

How Email Marketing Transformed Lead Generation for Kensington Luxe Realty

Strategic outreach, automated follow-ups, and personalized messaging—see how we helped generate high-value leads and close \$5.6M in deals.

The Challenges

01

Low Engagement & Unresponsive Leads

Past email campaigns had low open and click-through rates.

02

Inconsistent Lead Nurturing

High-intent leads often lost interest due to lack of follow-ups

03

No Systematic Outreach

Cold outreach efforts were scattered, making it hard to generate consistent inbound inquiries.

The Solutions

Precision Targeting & Segmentation

Built custom email lists based on buyer intent, property type, and past engagement.

Luxury-Driven Email Sequences

Designed high-end, personalized cold emails tailored to ultra-high-net-worth buyers.

Automated Follow-Up Drip Campaigns

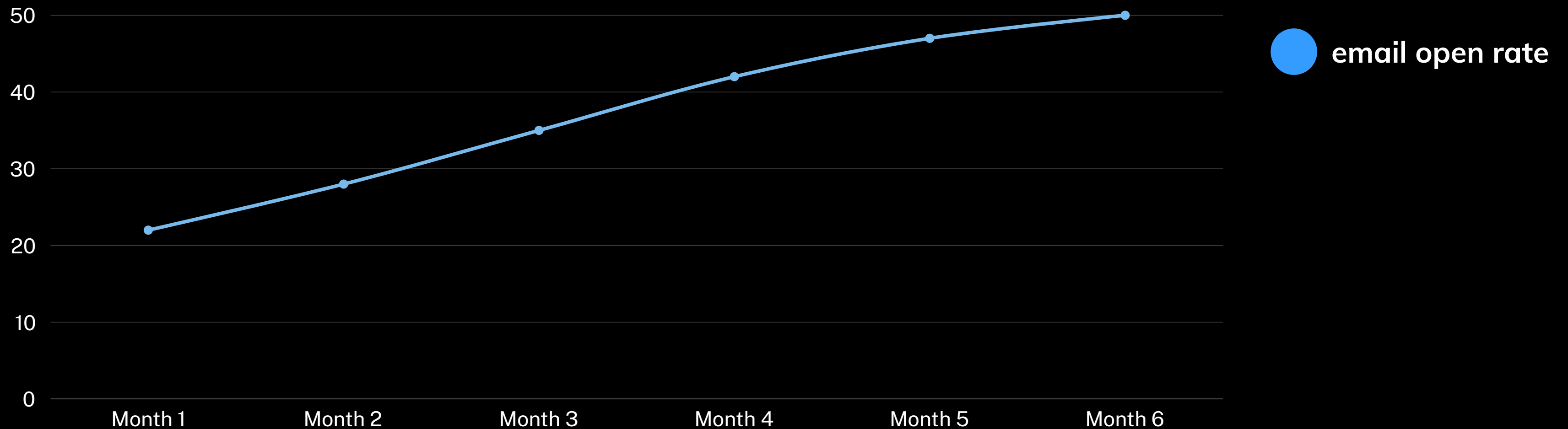
Nurtured leads with strategic touchpoints, keeping them engaged over time.

