

# Working With **superb.digital**

***Grow your estate agency. Win more instructions.***

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# Welcome to Superb Digital

Thank you for taking the time to find out more about us.

We are Superb Digital — a Bristol-based digital marketing agency helping estate agents generate more valuations, appointments and instructions online.

With over 20 years' experience across SEO, PPC, content and web design, we know what it takes to build visibility and trust in local markets and turn that into real-world growth.

This document gives you an overview of how we work, the kind of results you can expect, and guide pricing for both our retained services and website builds.



# How We Help You Grow

Every estate agency is different, but your growth goals usually come down to three things:

- Attracting more vendors and landlords
- Winning more instructions
- Building long-term brand visibility in your key areas

We deliver these outcomes through a tailored mix of:

- **Website design** – convert visitors into enquiries and appointments with our fast, modern sites
- **Search Engine Optimisation (SEO)** – rank higher locally and capture motivated searchers
- **Pay Per Click (PPC)** – generate quality leads quickly through Google and Social Media Ads
- **Social & Email Marketing** – grow, nurture and re-engage your audience over time

Our approach combines data-driven strategy with hands-on implementation. We will become an extension of your marketing team, bringing technical expertise, creative insight and proactive communication.



# How We Work With Our Clients

Our process is designed to make things clear, collaborative and measurable from day one.

## **1. Discovery & Goal Setting**

We start with an in-depth discovery phase to understand your business, target locations, goals and budget.

## **2. Strategy Development**

We build a digital roadmap combining the right mix of channel activity to hit your targets.

## **3. Implementation**

Our team handles everything, from technical setup and tracking to ad creation, copywriting and link building.

## **4. Reporting & Review**

Each month you'll receive a detailed performance report, which we'll review together in a scheduled call.

## **5. Growth & Optimisation**

We continually refine campaigns based on results, ensuring your marketing improves month after month.

# Example Retainer Pricing

We don't offer off-the-shelf packages, but to give you a guide, here are three typical tiers our estate-agent clients choose from.

All our services can be combined or scaled to suit your goals.

## Quick Start Ads Campaign

**Description:** Google Ads and/or Meta Ads setup and management to generate traffic and leads fast.

**Who's it for:** Agents with limited budgets wanting quick results.

**Services:** Google and/or Meta Ads

**Retainer:** From £400 per month

## Sustained Local Growth

**Description:** An ongoing retainer to build local authority and deliver consistent organic and paid lead flow.

**Who's it for:** Agents with a solid website who need steady pipeline growth.

**Services:** Google Ads and/or Meta Ads, SEO, Content Creation

**Retainer:** From £1,200 per month

## Lead Generation Accelerator

**Description:** A comprehensive retainer for established agencies ready to scale aggressively.

**Who's it for:** Multi-branch or high-growth agencies in competitive markets.

**Services:** Google Ads, Meta Ads, SEO, Content Creation, Social Media, Email

**Retainer:** From £2,000 per month

# Website Pricing

Our websites are built on WordPress specifically for estate agencies, with modern design, CRM integration, and basic on-page SEO baked in from day one.

They're scalable, fast and conversion-focused – the perfect launchpad for your wider digital strategy.

## Pro

A simple, affordable solution using our customised Elementor theme. Ideal for start-ups or small agencies looking for a professional online presence.

**£995**

**Delivery time:** 4 to 6 weeks

## Premium

A flexible, design-led website with full property feed integration with your CRM. Choose from a selection of themes built with Elementor and enjoy greater control over layout and content.

**£1995**

**Delivery time:** 4 to 6 weeks

## Bespoke

The gold standard. A fully bespoke website designed and built from the ground up. You have complete creative freedom, custom functionality and advanced integrations.

**Get in touch**

**Delivery time:** 2 to 3 months



# Our Results

We love working with estate agents who understand the potential for digital marketing, done right, to transform their agencies. We also love shouting about the results we've achieved for them.

