



FRACTIONAL CMO

We Supercharge Your Growth Engine

MAISONETTE BACKGROUND

Maisonette designs and develops software solutions to deal with the complexities and rigorous demands of the Real Estate industry.

In a span of over 17 years, Maisonette has demonstrated its excellence by successfully implementing top-quality solutions and repeatedly surpassing customer expectations.

CHALLENGES

With growing competition from its peers, Lead & Demand generation was really challenging with almost no digital presence and an outdated content strategy & website.

SOLUTION

Fractional CMO partnered with Maisonette to create an omni-channel digital presence and Inbound marketing methodology to generate leads organically.

RESULTS

Within a span of 3 months, we were able to reduce the CPL(cost per lead) by 50% and increase the lead generation by 40%.

THE VERDICT

“ Fractional CMO is our marketing partner. With their relentless marketing support, they have helped us generate 40% more leads(MQL) in just 3months.

- Ahmed Salah, Director

73%
Jump in traffic

40 %
more B2B Leads

80%
Jump in social traffic

9 Keywords
on Page 1 of SERP

30 Blogs
in 3 months

38
Website Pages

30
Blogs

240+
Social Postings

600+
Followers

9
Keywords ranking
on Page 1