GROWTH

Play the Long Game, Get Everything-is-Bigger-In-Texas-Sized Results



01 THE BRIEF

TRACKING TIMELINE	INDUSTRY	USE CASES
2015 to 2023	Real Estate, Fintech, Marketing	Website Marketing, Organic Search, DTC

A TALE AS OLD AS TIME: NICHE FINTECH SUCCESSFULLY GOES DTC WITH DATA-DRIVEN, ENTERPRISE-LEVEL CONTENT STRATEGY

Realized® is a technology-enabled platform providing real estate wealth solutions to individuals and families that own legacy investment properties and other appreciated financial and capital assets. Investors use the Realized® platform to transfer wealth from legacy properties and assets into passive commercial real estate portfolios.

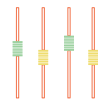
The Fintech company and platform, Realized®, transitioned to a direct-to-consumer model in 2015. After almost three unsuccessful years of trying to establish solid organic website traffic growth to fuel their new model, they approached Trey Robinson and his team at StoryAmplify to help them realize their potential.

Enter StoryAmplify.

We brought marketing expertise and strategy that improved existing processes and created content that performed.

02 CHALLENGES

01 Too many topics	02 Not enough writers
03 Plateaued organic traffic	04 Missing conversions



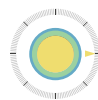
SUSTAINABLY SCALING CONTENT

Realized® quickly encountered a bottleneck in producing content without a dedicated writing team. Realized® was only able to publish an average of one blog weekly. While the blog posts generated traffic, it wasn't sufficient.



QUALITY CONTENT THAT HELPS USERS

Their first attempt to use contract writers as they scaled failed. As a known fintech company, their content needed to be knowledgeable and specific. Initial contractors were able to deliver at scale, but the content lacked expertise.



CONVERTING READERS TO USERS

Organic or paid web traffic isn't helpful unless visits lead to conversions. Realized® consistently struggled to convert the viewers and readers their blogs brought in. This remained a problem even after content quality improved.

03

SOLUTION

Content production process scaled to enterprise-level

Bring in subject matter experts

Build team of expert contract writers

Increase posting cadence

Add downloadable lead generators

GRADUALLY INCREASE POST CADENCE

StoryAmplify A/B tested across channels, including paid and PR, but saw the best results with organic traffic. Posting cadence was gradually increased to twice a day to drive results. Utilizing real-time data and research from Semrush informed keyword strategy and increased visits.

A TEAM TO SUPPORT QUALITY, SCALED CONTENT

StoryAmplify built a content team of six freelance writers, one contract SME, one editor, and an internal content manager to support the posting cadence. The use of SMEs and editorial support was critical in producing high-quality content. This helped StoryAmplify develop a cost-effective customer acquisition strategy.

CONVERT VIEWERS TO USERS

StoryAmplify brought in conversion-informed UX to redesign the blog layout. Instead of ending posts with simple CTAs, StoryAmplify brought greater value to viewers with downloadable lead generators. These lead gens helped build email marketing lists and increased potential-used confidence in the Realized® platform.

