



A Small Boutique Agency Delivering **BIG** Results!

marketing

CASE STUDY

digital & direct

Client

Michelle Mousin-Anderson
Michelle Mousin-Anderson, PA REALTOR®

Case Study Date

June 6, 2025



Joe Merkley: The Digital Cowboy

When You Hire Merkley Marketing Group — You Get Joe Merkley - Not Just a Team — A Legacy

At Merkley Marketing Group, you're not shuffled between junior account reps or outsourced teams. You work directly with Joe Merkley — The Digital Cowboy — a seasoned marketing strategist who knows how to wrangle results.

With 40+ years of marketing and sales experience, Joe has represented some of the most prestigious luxury brands on the planet, including Rolex, Patek Philippe, David Yurman, and Montblanc. He's also spent nearly four decades at the helm of

two multi-million-dollar luxury retail businesses, delivering elite service with a laser focus on smart, sustainable growth.

Branding Meets the Digital Frontier

Joe's journey didn't stop with brick-and-mortar luxury. Over the past 20+ years, he's ridden full-speed into the digital frontier — helping businesses large and small turn ideas into high-performing websites, compelling SEO blogs, and content strategies that rank, convert, and retain.

Whether you're a startup trying to carve your niche or an established brand ready for your next chapter, Joe brings a unique mix of old-school service and new-school strategy to every project.

What You Get with Joe Merkley, The Digital Cowboy:

-  Brand Positioning Expertise refined by decades in luxury markets
-  Custom WordPress Website Development that's clean, fast, and future-proof
-  Proven SEO and Blog "Marketing" strategies that boost your Google rank and keep you there

From Visibility to Victory: How Digital Marketing Helped Michelle Mousin Anderson Win a Coveted Luxury Estate Listing in Just 6 Weeks

When it comes to marketing, results speak louder than strategy. That's why Merkley Marketing Group focuses on delivering high-impact visibility that turns into real opportunities.

Take Michelle Mousin-Anderson, a top-performing Ponte Vedra Beach REALTOR®. With a finely tuned website presence and elevated online positioning, she secured a luxury estate property listing in less than six weeks.

While we don't reveal our entire playbook, our tailored, data-informed strategies consistently attract the right kind of attention—without gimmicks or guesswork.

Whether you're a REALTOR®, consultant, or small business owner, we help you stand out in all the right places.

[Case **STUDY**]

MICHELLE MOUSIN-ANDERSON, PA

Ponte Vedra Beach, FL

Engel & Völkers Agent

[project]

The goal was simple: elevate Michelle Mousin-Anderson as a go-to name in Ponte Vedra Beach real estate. The outcome? Mission accomplished. A seller across the country selected Michelle to list their luxury estate property—not through word of mouth, but because her digital presence projected authority, trust, and market expertise.

Michelle stood out in a crowded market through Merkley Marketing Group's *Marketing, refined visibility strategy, resulting in a marquee listing in one of Florida's most competitive regions.

*Merkley Marketing Group's Marketing Strategy

[creative]

Custom Listing & Marketing Booklet

To help Michelle secure a premier luxury listing, Merkley Marketing Group created a bespoke Listing & Marketing Booklet—a polished presentation designed to impress and build trust. Styled in Michelle’s brand palette, the booklet highlighted her market expertise, refined approach, and signature white glove service. Every detail—from elegant design to compelling copy—was crafted to reflect the caliber of both agent and property. The result? A standout presentation that made a powerful impression.

[outcome]

Michelle secured the listing!

The seller, located thousands of miles away, chose Michelle based on the strength of her online presence and the quality of her listing proposal. Competing agents offered conservative valuations, but Michelle’s data-driven strategy and confident presentation helped close the deal. The takeaway? When your digital brand speaks volumes, clients listen.

[summary]

When a rare luxury estate listing became available in Ponte Vedra Beach, Michelle Mousin-Anderson didn't just show up—she was already positioned as the right choice. With a digital strategy focused on visibility, brand clarity, and authority-building content, she earned the seller's trust and beat out multiple competing agents. This case study showcases how digital positioning—not just promotion can lead to real, high-value results.

[our roles]

Digital Brand Positioning
Visibility Strategy & Content Planning
Website & Google Profile Enhancements

High-End Proposal Design & Messaging
Local Optimization
Market Perception Strategy

[approach]

In a highly competitive coastal market, perception is everything. Rather than reveal specific tactics, we focused on building a powerful online presence that reflected Michelle's local expertise and luxury market credibility. With cohesive messaging, elevated visual presentation, and targeted enhancements to her web and Google presence, we positioned her brand to attract the right attention at the right moment.

[forward]

With the luxury estate listing secured, Merkley Marketing Group continues to support Michelle through a refined, long-term strategy. This includes:

- Strengthening her online authority in high-value Ponte Vedra Beach neighborhoods
- Enhancing her brand positioning to ensure she's top-of-mind for future luxury sellers

Our approach is ongoing, adaptive, and grounded in performance—ensuring Michelle remains a standout name in the Northeast Florida market.



[rave]

“Joe’s marketing helped position me exactly where I needed to be. Within weeks, a high-end seller reached out directly—and I landed the listing.”



Michelle Mousin-Anderson PA Realtor®

Engle Völkers | Ponte Vedra Beach, Florida Beach, FL | Client Since 2020





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