



FIND YOUR GROWTH PARTNER

# Luxland

2022

**MM+ Implementation Partner  
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BY OUT IN THE CLOUDS





LUXLAND

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# Company Overview

Luxland is a property investment firm located in Sydney, Australia - Operating for eight years, they support everyday Australians to get into the Property Investment market. The Luxland team works exclusively with the industry's best experts to help guide customers toward growing their future to achieve ultimate financial freedom. Luxland values integrity and honesty and always chooses to put its clients first.

## LOCATION:

Bondi Junction NSW

## PRODUCTS:

Sales Cloud

Pardot

## INDUSTRY:

Real Estate

## PROJECT COMPLETION DATES:

**Salesforce:** February 2022

**Pardot:** April 2022



## The Objective

As a fast-growing business, Luxland required a central CRM and marketing automation to help drive and optimise internal processes to help prepare for future growth.

## The Challenge

- Not having a CRM system meant the team could not automate long sales cycles when wanting to sell a new project, nor could they segment by people interested in a similar product.
- Similarly, without a singular marketing automation platform - they could not stay on top of constant touchpoints with customers and prospects.



# The Solution

- **Implemented Sales Cloud** - Designing a simple org allowing for efficient and easy adoption for the Luxland team to readily navigate and use to meet the needs of the business.
- OITC built simple **marketing automation** solutions through Pardot, allowing Luxland to consolidate all marketing needs into one place.

# Specific Results

- **Sales Cloud** has allowed the team to organise leads and opportunities through a central sales pipeline easily.
- **Sales Cloud** has reduced the team's admin duties by erasing double-ups.
- **Pardot** has provided an easy platform to track and report on marketing efforts.
- It has **increased** the business's value overall, especially the lead generation and retention of our current database.





# LUXLAND

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*“Out in the Clouds, we’re amazing! The support given was fantastic from day one. They understood our needs and were very patient with us, especially not having any strong technological background.”*

*- Jade Azmi - Director, Luxland*

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CONTACT US WITH ANY AND ALL QUESTIONS, QUERIES  
OR DREAMS YOU MIGHT HAVE.



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**THANK YOU**



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