04

OUTCOMES

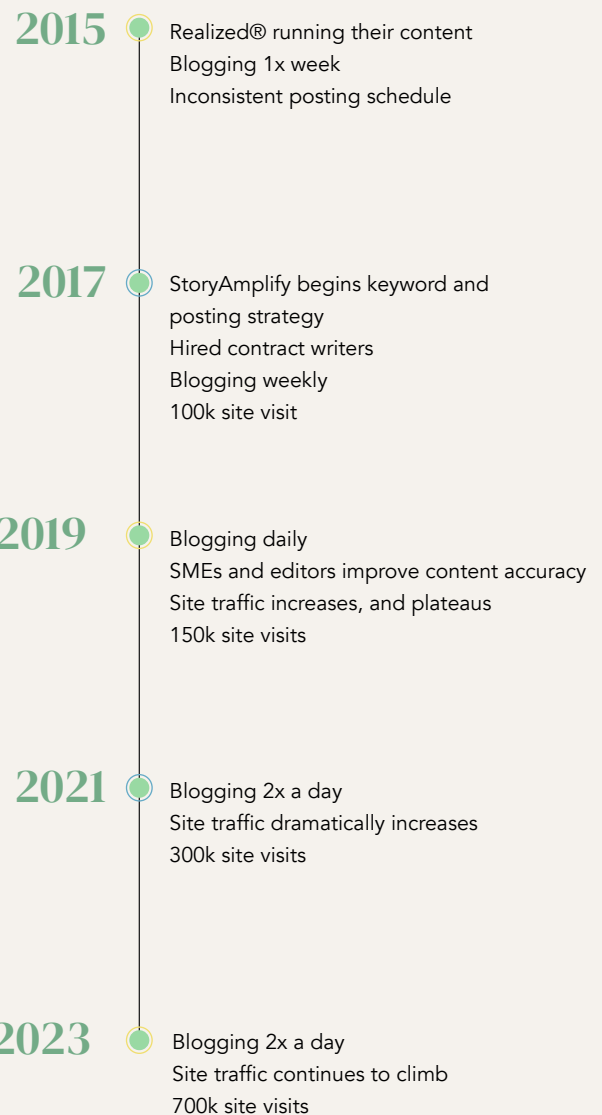
749k
Monthly Visits

84%
Organic Search

05

THE PROCESS

We Won at the Long Game



Or What We Like to Call Our Secret Sauce

WE BUILT A TEAM OF FINTECH INDUSTRY EXPERTS

We are marketers. And that means we know how to build a strategy. We understand website traffic drivers, social media marketing, and the psychology of how people make decisions. And because of our years working with finance industry clients, we have a solid foundation for the industry. But when it comes to creating content that hooks readers, answers their burning questions, and drives product conversions, you can never replace expertise. So, instead of leaving Realized's growth to contractors and a project manager, StoryAmplify brought in subject matter experts (SME) and editorial support. The content team includes six freelance writers, a contract SME, an editor, and an internal content manager resource. The work is managed using a centralized project management system.

We know that brands that succeed have expert, managed teams.

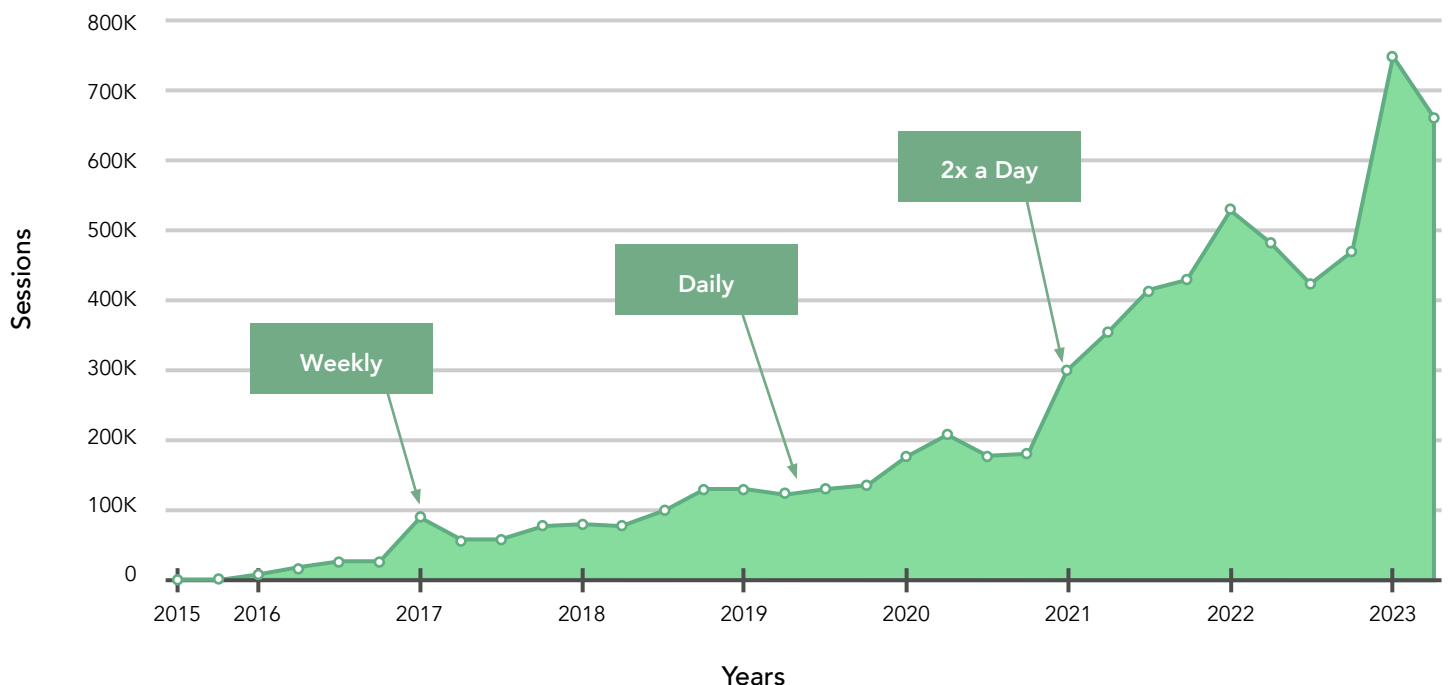
WE FOUND THE RIGHT POSTING CADENCE

Ask any marketing expert how often you should publish blogs, social media posts, or launch campaigns; the answer will always be different! There is no one best way, timing, or structure for successful digital marketing. Every brand audience is different, and every brand has different resources and goals. The same was true for Realized®. StoryAmplify worked with their team, analyzed data, and made changes over time. Initially, we brought consistency to their existing weekly posting schedule. After hiring contractors, StoryAmplify was able to start consistently publishing content multiple times a week, then twice daily. This switch to multiple blogs a day generated substantial organic web traffic—so substantial we considered moving to posting three times a day. We quickly realized that was not sustainable for the team and their budget and are continuing to grow their organic views through twice a day posts.

