

Case Study: Real Estate Marketing

# Generating a Cash Offer for a \$1.49M Luxury Miami Listing in 50 Days

Powered by Lx Media Co.'s Proprietary Five-Step Marketing Workflow



# Executive Summary: The Results

\$1.49M Listing • 50-Day Campaign • Cash Offer Received • 88,926 Views • 1,603 Website Visits

## Client Overview

For privacy purposes, this case study is anonymous. The client is a Global Real Estate Advisor with one of the world's leading luxury real estate brokerages. With extensive market expertise and an international network of qualified buyers, she specializes in representing high-value luxury properties.

## Challenge

Market a \$1.49 million, three-story waterfront residence in Miami within a **highly** competitive luxury real estate market.

## Solution

The objective was to increase qualified buyer interest through strategic positioning, premium creative execution, and a data-informed marketing approach.

## Timeline & Outcome

A qualified buyer who engaged with the property's marketing campaign submitted a cash offer, demonstrating the effectiveness of the research-driven, strategically executed approach.

## Key Takeaway

Strategic marketing isn't about reaching more people - it's about reaching the right buyer.

By combining consumer data, AI-assisted research, and a structured marketing framework, Lx Media Co. developed a strategy designed to attract qualified buyers and support the successful marketing of a luxury property.

# The Challenge & Objectives

This \$1.49 million waterfront residence entered one of the country's most competitive luxury real estate markets. The objective wasn't simply to generate visibility - it was to attract qualified buyers, differentiate the listing from competing inventory, and position the property as a premium offering.

## Key Challenges Included

- Navigated a competitive luxury market
- Attracted qualified buyers in South Florida
- Differentiated the listing from competing inventory
- Positioned the home as a premium property
- Built a data-driven strategy

Making a luxury property stand out among hundreds of competing listings requires more than guesswork. It requires a research-driven strategy that identifies the right audience and positions the property effectively.

## Campaign Objective

Develop a research-driven marketing campaign that positioned the property competitively, generated sustained buyer interest, and attracted qualified purchase-ready prospects.

# Why the Workflow Matters

The details of Lx Media Co.'s Proprietary Five-Step Marketing Workflow remain **confidential**. However, every campaign follows the same structured methodology, combining market research, consumer insights, strategic planning and continuous optimization to produce measurable results.

This system can be tailored to businesses across industries. Supported by detailed inputs and strategic prompts, the system generates valuable consumer, market, and performance insights that guide campaign decisions..

## The Workflow Delivers

- Clear market positioning
- Stronger messaging
- Better audience targeting
- More efficient ad spend
- Data-informed decision-making
- Repeatable marketing systems



# Research & Market Intelligence



## Research Approach

Before creative development or paid media activation, Lx Media Co. conducted research to identify the property's most likely buyer, understand current market conditions, and uncover opportunities for stronger positioning. This research created the strategic foundation for the campaign.

## What Was Analyzed

Market Conditions  
Buyer Behavior  
Comparable Listings  
Audience Segments  
Positioning Opportunities  
Messaging Insights

## How the Research was Applied

Research findings were translated into buyer personas and strategic recommendations that informed campaign positioning, messaging, creative direction, audience targeting, and channel selection. The research transformed a broad promotion into a focused buyer-acquisition strategy.

# Creative Strategy

## Creative Direction

Luxury visual identity

Lifestyle storytelling

Consistent brand aesthetic

Premium brand positioning

## Content Strategy

Video-first approach

Platform-specific content

Organic + paid integration

Engagement-focused messaging

## Distribution Strategy

Paid social advertising

Audience targeting

Performance optimization

Budget optimization



Every asset was designed to reinforce a premium brand identity while showcasing the property's lifestyle appeal.



Short-form video and platform-specific creatives were prioritized to maximize engagement and communicate value efficiently.



Paid social campaigns ensured content reached highly relevant audiences most likely to engage with the listing.

Creative without strategy is content. Creative backed by strategy becomes **marketing**.



