

Zero to Five Transactions: Instagram Ads Success

Discover how Sarah Patel, a millennial REALTOR®, transformed her lead generation strategy using Alfacreators' Instagram ad kit, turning quick neighborhood clips into significant commissions and a robust follower base.



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CASE STUDY

Introduction and Context

Client Background

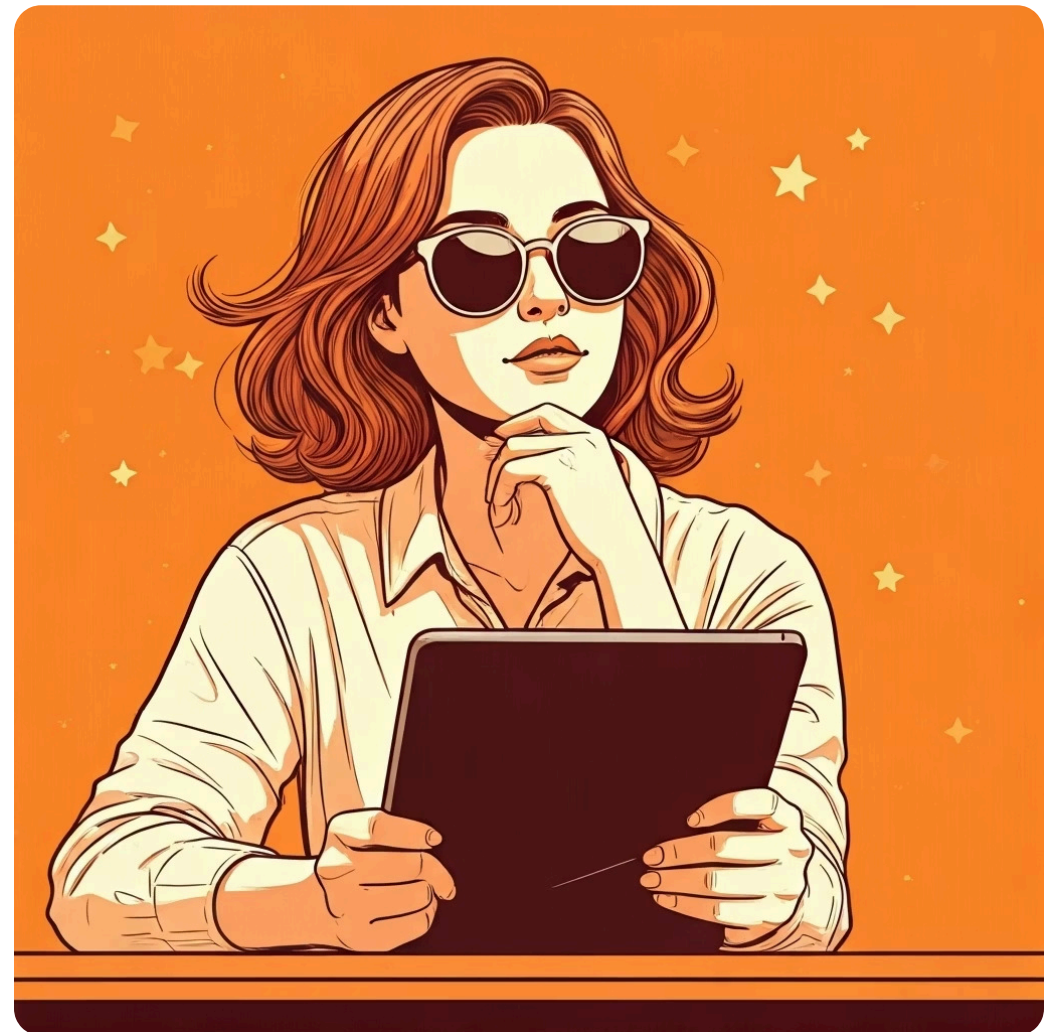
Sarah Patel, a solo agent at Homestead Realty in Austin, TX, was in her third year in real estate. Despite her experience, she faced challenges with evolving buyer behavior and rising ad costs.

