

Yvette Shipman – Pacific Union



Yvette Shipman is a residential real estate agent with Pacific Union Real Estate specializing in second homes in the beautiful Lake Tahoe, CA/NV, area.



INDUSTRY

Real Estate



IN BUSINESS

Since 1990



CUSTOMER

Since 2006



BUSINESS TYPE

Single Location

CHALLENGE

Shipman was looking for a way to expand her business through Facebook and retarget interested potential buyers who meet her demographic criteria.

SOLUTIONS

Shipman partnered with ReachLocal at the recommendation of a colleague to retarget interested buyers through **ReachRetargeting**. She added **ReachSocial Ads**, ReachLocal's Facebook advertising solution, to reach potential buyers through Facebook.

RESULTS

Shipman believes ReachLocal's digital marketing solutions have helped her business become top-of-mind with prospects interested in purchasing a vacation home. Facebook advertising is important for her business because of the ability to target a specific demographic, and retargeting builds on that targeting to help drive prospects to her website.

Shipman appreciates ReachLocal's do-it-for-me approach so she can focus on her clients and running her business. She trusts ReachLocal's team of experts and credits their helpfulness with making her experience exceptional.

"Everybody I have interacted with at ReachLocal has been exceptionally positive. Their attitude and willingness to listen and contribute ideas is impressively cooperative, and that really makes a difference."

Yvette Shipman

Realtor & Second Home Specialist
Pacific Union Real Estate

In less than one month, Shipman's ReachSocial Ads campaign:

- ✔ Drove almost 400 website clicks
- ✔ Received nearly 14k impressions
- ✔ Generated close to 300 page engagements

In less than four months, Shipman's ReachRetargeting campaign:

- ✔ Saw more than 380k impressions
- ✔ Generated more than 900 website visits
- ✔ Targeted interested buyers in the right target demographic

