

ZENTAP PARTNERS WITH GRAVITATIONAL MARKETING®
To Cut Their Cost Per Acquisition In Half



GRAVITATIONAL MARKETING®
CASE STUDY

THE GOAL

Zentap provides **exceptional branding** and marketing assets for real estate agents who are ready to take their personal brand to **the next level.**

When they partnered with Gravitational Marketing® their goal was finding more agents they could help to elevate their personal brand and **streamline processes.**

THE IMPACT

714 **LEADS**

\$3.41 **COST PER LEAD**

12 **SALES**

IN LESS THAN TWO MONTHS

THEY NEEDED HELP IN 3 KEY AREAS

- 1 FIND MORE AGENTS WHO WERE READY TO GROW**
- 2 INCREASE THE NUMBER OF OPPORTUNITIES IN THE FORM OF LEADS AND INBOUND CALLS**
- 3 DECREASE THE COST ASSOCIATED WITH FINDING AND SIGNING UP THOSE KEY CLIENTS**

THE RESULTS

Zentap's ads launched January 7, 2022. And in the first month, we generated about **714 leads** from their lead gen campaign at just **\$3.41 cost per lead**, which practically is unheard of. But we don't stop there. We'll continue to work with Zentap based on their sold data to optimize their audiences and drill down deeper into what produces results for these campaigns.

Betty Gabbaie, Chief Communications & Marketing Officer At Zentap, remarked, *"It's rare you find an ad agency that are so reliable, professional, responsive and **get such great results, so quickly.** We are going to send all our friends who need leads your way."*

Now we're working with Zentap to create a more robust follow up system that will stop leads from falling through the cracks and improve close rate. At Gravitational Marketing, **we're there to help every step of the way**, so once we solve your lead flow issue, we'll help with whatever pops up next. That's why we're your partner for growth.