



Ranking lords

PPC Services for Home Rental Service Provider

PROJECT DETAILS

- A Digital Marketing
- B Feb. 2020 - Ongoing
- C \$1,000 to \$2,999
- D *"We love that they're always able to answer all our questions regarding our marketing needs."*

PROJECT SUMMARY

Looking to generate more leads, a home rental service provider has hired Ranking lords for their paid advertising expertise.

PROJECT FEEDBACK

Overall, it has been a smooth partnership. Ranking lords communicates regularly with the client, holding weekly Zoom meetings and reaching out through email to ensure everyone is always updated. They've also impressed with their ability to provide the right answers and solutions to problems.



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The Client

Please describe your company and your position there.

I'm the Brand Marketing Manager at Hygge Home Rentals. Our mission is to bring high quality home rentals to the masses, through Airbnb rentals. We do this by partnering directly with property owners (investors), who are looking for a way to maximize their returns on their investment properties.

Using our extensive knowledge in both the Real Estate and Travel Industries, our 10+ years renting on Airbnb and other sites, and our proprietary software that we have built in house; we are able to offer a service that is un-matched. Our clients are happy to work with us, because we are able to off-set our management fee with increased revenue, all while saving them time and effort.

The Challenge

For what projects/services did your company hire Ranking lords, and what were your goals?

We were launching Hygge Home Rentals and had a previous relationship with the company. Our goals were to generate client leads.

CLIENT RATING	
Quality:	5.0
Schedule:	5.0
Overall Score	
Cost:	5.0
Would Refer:	5.0



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The Approach

How did you select this vendor and what were the deciding factors?

We had done previous work with them and loved the work they did on a previous company launch.

How many resources from the vendor's team worked with you, and what were their positions?

We worked with a paid media specialist.

The Outcome

How effective was the workflow between your team and theirs?

We had weekly meetings via zoom and communicated mainly through email and monday.com. All of our questions were answered in a timely manner.

What did you find most impressive or unique about this company?

We love that they're always able to answer all our questions regarding our marketing needs, even if it was outside of their scope. If our paid media didn't have an answer, she found someone who did.

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