Context of the Problem

- Millennial/Gen-Z buyers increasingly start home searches on Instagram.
- Austin's Cost Per Lead (CPL) on Facebook soared 34% in 2024, squeezing ROI.

Purpose

This case study demonstrates that even a social-video beginner can generate low-cost leads and real commissions using plug-and-play Instagram ad funnels tied directly to CRM follow-up.



Challenges & Objectives



Platform Skepticism

Sarah questioned if Instagram viewers were "serious" buyers, unsure of the platform's efficacy for real estate lead generation.



Zero Followers

Starting with no audience, Sarah had no organic reach, making initial engagement a significant hurdle.



Limited Budget

A maximum ad budget of \$500/month required highly efficient and cost-effective strategies.

Key Performance Indicators (KPIs)

- Cost Per Lead (CPL) \leq \$5
- Close \geq 3 transactions in 90 days
- Gain \geq 2,000 Instagram followers
- Keep ad management time \leq 30 min/day

Solution: Strategy Development

Hook-Show-Proof Script

Implemented 15-second video clips featuring an engaging Austin fact (hook), a quick property showing snippet, and a graphic for social proof.

Lead-Gen Form Ads

Utilized in-app instant forms to capture name, email, and budget, with automatic push to GrowthOS CRM for seamless integration.

1-Click Nurture

AI-powered system sends listing PDFs and schedules discovery calls within 60 seconds of lead capture, ensuring rapid follow-up.

Implementation Timeline

A structured 90-day plan, from setting up Instagram Ads Manager and pixel (Day 0) to filming template videos (Days 1-2), launching ad groups (Day 3), and integrating CRM (Day 4). The following days focused on A/B testing, scaling winning ads, and AI nurturing.

Tools & Technologies Utilized



Alfacreators CRM

Provided comprehensive CRM functionalities, drip campaigns, and dashboards for managing leads and client interactions.



Instagram Ads Manager

Used for Spark Ads and Lead Generation forms, enabling direct lead capture within the Instagram platform.