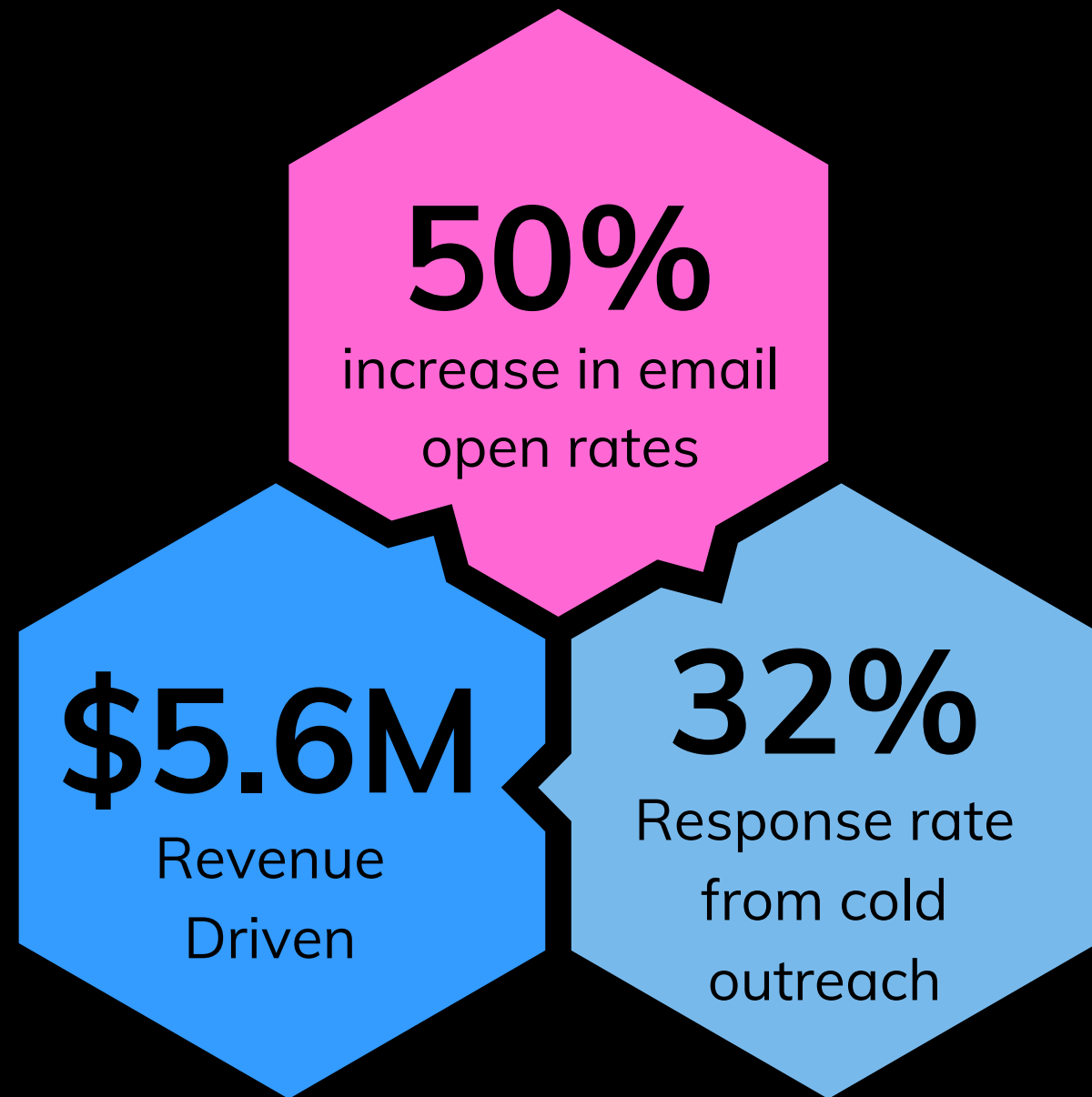
Re-Engagement for Past Leads

Reached out to former clients and prospects who had previously inquired but never converted.

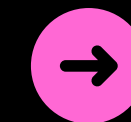
Turning challenges into real results.

12 direct inquiries for multi-million dollar listings





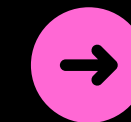
The Results



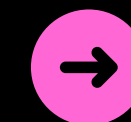
50% INCREASE IN EMAIL OPEN RATES



32% RESPONSE RATE FROM COLD OUTREACH



7 DIRECT INQUIRIES FOR MULTI-MILLION DOLLAR LISTINGS

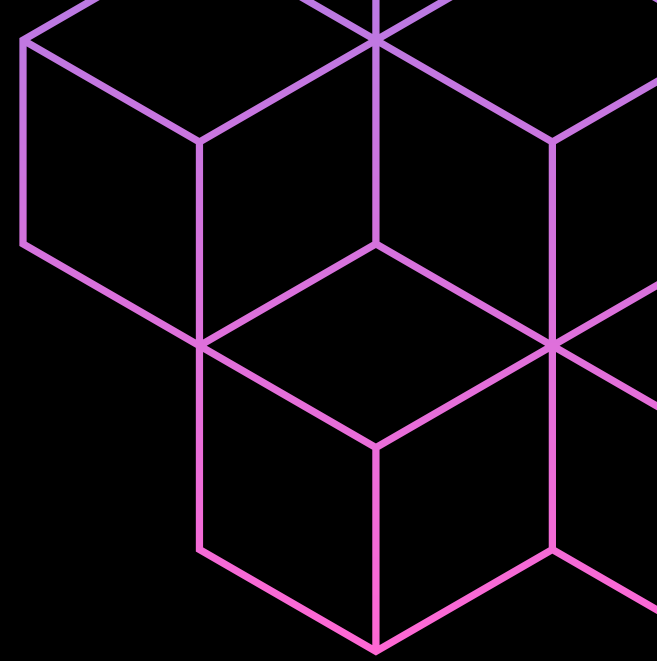


\$5.6M IN CLOSED DEALS ATTRIBUTED TO EMAIL MARKETING EFFORTS



Crestmark Studio
— Transcend the Ordinary —

In their own words — Malcolm James' success story



“Our high-net-worth clients respond to personalization, and that’s exactly what Crestmark Studio delivered. The strategic outreach campaigns put us in front of the right buyers and sellers at the perfect time. This email strategy has redefined how we generate leads.”



The strategic outreach campaigns put us in front of the right buyers and sellers at the perfect time.



Malcolm James

Would you like to see such results for your business?



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