Finding the right publishing cadence for your brand's audience, team, and budget is critical to success.

TRAFFIC AT LAUNCH WITH 1 BLOG PER WEEK

Date Range: From 7/1/2015 to 6/30/2023



WE LEVERAGED GROWTH TO BROADEN THE FUNNEL

With Realized's lower organic page views and domain authority, StoryAmplify focused our initial keyword research using Semrush on longtail phrases the client was more likely to rank with. We started by concentrating on phrases closely related to one of Realized's core offerings: Delaware Statutory Trusts. These phrases were at the narrowed end of the funnel. We moved up the funnel as page views increased and domain authority improved. We switched our content strategy to general topics like real estate and tax. This expanded Realized's reach and appealed to a broader audience.

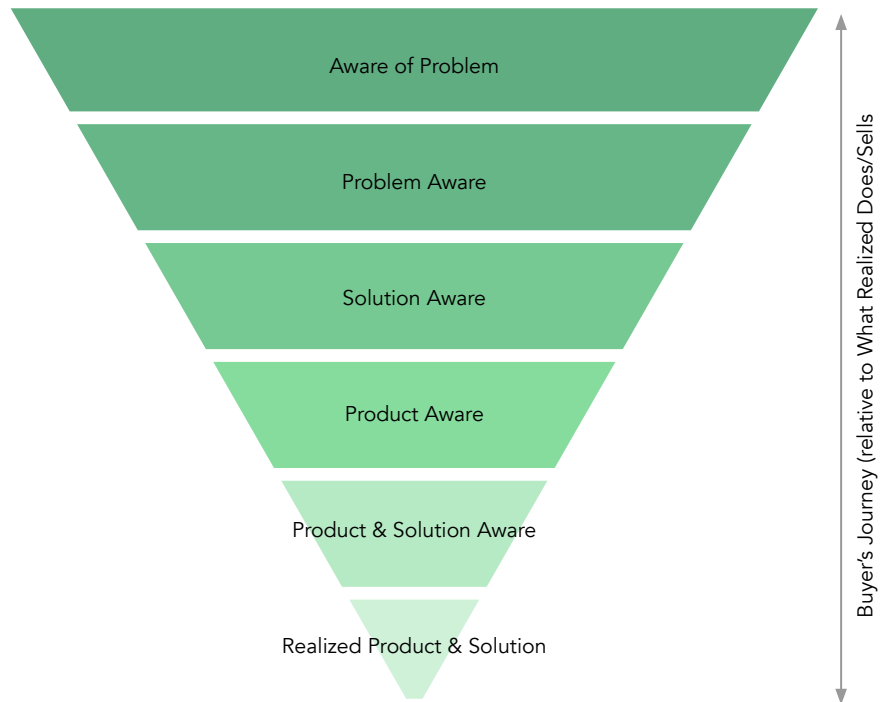
Take your time moving up the content funnel; successful SEO is a long process.