# Examples of Video and Static Content

Lifestyle-Focused Video and Static Content Showcasing the Property • 88,926 Campaign Reach • 1,603 Website Visits • Contributed to Property Showings

REEL SCREENSHOT



3-STORY MIAMI PENTHOUSE WITH SWEEPING OCEAN-TO-COCONUT GROVE VIEWS — \$1,590,000



DM FOR DETAILS

REEL SCREENSHOT



REEL SCREENSHOT



Penthouse living, elevated.

A rare penthouse residence in the heart of Miami with 180° views, private rooftop deck, and refined interiors designed for modern living.

**\$1,590,000**

2 bedrooms | 2.5 bathrooms | den | 2,048 SF

 Private rooftop deck



# Results & Campaign Timeline

## Weeks 1-2: Research and Strategic Planning

The campaign began with market research, audience segmentation, buyer persona development, and strategic positioning. These insights established the foundation for the campaign's messaging, creative direction, and media strategy.

## Weeks 2-3: Campaign Launch and Organic Testing

Creative assets were launched across Instagram and email marketing to establish an initial performance baseline. During this period, engagement metrics were monitored and recorded to identify which content resonated most effectively with the target audience before allocating paid advertising spend.

## Weeks 3-7: Paid Media and Campaign Growth

Following approximately two weeks of organic performance analysis, the campaign transitioned into paid promotion. **A media budget of \$1,000** was invested to amplify the highest-performing creative assets and extend campaign reach among the identified target audience.

The campaign's **highest-performing** Instagram reel generated:

- 47,896 video views (reach 36,924)
- 1,083 listing website visits

In addition, the second-best-performing asset was a single static post that generated approximately 15,800 views and 520 listing website visits, further increasing overall campaign exposure and reinforcing awareness throughout the marketing period.

Performance data continued to guide optimization efforts, ensuring advertising spend remained focused on the strongest-performing creative throughout the campaign.

## Day 50 : Campaign Outcome

On Day 50, the property received two purchase offers, including a qualified cash offer from a buyer who had engaged with the marketing campaign.

# Results & Campaign Timeline

## Deliverables

- Strategic Research & Market Intelligence
- AI-Assisted Research
- Consumer Persona Development
- Campaign Strategy & Brand Positioning
- Copywriting & Messaging
- Reels, Carousel & Static Content Design
- Social Media Campaign Management
- Email Marketing Campaigns
- Paid Media Strategy & Execution
- Campaign Performance Monitoring & Optimization

## Campaign Performance

- 88,926 total views across the Instagram reel & multiple promoted static content pieces
- 1,603 visits to the property listing website
- Approximately 50-day campaign duration

## Tangible Business Outcomes

- Two purchase offers received, including a qualified cash offer
- Data-driven marketing strategy successfully executed from research through optimization
- Multi-channel campaign delivered sustained exposure to potential buyers

## Why It Worked

Success came from following a proven process - **not guesswork**.

- **Research-First:** Strategy driven by market data and buyer personas.
- **Luxury Positioning:** Messaging tailored to the ideal buyer.
- **Consistent Execution:** A disciplined content schedule built momentum.
- **Professional Branding:** Clean, luxury-focused creative reinforced credibility.
- **AI-Assisted Workflow:** AI supported research, strategy, and execution.
- **Creative Direction:** Modern visuals showcased the property's lifestyle and value.
- **The result:** a data-driven campaign that reached the right audience with the right message.

At Lx Media Co., clients invest in a proven marketing system - not just marketing services.

# Every listing, service, and product deserves a strategy that delivers results.

At Lx Media Co., we combine strategic marketing, AI-assisted research, and premium creative execution to help businesses reach the right audience with the right message. Our proprietary marketing process is designed to eliminate guesswork by using consumer insights, market intelligence, and data-driven decision-making to build campaigns that are purposeful, measurable, and scalable.

## Industries We Work With

- Luxury Real Estate
- Real Estate Developers
- Hospitality
- Lifestyle Brands
- Professional Services

Whether you're launching a luxury listing, growing your brand, or scaling your business, Lx Media Co. develops marketing strategies designed to generate meaningful results.

## Contact Us

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