# Zest Sales & Lettings

**Focus:** Sales and lettings in Bath

**What we did:** Web Design, SEO, Google Ads

600%

Increase in  
website visitors

227%

Increase in organic  
search visibility

171%

Increase in leads from  
Google Ads

*“What became really clear very quickly was an attitude of, ‘Yeah, we can do that.’ Every time I asked about changes or improvements, it was always met with enthusiasm – not obstacles. That to me was really positive and exciting. ”*

Berry Perry, Director, Zest Sales & Lettings



# Bristol Property Centre

**Focus:** Sales and lettings in Bristol

**What we did:** SEO, Google Ads, Meta Ads, Keyword Targeting

*I've been using Superb Digital to manage our PPC for the past 12 months, and the results have been fantastic. Running a PPC campaign can be tricky, and it's easy to waste money on the wrong areas. Combining that with the day-to-day tasks of running a business, I highly recommend letting Superb Digital handle it for you. You'll see the results you're after—more enquiries!*

Ashley Day, Director, Bristol Property Centre

77%

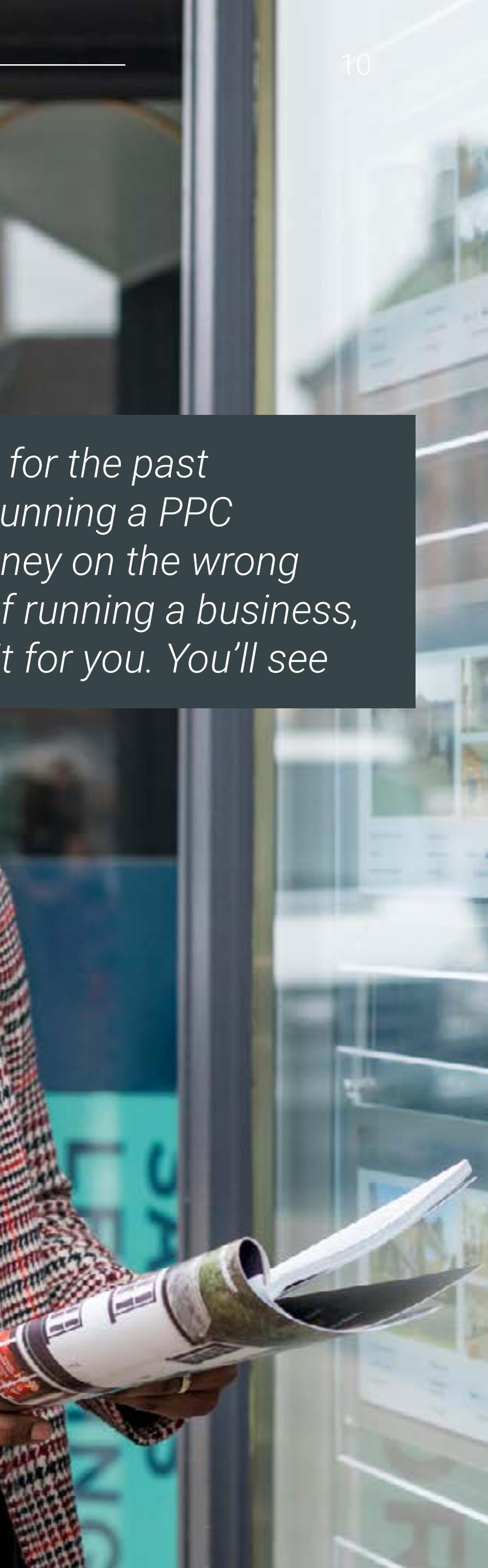
Reduction in cost  
per conversion

293%

Increase in leads year on  
year

54%

Reduction in cost  
per click



# Hopewell Properties

**Focus:** Short term lets in Bristol

**What we did:** Web Design, SEO, Google Ads

£700k

Additional revenue  
generated in two years

266%

Increase in enquiries from  
organic search traffic

66%

Increase in  
conversion rate

*“ We were initially looking for a Bristol based agency when we came across Superb Digital. Paul and his team have been amazing and we now rank in the top three for terms like “property management bristol” and “short term lets bristol”. Highly recommend. ”*

Adam Kershaw, Director, Hopewell



# The Team



Paul  
Managing Director



Joe  
Content Director



Miranda  
Digital Marketing  
Specialist



Paulina  
Digital Marketing  
Specialist



Laurence  
Content Strategist



Ellen  
Content Creator



Matt  
Web Developer



Amy  
Social Media  
Specialist

# Next Steps

If what you've read here resonates and you'd like to continue the conversation, click the link below to book a discovery call.

In this 30-minute session we'll:

- **Learn** more about your business and your goals
- **Identify** your biggest opportunities for growth
- **Outline** what a results-driven campaign could look like for your agency

[Book a discovery call](#)