

CASE STUDY — HL.MKT

How We Became a Key Driver of a 50% Pre-Sale Milestone in The First 4 Months

The Client

A real estate developer in the hospitality sector in Surf City, El Salvador.

Project:

64 fully furnished beachfront condominium units, launched in pre-sale.

The Challenge

Launch an international pre-sale strategy and generate qualified demand from the United States and Canada to help fund construction.

Target

Reach 50% of units sold before construction begins.

Additional Challenges

- High-ticket product (~\$400,000 USD per unit).
- International audience with low initial brand trust.
- Heavy reliance on brokers and traditional real estate platforms.

The Strategy

We built a performance-driven acquisition system focused on intent, segmentation, and scalability.

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Key Audiences

- Salvadoran expats ("Hermanos Lejanos")
- Bitcoin / Crypto investors
- Surf and luxury travelers
- Real estate investors

Channels

- Google Ads (high purchase intent)
- Meta Ads (demand generation and discovery)

Advertising Investment

- \$5,500 USD / month

Execution

- Messaging focused on investment + passive income (not just lifestyle)
- Creatives tailored to each segment
- Funnel optimized for international lead generation
- Continuous data-driven optimization across platforms

Results (First 4 Months)

- +10 units sold directly attributed to paid advertising
 - Representing 15.6% of total inventory
- +1,800 qualified leads (U.S. & Canada)
 - More than 15 high-quality leads per day

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Project Impact

- Paid media became a primary driver of qualified demand
- Reduced reliance on brokers and third-party platforms
- Accelerated progress toward pre-sale targets significantly

Business Impact

According to the client, HL.MKT:

- Outperformed traditional real estate channels
- Generated higher-quality, ready-to-invest prospects
- Became a key pillar in their sales strategy

Conclusion

This wasn't just about running ads.

It was about building a scalable acquisition system capable of generating consistent, high-intent demand for a high-ticket, international product.

Let's talk.

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