WE DESIGNED SECONDARY CTAS AND ADDED LEAD GENS TO IMPROVE CONVERSIONS

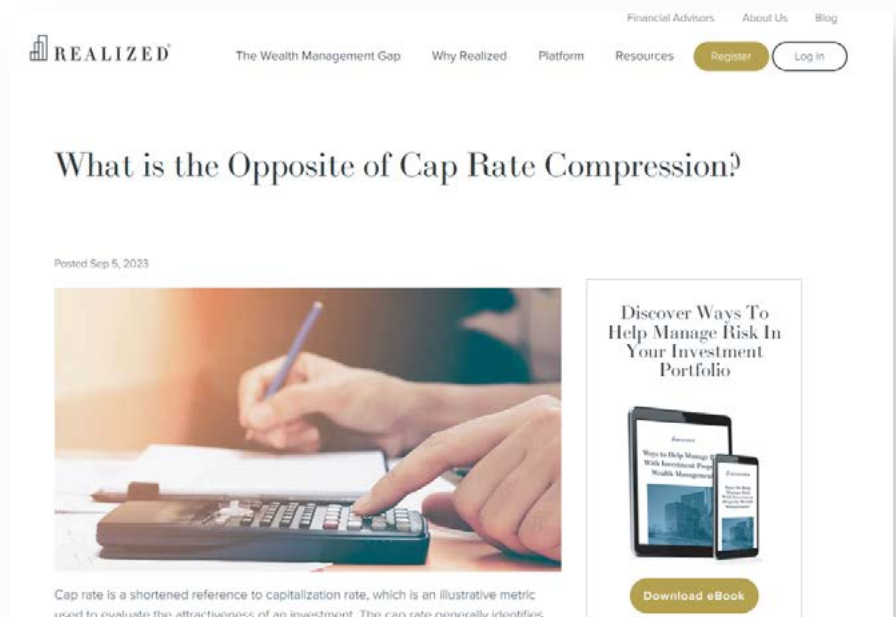
The quality content did its job, and organic website traffic was up. Realized was starting to rank on the search engines. But those visits weren't generating the leads our client needed. StoryAmplify took a two-pronged approach to conversions: building an email-based lead list and improving UX on the page. We created a series of downloadable whitepapers, case studies, and calculators. Each post was optimized with one of these offers. The offers directly relate to the article's content and collect user data to download. We know that conversion rates on websites with secondary CTAs are significantly higher, so we took the same UX approach to the blog design. A designed module with a downloadable offer appears on the right and bottom of each article.

Figure out how to meet your potential customers where they are.

KEY WORD RELEVANCE X BUYER'S JOURNEY METHODOLOGY



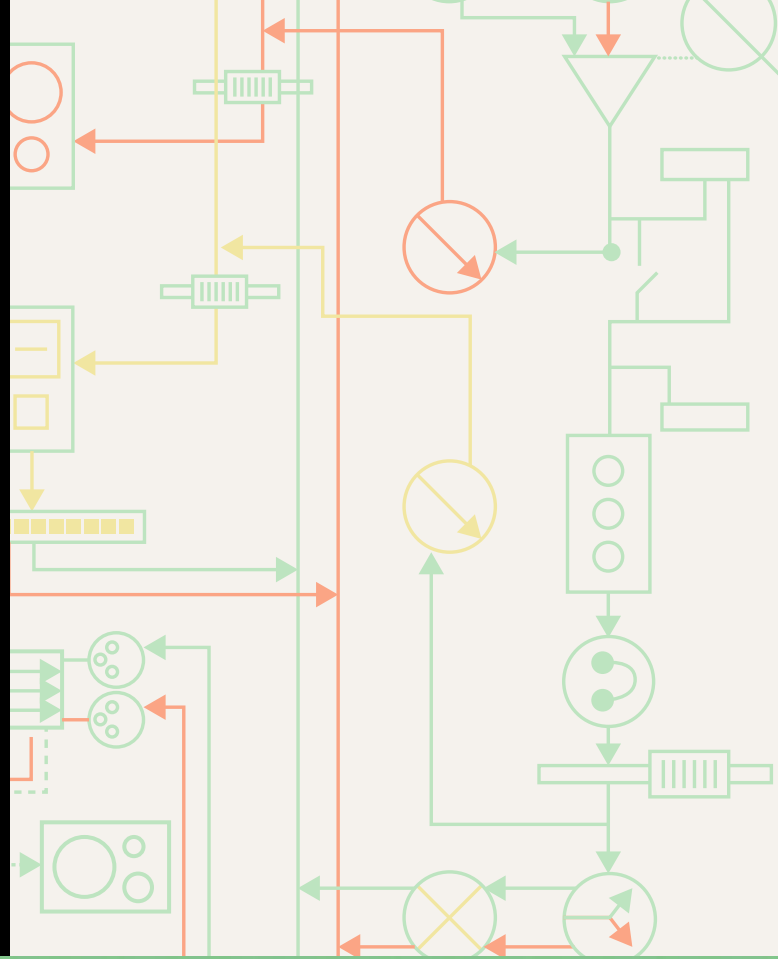
LANDING PAGE



StoryAmplify's strategy has paid off, bringing in 749,000 website visits in Q1 2023 for Realized®.

84% OF THESE VISITS WERE ORGANIC, 7% WERE PAID, AND THE REMAINING CAME FROM REFERRALS OR DIRECT ENGAGEMENT.

Our strategic and adaptable approach to traffic management enabled Realized® to overcome challenges in the competitive landscape. Focusing on organic growth and taking advantage of seasonal topics and searches during peak times such as tax season spikes has established Realized® as a significant player in the real estate fintech sector. We're so glad to bring data-driven strategic marketing to clients like Realized®.



Connect With The Team Behind Realized's Growth Strategy



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