



Real Estate Group: Prayosha Group

Location: Dindoli Surat

Publish Date:25/08/2023



Visit Our Website
www.degittallymedia.com

“

The team is very friendly & engaging
& they deliver good quality leads
to the developer.

RAVI SAVANI

PRAYOSHA
We Build Relation

Dindoli - Surat



🌟🌟🌟 **Total 26 Flats Booked with spending of
1,20,000/- INR Adspent. More than 500X ROAS
Generated For Real Estate Client** 🌟🌟🌟

👉 Client Background:

The client is a real estate developer and was aware of **performance marketing for real estate**, but never applied online marketing for their multiple projects, except posting creatives on their Facebook page & Instagram.

👉 Challenges:

The primary challenge was to increase leads and site visits.

Target People

1. who speak the Marathi language.
2. Who is doing business
3. Who is South Indian and doing a job in an MNC company

👉 Strategy:

Our strategy revolved around leveraging the power of the client's brand image and implementing our 4p funnel to promote their properties.

👉👉 Implementation:

👉 **Audience Selection:** We carefully selected 3 Audiences. Two out of them were interest-based and one was on LLA from our existing audience resources.

👉 **Ad copies:** We crafted one ad copy in Gujarati language, one in Marathi language, and another two in English.

👉 Execution:

- By using the WhatsApp conversations campaign, We made customers connect directly with the sales team, to clarify their requirements.
- With Lead campaigns, We used Higher intent forms to avoid fake leads and added more custom questions related to their budget capacity.
- A continuous retargetting campaign to recall people for site visits.

👉 **Segmentation:** With the form qualification, we have prioritized leads and their buying urgency.

👉 **Results:**

🌟 Within a span of 6 Months, our Facebook campaigns and funnel strategy yielded exceptional

Results.



Total Flats Booked with a span of 6 Months: 14



Total Flats Booked with a span of One Year: 26 (14 + 12)

👉 Breakdown of Revenue:

Rs. 24,00,000/-Approx For Each Flat Price

Total Revenue = Total Booking 26 Flats * 24 Lac* = 6.24* CR+

👉 **Conclusion:**

The success of this campaign showcases the effectiveness of leveraging existing resources.

By strategically segmenting the audience and employing a well-crafted funnel, we not only achieved substantial revenue growth but also highlighted the importance of understanding customer preferences and proper targeting to meet their needs.

👉 **Book Appointment:**

If you are in the real estate sector, and looking for the same results and revenue growth, Connect us for a strategy or call us at +916351878797

→ [Call Us](#) [Website](#)