

MV GROUP USA



MV Group USA stands at the forefront of luxury custom home building and high-end remodeling, blending unparalleled quality with distinctive design in Miami's prestigious real estate market. Their commitment to excellence and meticulous attention to detail ensures that each project not only meets but exceeds the unique visions and expectations of their discerning clientele.

CHALLENGE

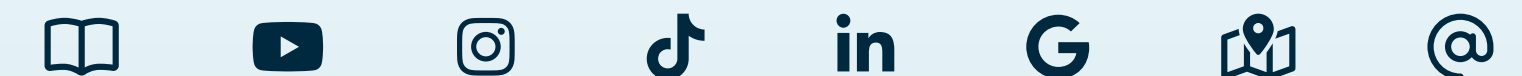
MV Group USA noticed a surge in wealthy newcomers to Miami looking for top-notch real estate options but struggled to stand out due to their dimming market presence and outdated online image.

APPROACH

To reconnect with the booming market, MV Group spruced up their brand and website, rekindled relationships with previous clients, and launched a catchy ad campaign aimed at the new residents and their go-to architects and designers. Their strategy included:

- A brand and website makeover
- Engaging content on social media showcasing their stunning projects and accolades
- Tailored ad campaigns across various channels, including social media and Google
- Personalized outreach through HubSpot and Klaviyo to keep potential clients interested

CHANNELS



RESULTS

A 44.8% increase in audience size

Social engagement and website visits shot up, with over 85,000 clicks and nearly 68,000 site visits

Email engagement with increased to 27.19% open rate from 11.26%

91 qualified leads growing a \$238.02 million pipeline, securing MV Group's projects well into late 2028