

CASE STUDY

Sector: Real Estate

Client:



Goyal & Co

Property:

1 / 2 / 2.5 / 3 BHK Luxurious Apartments and 4 Bedroom Row Villas

Campaign Objective:

Deliver verified leads

Challenge:

The real estate market in Bengaluru is dominated by brands like Puravankara, Tata Housing, etc, which are offering affordable as well as luxury apartments and villas. The challenge was delivering enquiries within a radius of 50kms from the property location, while competing with bigger brands.

Our Approach:

We created a comprehensive marketing plan with a media mix of Search, Social Media, Contextual and Affiliates to get quality leads at the lowest CPL possible.

Methodology:

- We created a mobile-friendly landing page and developed quality content that highlighted all the important features of the property. Further, we optimised the landing page through A/B testing and trying multiple creatives, all to ensure maximum leads at the lowest CPL. Our Reasoning: 80% of all home buyers are searching properties online. 52% of the prospects used an iPhone in their property search. Mobile is important and optimizing your mobile presence is essential. When a user who lands on your site finds it too clumsy to navigate on their phone, they are most likely to bounce off.
- We carried out Interest-based and Behavioural targeting on Social Media to reach out to the core TG of our brand.
- C-Suites and IT professionals on LinkedIn were targeted based on their location, job profile, and designation.
- We created compelling text ads with the most relevant keywords that helped us get a high quality-score. This further helped show the Ads on top positions. We also included Ad extensions like 'Call Extension', 'Site Links', 'Callout' & 'Review Extension' for better CTR.
- We contextually targeted users who were consuming content on websites related to real estate, investments, finance, or based on their profile like frequent international travel.
- We also worked with Affiliates to reach out to prospective buyers within the specified location via email marketing.

Results:

Once these channels started delivering, we incorporated our sure-fire conversion tactics and the leads started rolling in. Continuous efforts were put into coordinating with the sales team as we believe that is the backbone of all effectively executed real estate campaigns. And when we coordinated our efforts with calling (call centre) efforts the results were unsurpassed.

The results speak for themselves:

- 5,000 Qualified Leads
- Rs 250-350 cost-per-verified-lead as per unit specification