

RECONNECTING JP GOLDMAN WITH 100% OF THEIR FORMER CLIENTS

TwentyConvey has helped JP Goldman, specialists in residential and commercial property law, better understand their performance in the market and reconnect with their former clients. We caught up with Daniel Hewitt, Managing Director at, JP Goldman who explains how we have propelled their business efforts.



DANIEL HEWITT
MANAGING DIRECTOR, JP GOLDMAN

Richard Hinton, TwentyConvey:

“What positive impact has our Convey Alerts tool had on your business operations?”

Daniel Hewitt, Managing Director, JP Goldman:

“The Conveyancing Alerts, which notify us when a former client returns to the market, are a fantastic lead source and opportunity to reconnect with former clients. The conversion rate is astonishing when compared to other sources and we believe that part of the reason for this is that our former clients appreciate us proactively reaching out to them at their time of need.”

***“The conversion rate
is astonishing.”***

RH: “You receive our Conveyancing Insight report dashboard as part of the full service you have. Could you tell me what are the most useful insights that you gain from the data?”

DH: “We have used the Conveyancing Insight report to better understand the make-up of our work in terms of geography and matter type. The insights have helped us to be more self-aware in terms of volumes. It has allowed us to benchmark against our own performance, while also allowing us to accurately check out performance against previous quarters and years. Going forward, we intend to use this data in our marketing literature.”

RH: “As part of the full service you have, you also receive the Estate Agent Insight reports. How do these reports help you to work more effectively with estate agents?”

DH: “They have helped us to understand the size and performance of our referral partners, which has helped us to foster stronger working relationships. We have been able to isolate estate agencies within the local area that we can work with.”

“The mobile text advert has been seen over 70,000 times and yielded 1,037 clicks to your landing page by targeting just 2,333 addresses.”

RH: “As you’re a CLC firm, you’ve been able to execute our mobile advertising and direct mail marketing campaigns to target new instructions on your patch. What was your main objective or goal for this project?”

DH: “The purpose of the campaign was to drive traffic to our website. Our main consideration before undertaking this was the quality of the visits. TwentyConvey ensured that the campaign was laser-focused so that visitors are made up of a large proportion of our potential clients. We also wanted to gain exposure to new (but still local) areas.

RH: “You have also used our Likely-to-Instruct model to target prospects via mobile. How did you define and segment your target audience for this campaign?”

DH: “We targeted home movers of certain postcodes. We were seeking to grow locally and appeal to local people with our knowledge of their area.”

RH: “We’ve seen so far through the data that the mobile text advert has been seen over 70,000 times and yielded 1,037 clicks to your landing page by targeting just 2,333 addresses. Do you find these methods of advertising more effective than traditional Google mobile Display ads?”

DH: “Yes, we have some great results such as a click-through of 1.47%. The service is of an incredibly targeted nature, which is ideal for us because, unlike discretionary services and products, we cannot sell our service to just anyone.’

RH: “Looking at the experience you had with us, is there anything you would like us to adapt going forward?”

DH: “The results that you deliver bring clients as far as our “shop window”, so we need to build out the next steps (website and onboarding). We would also look to test different postcard and landing page designs to measure and improve effectiveness.”



RICHARD HINTON

OWNER, PITSFORD
CONSULTING, AND SALES LEAD
AT TWENTYCONVEY

TwentyConvey empowers conveyancers with fresh business prospects and market insights. If you'd like to find out more about our tools that will help you reconnect with former clients, contact us today.

