

# CASE STUDY SIX

## Curtis Associates

### Background

Curtis Associates is an independent and exclusive buyers' agent which specialises in finding, researching and buying residential and commercial property in the Sydney property market.

In a tightening property market, a slowing economy and an exponential increase in competitors entering the market, Curtis Associates needed a new fresh positioning and marketing material both on and offline to stand out from the others.

MJ Marketing Group was appointed to work on this task.

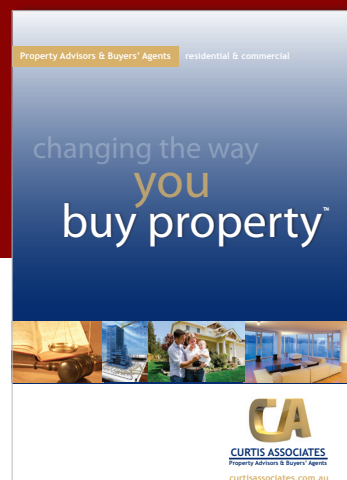
### Project Scope

- Worked closely with Curtis Associates to understand the market and individual business strategies
- Wrote, managed and implemented a fresh new consumer friendly web site
- Launched the web site into the marketing place with an electronic direct mail campaign
- Wrote and designed new marketing collateral - a presentation folder and case study templates
- Designed a capabilities document
- Produced media advertisements for several publications
- Designed new business cards.

### RESULTS

- A new positioning line developed for the business "changing the way you buy property"
- After the new web site launch, leads increased as did sales with extremely good conversion rates
- Visitors stayed on the web site for longer after the new web site launch indicating a more relevant and user friendly web site.

*"Things sometimes happen for a reason. This was certainly the case with the MJ Marketing Group. Márton impressed me as an unpretentious, competent, honest and creative professional. Márton was versatile enough to provide a one stop marketing shop and represented value for money whose return on funds we invested could easily be measured. I recommend MJ Marketing Group without reservation and would be happy to discuss his performance with any prospective clients."***Chris Curtis - Managing Director Curtis Associates**



For more information, please contact Márton Jakab on 0414 431 010 or email [marton@mjmarketinggroup.com.au](mailto:marton@mjmarketinggroup.com.au)

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