

Case Study

Real Estate Agent Streamlines His Content Marketing with Curation Suite Listening Engine

"After using Curation Suite and its Listening Engine for about 6 months, I loved how easy and complete this tool is!"

- Bo Kauffmann

CLIENT PROFILE

Bo Kauffmann is a real estate agent in Winnipeg, Canada.

To stay competitive by providing extra value to home buyers and sellers, Bo needed a faster and easier way to improve his market presence and generate more leads.

THE SITUATION

- Needed something to supercharge current online marketing efforts
- Managing content marketing and social media is too time consuming

THE SOLUTION

- Curation Suite with the Listening Engine Add-On

THE RESULTS

- Saved time finding and distributing content
- Dramatically improved online presence

Bo Kauffmann is one of the top real estate agents in the highly-competitive Winnipeg, Canada market. One of the many reasons for his outstanding success is that he understood the value of the Internet and social media early in his career.

After many years of hard work, Bo was looking for an easy-to-use solution that would help him reach his content marketing goals and generate more leads.

THE SITUATION:

Bo needed a fast and simple way to overcome a series of roadblocks to his content marketing efforts.

Buyers and Sellers Look to the Internet First

Bo believed that home buyers and sellers start their search online. And, he was right.

According to the National Association of REALTORS® 2015 Profile of Home Buyers and Sellers, for 42% of buyers, the first step that they take in the home buying process is to look online. Only 14% of buyers contact a real estate agent first.

"I wanted to make sure I had a strong online presence," Bo explains. "That's why I've had a website, blog, and social media accounts for more than 10 years."

He was where he needed to be, but he also knew that there must be a better way to manage his content marketing process.

CONTENT MARKETING IS TOO TIME CONSUMING

Bo has hundreds of blog posts on his website. He also maintains an exhaustive collection of social media accounts, including Facebook, Twitter, LinkedIn, Google+, Stitcher, and iTunes.

Unfortunately for Bo, it takes dozens of hours each month to generate the content needed to funnel into his blog and social media accounts. Spending so much time on content creation left him with less and less time to handle other areas of his business.

Bo began to realize that he needed a content curation tool that would streamline his online marketing efforts. "I wanted something that could compliment, and provide content for, the articles I write for my blog, so that I could provide more value to existing and prospective clients," Bo says.

THE SOLUTION

In 2015, Bo turned to Curation Suite and has never been happier with the execution of his content marketing program.

BO GIVES CURATION SUITE & THE LISTENING ENGINE A TRY

When Bo was searching for a curation tool, he wanted to get the best value. That meant finding a tool with all of the features he needed at an affordable price. After reviewing his options, he selected Curation Suite. This WordPress plugin contains a collection of tools that empower users to publish high-quality, engaging content in less time. So that he could take advantage of more advanced content discovery and publishing features, Bo also selected the Listening Engine add-on.

THE RESULTS

With just a few hours of setting up Curation Suite on his website, and fine-tuning the Listening Engine with the help of a professional support team, Bo was ready to supercharge his content marketing efforts.



SAVED TIME FINDING & DISTRIBUTING CONTENT

"Curation Suite saves time," Bo shares. "I can go into my Listening Engine knowing that I'll find multiple articles that are relevant for my market. And, I can sort them by the number of social shares, trending, and more. Combining articles with my own original content has proven to be the most beneficial to me, both from a time and quality content perspective."

Now, Bo spends less time searching for interesting topics to write about and finding the right images to use. This means that Bo has more time to spend serving the needs of his existing clients and nurturing the leads generated by his content marketing efforts.

DRAMATICALLY IMPROVED ONLINE PRESENCE

Another thing Bo experienced was an improved online presence. That's because he now finds and shares what his target audience is interested in.

Having a tool that discovers content your audience will care about is a huge time saver when using a strategy like content curation. For a real estate agent that means being able to find the top trending stories in a local market.

Curation Suite's ability to quickly discover relevant content and publish right within your WordPress dashboard means you'll save time in both finding content and publishing content.

Also, with Curation Suite's tight integration with top 3rd party social media tools like Buffer and Hootsuite the Listening Engine enables any real estate professional the ability to be highly relevant and part of the local conversation.



WHAT DOES BO THINK OF CONTENT SUITE?

"After using Curation Suite and the Listening Engine for about 6 months I loved how easy and complete this tool is!" Bo says with a wide smile.

"Try it! Use it! Find out for yourself how Curation Suite and Listening Engine can impact your content marketing goals."

It's no wonder why Bo is in the top 5% of REALTORS® in Winnipeg.