

The Residence Club

CASE STUDY

THE CHALLENGE

The Residence Club at PGA WEST®, a fractional home ownership program in Palm Springs, California, came to Catalyst to create a strategic marketing plan aimed at generating leads for their vacation homes. With their distinct approach to shared ownership opportunities, it was essential to target a distinct demographic at specific times throughout their buying journey.

THE SOLUTION

Catalyst initiated a three-month marketing campaign to boost engagement and conversions through various channels including paid search, cross-network Performance Max Google campaigns, and organic search. The aim was to improve the effectiveness of each channel in driving form submissions, phone clicks, and sustained engagement on The Residence Club website while also adhering to the client’s budget.

This robust strategy relied heavily on the synergy between paid search, cross-network campaigns, and organic search. Paid search drives immediate, high-intent traffic, while cross-network campaigns broaden reach across diverse platforms. Organic search sustains long-term engagement through relevant content. Together, these channels maximize brand awareness, engagement, and conversions, ensuring a comprehensive and effective marketing approach.

Catalyst also implemented a unique and expansive keyword strategy combined with a highly targeted audience approach. This involved researching and selecting a broad spectrum of keywords that resonated with our diverse audience segments.



THE SOLUTION, CONTINUED

The targeted locations included specific radii in the Palm Springs area, cities shown to historically drive traffic, as well as custom and in-market audiences. By leveraging data-driven insights and advanced targeting techniques, we ensured our ads reached potential clients with high intent and interest in luxury residence clubs.

THE RESULTS

Overall, the three-month marketing campaign for The Residence Club at PGA WEST® was a success across all channels and demonstrated how a comprehensive marketing strategy can significantly enhance acquisitions and online presence. Though each channel contributed significantly to acquisitions, paid search emerged as the most effective in driving leads and overall engagement. Cross-network campaigns also showed strong performance, particularly in generating phone clicks. Organic search maintained a steady performance, indicating the value of content strategy and search engine optimization (SEO) efforts.

By understanding and utilizing the strengths of each channel, Catalyst and The Residence Club at PGA WEST can enhance future campaigns to achieve even better performance and ROI during the next peak season.

Reporting highlights include:

Paid Search and Cross-Network (Performance Max)

Forms Submitted: 29

Phone Clicks: 63

Sessions Over 3 Minutes on Site: 532

Average CTR: 7.13% (compared to industry benchmark of 3.71%)

Average Cost per Conversion: \$76.17 (compared to industry benchmark of \$116.61)

Organic Search

Forms Submitted: 9

Phone Clicks: 23

Sessions Averaging Over 3 Minutes on Site: 198

ABOUT US

Whether you're looking to supplement your existing marketing strategy or build a brand from the ground up, our in-house team members are experts in multigenerational research, branding and logo design, and digital brand presence strategies that include custom real estate web design, SEO, search engine marketing, and reputation management.