Alfacreators AI

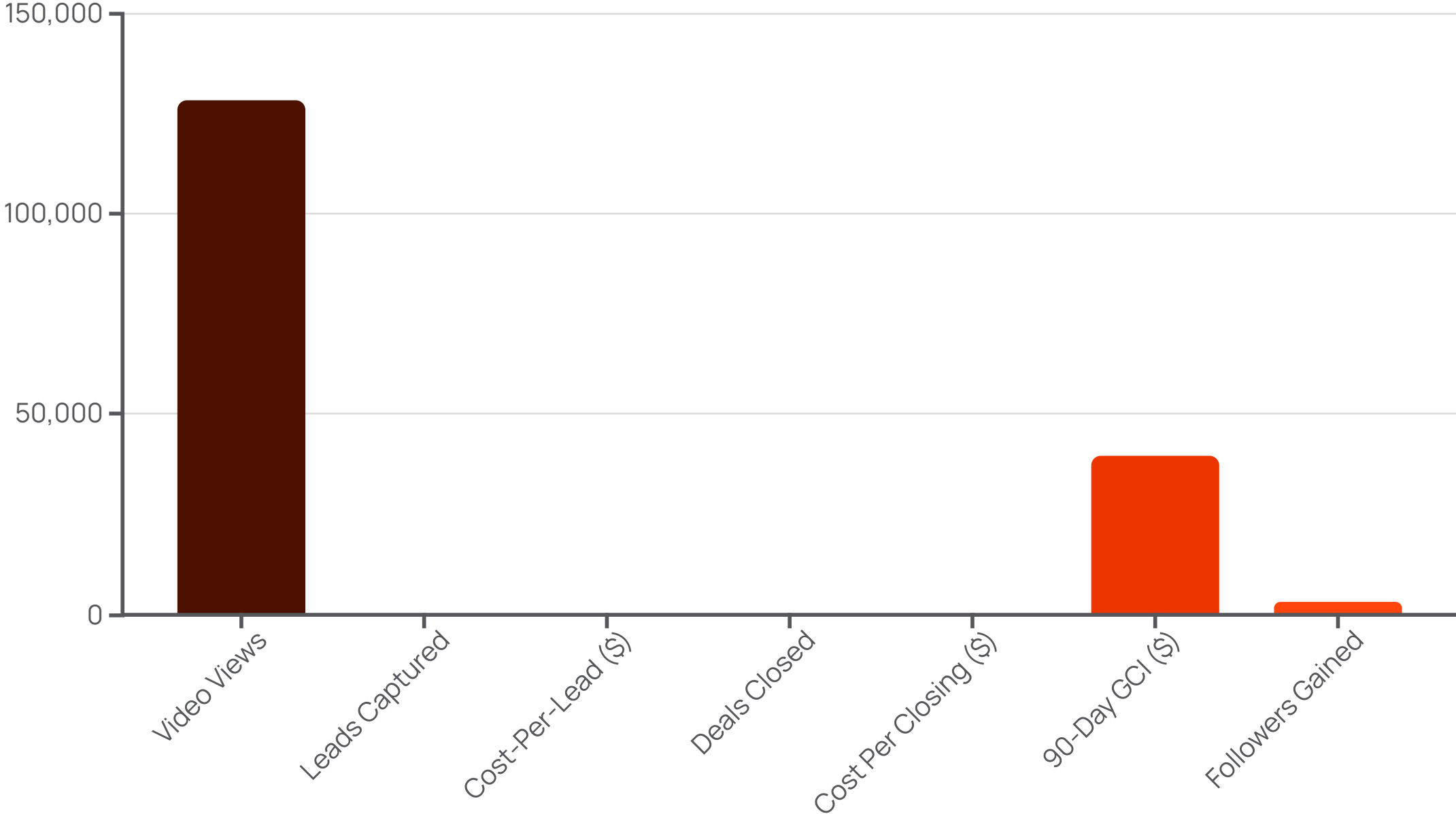
Leveraged for AI-driven follow-up calls and texts within one minute of lead capture, significantly improving response times.



CapCut

Used for quick video edits and adding captions, streamlining the content creation process for short-form videos.

Results & Outcomes



Sarah exceeded all her KPIs, achieving an impressive return on investment with a lean ad budget. The quantitative results demonstrate the high efficacy of Alfacreators' "Swipe-Start" Instagram ad kit.

Qualitative Outcomes & Objective Check

Qualitative Benefits

- **Brand Freshness:** Clients began referring to Sarah as "the Instagram agent," elevating her perceived tech savviness and market relevance.
- **Confidence Shift:** Sarah, initially camera-shy, now confidently batches 10 videos in just 90 minutes, demonstrating a significant personal and professional growth.
- **Buyer Insight:** Poll replies in comments provided valuable insights into trending neighborhoods, guiding future content and strategy.

Objective Check

- All KPIs were exceeded.
- **Unexpected Bonus:** Two closed buyers originated from organic shares, costing zero in ad spend, highlighting the viral potential of her content.



Conclusion & Recommendations

"I thought Instagram was for kids and cat videos. Turns out it's the fastest path I've found to real buyers—Alfacreators made it plug-and-play."

— Sarah Patel, REALTOR®, Austin TX

Key Takeaways

- **Micro-Content, Macro Reach:** 15-second clips outperform minute-long tours for engagement and reach.
- **Instant Nurture Wins Trust:** Sub-60 second AI replies double discovery-call rates and build immediate rapport.
- **Follower Growth = Future Pipeline:** A growing audience creates a compound effect, lowering future Cost Per Lead.

Recommendations for Future Growth

- **Live Q&A Streams:** Host weekly sessions to deepen community engagement and address buyer queries directly.
- **Seller-Side Content:** Develop content focused on capturing listings, such as equity explainer videos.
- **UGC Contest:** Encourage user-generated content (e.g., client move-in videos) to spur organic shares and testimonials.