



**PULLMAN  
MARKETING**

# CASE STUDY

## **Jacob T. Davis – Standing Out with Strategic Video Marketing**

### **Background: Building Trust in a Crowded Market**

In a rural region like Whitman County, real estate isn't about flashy tactics—it's about **trust, familiarity, and real connection**. Jacob T. Davis understood that. But in a sea of listings and cookie-cutter approaches, he needed a way to **stand out as the go-to realtor**—not just with buyers, but also with sellers and potential team members. That's where **Pullman Marketing** stepped in with a bold approach: let's make **Jacob locally famous** through authentic video content that people actually want to watch.

### **The Challenge: Standing Out in a Small Market**

- **Low differentiation** in a small market where most realtors look and sound the same.
- **Traditional ads weren't building long-term brand equity or local recognition.**
- Needed a way to **increase property inquiries and seller confidence** without being overly salesy or pushy.
- Wanted to **build credibility and visibility** among both clients and peers.

# The Strategy: Local Fame Through Video

1

## High-Quality Video Walkthroughs:

We created cinematic, relaxed walkthroughs that let properties (and Jacob) shine in a natural, inviting way.

2

## Smart YouTube Placement:

Instead of disruptive in-stream ads, we ran “side” YouTube ads, placing videos in the recommended section, making them feel like organic content—leading to more genuine interest and higher watch time.

3

## Community-First Content:

These weren't just sales videos. They built trust, familiarity, and local recognition, with people actively approaching Jacob in public, saying they love his content.

4

## Boosting the Brand:

These videos didn't just sell houses. They sold Jacob as a trusted advisor, drawing in other agents wanting to work with him, and sellers thrilled by how their homes were showcased.



## The Results: A Local Celebrity

- Over 100,000 local views
- 150,000+ minutes watched
- Average View Duration: 1 minute, 43 seconds
- Hundreds of new local, engaged subscribers
- Multiple homes sold directly due to video engagement (view → tour → offer)
- Increased seller satisfaction with properties receiving 1,000+ views
- Agent interest and brand growth as a direct result of public-facing content

## Conclusion: The Power of Smart Marketing & Optimization

Jacob T. Davis didn't just get more familiarity and trust with his local customer base—he got better, higher-value customers thanks to Pullman Marketing's refined strategy. By focusing on boosting brand recognition and trust with his customer base through video campaigns. Jacob saw an increase in homes sold directly due to engagement on his video ads.

## Ready to Gain an Audience Like Jacob T. Davis?

Pullman Marketing specializes in strategic, ROI-driven marketing that delivers real business growth. Let's talk about how we can optimize your marketing for maximum impact.



## Our Services



### Marketing Services

- Search Engine Optimization (SEO)
- Pay-Per-Click (PPC)
- Social Media Marketing
- Marketing Strategy
- Branding
- Content Marketing
- Emails Marketing



### Website Services

- Website Design
- Website Migration
- Shopify eCommerce
- Website Maintenance



### Video Services

- Theater Quality Ads
- Business Overview & Campaigns
- Customer Testimonials
- Content Marketing / Educational