

CASE STUDY

RANGE DEVELOPMENTS

Enhancing worldwide exposure through strategic SEM and SEO campaigns has helped Range Developments increase qualified leads and outrank industry competitors.

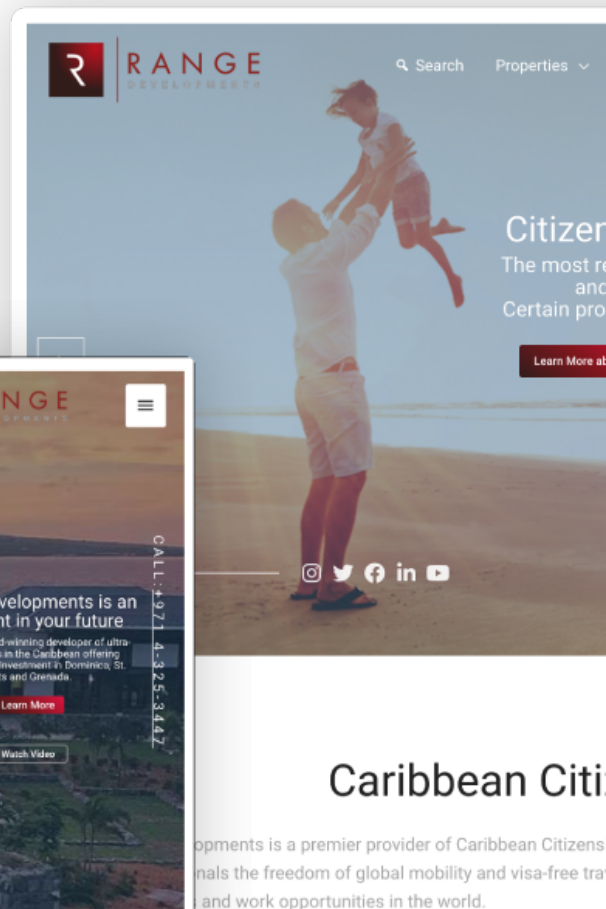


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As a citizen-by-investment developer, Range Developments caters to a niche clientele with their five-star developments in the Caribbean. Their citizenship programs offer foreign nationals the freedom of global mobility and visa-free travel, as well as access to foreign business investment opportunities and some of the best education and work opportunities in the world.

Range Developments has successfully developed two luxury resorts in St. Kitts and Dominica. With the third property under development for their Grenada Citizenship by Investment project at Six Senses La Sagesse in Grenada, they are solidly positioning themselves as leaders in CBI properties worldwide.



Challenges

- ✓ Build authority in the market as a CBI leader.
- ✓ Outrank industry competitors on search engines.
- ✓ Generate more highly qualified leads.
- ✓ Increase reputation management and trustworthiness.
- ✓ Solidify Range Developments as a global presence, transcending language barriers.

Key Tools Used



Website Design
& Development



Lead Gen
through Email
Automation



Search Engine
Optimization
across multiple
languages



PPC
Advertising



Reputation
Management



Content Strategy
& Development

How We Did It:



Website

Our team rebuilt Range Development's website as a global website offering more CBI content and a translator feature that includes translation for nine languages.



Content Strategy & Development

We developed and optimized a robust content strategy through intensive keyword research and content funnels, directing an influx of organic SEO traffic for niche industry terms.



SEO

Through a data-driven approach, we created a partner backlinking strategy, citation building campaigns, and optimization for on and off-page content.



PPC Advertising

Our online marketing team created over 30 campaigns using social media, Google display ads, search, remarketing, and competitor targeting with different target audiences and landing pages to drive leads.



Reputation Management

We built up Range Development's brand persona through citations, backlinking initiatives, and content building.



Lead Generation

By pairing PPC campaigns with a powerful email automation campaign, we've created a large database of new leads and tools to nurture existing leads.

The online marketing projects the Zipline team implemented have dramatically increased the quantity and quality of leads for Range Developments, securing their place as top-tier CBI developers.

Keeping their target audience at the forefront of their marketing strategies, we've tailored marketing campaigns to appeal to qualified global prospects.

879% increase in total sessions

Website Traffic



235% increase in organic web traffic

Organic Website Traffic



Average of 70 Leads/Month increased to an average of 2700 Leads/Month

(3757% increase in leads across all channels)



Monthly average of 1.9% → Monthly average of 16.89%

Conversion Rate





Zipline has been a transformational force in our lead generation efforts. With Zipline's help, we have increased inbound leads by more than 3500% across Google organic, Google PPC, LinkedIn, Facebook, and email while helping to also improve the quality of the prospects.



Zhanna Dutkouskaya
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For Similar Results:

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