



Industries: Realestate

Region: Costa Rica

BOOSTING INTERNATIONAL REAL ESTATE LEADS FOR ELEMENTS REAL ESTATE CR

Elements Real Estate CR is a Costa Rica-based real estate agency that connects American and Canadian buyers with premium properties across Costa Rica. Their mission is to simplify the process of buying and investing in tropical real estate by providing personalized property recommendations and a seamless customer experience.

Challenge

Before partnering with MetaSynce, Elements Real Estate faced several challenges:

- Limited online visibility in U.S. and Canadian markets.
- Inconsistent branding and lack of visual appeal across social platforms.
- Low engagement on ads and minimal lead conversions from digital campaigns.
- No structured telemarketing system to follow up with potential buyers.

The company needed a complete marketing revamp to attract qualified international leads and convert them into real estate buyers.

Followers Growth

+15K Total Increase
75%

Total Followers

97K

PROJECT TYPE

Social Media Managment

Duration

26 week

Team

Social Media Manager

Graphic Designer

Web Developer

Digital Marketer

Lead Closer



Our Strategy

MetaSynce designed a 360° growth strategy combining creative branding, targeted digital marketing, and smart telemarketing outreach.

1. Graphic Design & Brand Identity
2. We refreshed the brand's online appearance with elegant, property-focused visuals that reflected Costa Rica's beauty and lifestyle. This included:
 - Custom-designed social media graphics.
 - Professional ad creatives and promotional banners.
 - Cohesive color themes and fonts for consistent brand presentation.
3. Digital Marketing Campaigns
4. Our digital team executed a data-driven marketing strategy focused on international property buyers:
 - Created high-converting Facebook and Instagram ads targeting U.S. and Canadian audiences.
 - Optimized landing pages for lead generation.
 - Implemented SEO to improve the site's ranking for "Buy Property in Costa Rica" and similar keywords.
 - Managed content calendars for consistent posting and engagement.
5. Telemarketing Support
6. Once leads were captured through campaigns, our trained telemarketing agents followed up with personalized calls and WhatsApp messages. This helped nurture relationships, qualify potential buyers, and schedule property consultations.

Execution

The MetaSynce team coordinated seamlessly between design, marketing, and telemarketing departments to deliver measurable results.

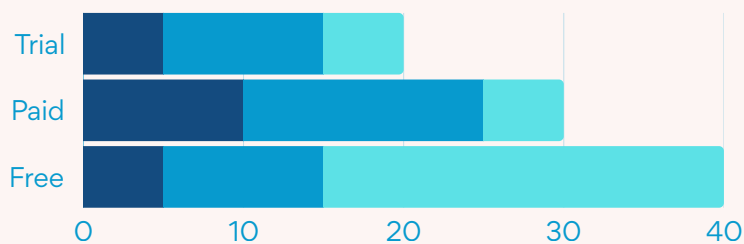
- Weekly content plans and performance reports were shared with the client.
- A/B testing was used on ad creatives to identify the best-performing designs.
- Telemarketing scripts were refined for international buyers.

Results

In just 3 months, Elements Real Estate CR experienced remarkable growth:

- 280% increase in qualified leads from U.S. and Canada.
- 40% higher engagement on social media posts and ads.
- Consistent brand identity across all online platforms.
- Significant improvement in conversion rates from inquiry to scheduled property visits.

Page Engagement



Session

160K

Percentage to
EOQ Goal
115%

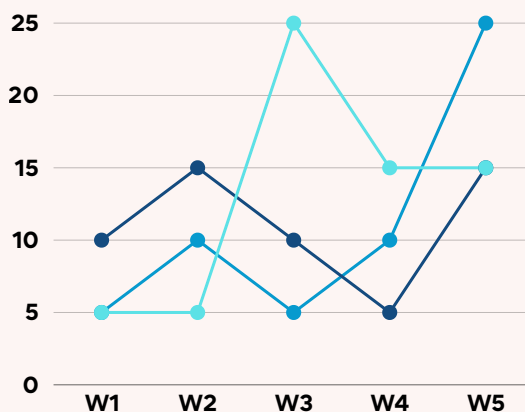
Percentage to
EPQ Goal
135%

Engagement Rate

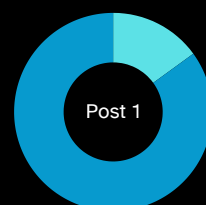
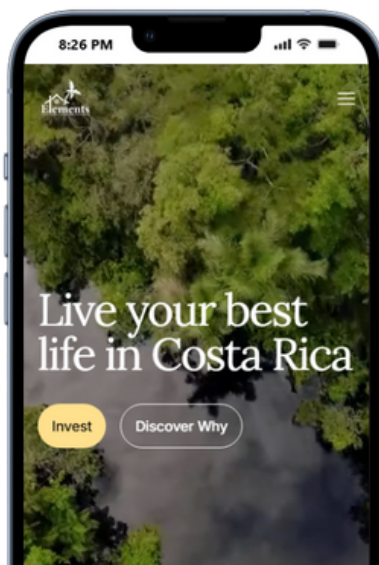
Below

Compared to Last Month

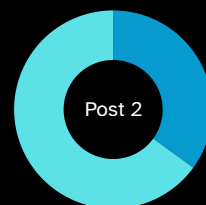
3.8%



Engagement Cost per View



Organic View
15%
Paid View
85%



Organic View
35%
Paid View
65%