

AdWords Business Pre-Campaign Strategy Report – Shereen El-Husseini

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Client Overview

Shereen El-Husseini is a real estate agent with Berkshire Hathaway in the Orange County area with a specialization in the residential sector. She began residential real estate in 2016 contracted under Tarbell, Realtors in Yorba Linda. In July 2019, Tarbell, Realtors was purchased by Berkshire Hathaway and since then Shereen transitioned into contracting with Berkshire Hathaway. After meeting with Shereen El-Husseini, our team was informed that Berkshire Hathaway provides much more content and resources than Tarbell, Realtors. With this, it was determined that Google AdWords would be a great fit for Shereen El-Husseini. El-Husseini's website launched in August 2019 at [<https://shereenelhusseini.bhhscaproperties.com/>] and is designed, managed, and maintained by Berkshire Hathaway. Shereen's mission statement is "A Name You Can Trust", which is perfect since she her primary form of marketing is word-of-mouth recommendations.

Market Analysis

The Current target audience of Shereen are First Time Home Buyers, Investors, Housing (Section 8) Clients, and Relocation Sellers. Since these clients are relatively small projects, Shereen noted that she would prefer the Google AdWords marketing target more elaborate, ostentatious projects. These potential clients include high income buyers, long term sellers, and downsizing clients. Because the market is highly competitive, Shereen's competitors include any other residential real estate agent in the Orange County area. Her marketing strategy is primarily *B2C Marketing* (Business to Customer), with the exception of *B2B* (Business to Business): lenders, banks, and investors. The market trends of this season have very low interest rates, which translates to high potential for Buyer clients. Because of the high number of buyers on the market, Sellers currently maintain the power to choose and make decisions with their conditions. This is why the market is termed a "Seller's Market". The biggest competitive advantage Shereen brings to the table is her fluency in Arabic. Because she is a relatively new agent, her competitive edge is her relatability to people within her niche: Arabic Speaking Muslims. The word-of-mouth marketing within this highly concentrated niche is extremely positive.

Current Marketing

Currently, word-of-mouth is the majority of Shereen El-Hussei's marketing. Shereen El-Husseini has a moderate presence online. She sufficiently uses Instagram, Facebook, and LinkedIn to promote herself and grow her business. Shereen is highly active in her community, allowing her to network with others while marketing herself. She is a Girl Scouts leader and she is on the Social Committee of her mosque - the Islamic Institute of Orange County. Shereen also hosts events such as First-Time Home Buyer Seminars as well as Local Shredding Events allowing her to reach a higher level of clientele. Her website is organized, extremely detailed and navigable. One of the biggest strengths of the website is that it displays high-quality photos of beautiful, enticing properties. All users can easily find information on how to qualify for a SoCal loan since it is appealing to the eye and easy to navigate. Some weaknesses the website has is a low page rank at number four on Google search. Shereen also has had no history using AdWords. After assessing the strengths and weaknesses, we have determined that there are more opportunities than threats. When Google searching words such as "Top Arabic speaking realtors", Shereen will rank at the top of the search. Launching an AdWords campaign will be beneficial and will guarantee that Shereen El-Hussein is at the top to the searches.

Conclusion

All in all, the Adwords campaign will align with Shereen El-Husseini's business because it will provide her with the platform to grow her practice of real estate in the Orange County market. Through this campaign, she will be able to lead in customers with intent by utilizing distinctive keywords that will present her ad in the search results. Moreover, Adwords will assist her in strategically using her niche as a means of generating leads, gaining internet presence, and maintaining a competitive advantage over others in the industry. Google Adwords will guide her to determine and pursue optimal marketing strategies and further understand cyclical real estate trends.

Proposed Adwords Strategy

The proposed Google AdWords strategy will consist of two campaigns. Because Shereen is a realtor in the Orange County area, our first campaign will be location focused. Our **Real Estate**

Table 2: Campaigns and Sample Keywords

Orange County AdGroup	“for sale homes in orange county” [home for sale in orange county] [lease home in orange county]	-mobile home -farmhouse
Fullerton AdGroup	“homes for rent in Fullerton ca” [rental houses in Fullerton ca] [3 bedroom houses for sale in Fullerton]	-Nebraska NE -Pennsylvania PA -North Dakota ND -Illinois IL -Louisiana LA -Maryland MD -mobile homes -farmhouse
Yorba Linda AdGroup	“homes for rent in Yorba Linda” “single story homes for sale in Yorba Linda” [homes for sale in Yorba Linda ca]	-mobile homes -farmhouse
Anaheim AdGroup	“homes for rent in Anaheim ca” [homes for sale in Anaheim ca] [houses in Anaheim California for sale]	-mobile homes -farmhouse
Placentia AdGroup	“homes for rent in Placentia ca” [home for sale in Placentia ca] [homes in Placentia for sale]	-Maine ME -Georgia GA -Ohio OH -mobile homes -farmhouses
Irvine AdGroup	“homes for sale in Irvine ca” [homes in Irvine ca for sale] [new homes in Irvine ca]	-Kentucky KY -Pennsylvania PA -Minnesota MN -Wyoming WY -Florida FL -Washington WA -Louisiana LA -mobile homes -farmhouse -nursing home
Arabic Speaking		“muslim realtors” “arab real estate” “arabian real estate” “arab real estate agents” “Arabic speaking real estate agents”

Since we are mainly focusing on buyer intent with local markers, 80% of our budget will go towards the ‘Location’ campaign, and 20% will be allocated to the ‘Arabic Speaking’ campaign. The goals of this campaign are to achieve 500 impressions a week alongside a 2% CTR (click through rate) consisting of 25 clicks a week. By striving for these goals, this Google AdWords campaign will assist Shereen in achieving many long term goals that will help her business grow. Some of these long term goals include increasing her website traffic, having greater lead generation as well as increasing her brand awareness and customer loyalty.