

# Role, Key Actions, and KPIs

## ☀ Role Overview & Impact

My role encompasses the **strategic, marketing, commercial, and operational development** of the agency. I drive **client acquisition, process optimization, automation, digital transformation, and sales performance** to maximize profitability and team efficiency. By combining **data-driven strategy, technological innovation, and conversion-focused marketing**, I implement concrete levers to accelerate growth and structure the business sustainably.

---

## Business KPIs Tracked

### Sales Performance & Revenue Sources:

- Number of sales
- Total revenue
- Sales & revenue per source (personal network, digital, brand awareness)
- Revenue & sales per agent
- Gross and net revenue per agent
- Average commission
- ARPU (Average Revenue per User per year)

### Financial Performance & Profitability:

- Forecasted revenue
- Net profit
- Expenses
- Corporate tax
- Gross margin
- Net margin
- EBIT (Operational profitability)
- EBITDA (Operating profit before amortization)
- Debt / Leverage

### Marketing Campaign Optimization:

- CTR, CPC, CPM, CPA (cost per lead > property valuation > property listing > and sales conversion)
  - CAC per source (Google Ads, Meilleurs Agents, Leboncoin...)
  - ROAS (Return on Ad Spend) – both gross and net
-

## Key Achievements

### Commercial & Operational Strategy

#### Overall Strategy:

- **Identified pain points** for both sales agents and management.
- **Optimized and created processes** to enhance efficiency.
- **Defined and implemented** a tailored **sales and marketing strategy**.
- **Deployed a CRM** to structure and track lead management.
- **Created a seller's guide** to support clients throughout the sales process.
- **Launched a rental & property management service** to generate Monthly Recurring Revenue (MRR).
- **Conducted competitive analysis** & established a fee structure.
- Integrated **decentralized electronic signature** for seamless transactions.

#### Client Experience Improvements:

- Introduced **semi-exclusive & flexible mandates** to strengthen the offering.
- Launched a **premium drone video service** to enhance property visibility.
- Implemented **free 3D renovation plans** to boost sales appeal.

#### Team Empowerment & Support:

- **Developed** a progressive **commission structure** to motivate agents.
- Created a **full training program** for real estate agents.
- **Designed** a comprehensive set of **sales and marketing materials** (flyers, brochures, signage, roll-ups, etc.).

---

### Digitalization, Lead Acquisition & Performance Marketing

- **Website creation, redesign & optimizations** (2 major updates).
- Implemented **full tracking system** via **Google Tag Manager & Google Analytics**.
- Defined **conversion funnels** & created **optimized landing pages**.
- Developed **partnerships** with new **lead acquisition sources**.
- **Created & optimized Google Ads campaigns** to reduce acquisition costs & increase lead volume.
- **Launched targeted SMS campaigns** for lead nurturing and maintaining relations.
- **Performance tracking** via **Google Analytics (website)**, **call tracking (inbound calls)**, and **CRM**.
- **Automated email sequences via Zapier** (e.g., lead confirmation emails, appointment reminders, follow-ups for cold leads).
- **Other automation (via Zapier):**
  - **Automatic KPI tracking** (sales & ad performance).
  - **Lead integration** from all acquisition sources into **CRM** (Cityscan, Leboncoin, Meilleurs Agents, website forms).
  - **Automated search form** for active buyers.

- **Deployed an instant online property valuation tool** to capture new leads.
- 

## Ongoing Projects

- Developing an **AI-driven conversational system** to convert incoming leads & re-engage dormant leads.
  - **Automating tasks & workflows** to boost productivity & reduce manual operations.
  - Implementing an **AI-powered telephony system** (call transcription, dialer, automated follow-ups, AI-assisted call composition).
  - Experimenting with **AI-generated videos (HeyGen)** for sales teams and dynamic content creation.
  - Building an **advanced valuation tool** connected to the French Notaries' API (DVF).
  - Launching a **lead magnet campaign (Seller's Guide)** to attract new prospects.
- 

## Future Projects

- **Developing a subscription-based client portal** to enhance engagement & retention.
  - **Organizing customer satisfaction meetings** to measure Net Promoter Score (NPS).
  - **Creating a comprehensive agent app** integrating essential tools & documents.
  - **Implementing agent challenges** based on new mandates secured (not just sales results).
- 

## Personal Performance Metrics

### 1. Google Ads Campaigns Performance & Digital Revenue

#### Leads Generated

- **2022: 40 (58 adjusted)**
- **2023: 56 (70 adjusted) // +40%**
- **2024: 305 (385 adjusted) // +445%**

#### Total Ads Spend

- **2022: €5,200**
- **2023: €5,820 // +12%**
- **2024: €9,040 // +55%**

#### Cost per Lead

- **2022: €89**

- **2023: €104 // +17%**
- **2024: €54 // -48%**

### Sales & Digital Revenue Contribution

- **2022:** Not measured
- **2023: 16 sales – €140K (1/3 of total agency revenue)**
- **2024: 14 sales – €116K (1/3 of total agency revenue) // -17%** *(due to a general market decline in real estate transactions across all channels).*

### Monthly Averages:

Year	Impressions	Clicks	CTR (%)	CPC (€)
<b>2023</b>	120,500	1,054	1.03%	0.58
<b>2024</b>	65,235	1,100	2.43%	0.76

### Variations:

- Impressions: -45.86%
- Clicks: +4.36%
- CTR: +135.92%
- CPC: +31.03%

**CTR (+135.92%)** has significantly improved, showing that the ads are more engaging and better targeted. **CPC (+31.03%)** has also increased, likely due to a **more aggressive bidding strategy to attract higher-quality leads**. **Impressions (-45.86%)** dropped due to a **more selective distribution**, prioritizing a **better-targeted audience** rather than mass exposure. **Clicks (+4.36%)** slightly increased despite fewer impressions, confirming that **the ads are more effective in engaging the right audience**. **Cost per lead decreased significantly (-48.08%)**, showing an excellent ROI. **Digital-generated revenue declined (-17.14%)**, requiring **further analysis of conversion rates, sales follow-ups, and lead engagement strategies**.

---

## 2. Optimizing Conversion Rate & Client Experience 🚀

- ✓ Improvement of **Google Ads campaign KPIs**
- ✓ **Website & user experience enhancement**, content creation & cold lead nurturing
- ✓ **Optimization of commercial processes**: structured property valuation meetings, electronic signatures, appointment reminders, and automated follow-ups
- ✓ **Recruitment of an assistant to enhance lead qualification & appointment scheduling**
- ✓ **Implementation of a CRM** to better manage lead volume
- ✓ Automations to streamline the user experience, maintain brand awareness
- ✓ **Increase in referral-based acquisitions: from 0 in 2021 to 8 in 2024**, despite real estate being a rare transaction

---

### 3. Increasing Revenue 💰

- ✓ **Maintaining** and growing **revenue (~ €400K)** despite **downsizing the sales team** from 4 to 2 agents between 2021 and 2024
- ✓ **Digital-driven revenue reached 1/3 of total sales** by the second year of digitalization
- ✓ **+662% growth in leads acquisition in two years** with only a **73% increase in budget** & a **39% reduction in cost per lead**
- ✓ **Scaling the team** by hiring two additional real estate agents to manage lead overflow