

## Our deep knowledge and research ended up with thousands searching for our client.





### Driving quality leads through Search Engine Marketing

Our client is an eminent brand among the global Real estate developers and one of the top real estate company in India, Dubai and Middle East.



#### Client Requirement

• Increase online visibility and generate leads.

- Generate more enquiries of high net worth individuals who are looking to buy flats/ apartments / villas.
- Provide a lead generation strategy for two of their largest master planned projects.
- Developing, utilizing a range of online media channels and marketing technology to segment, connect and convert the sales.
- Reduce CPA









#### Luxury Is Rising. Catch It Now Or Never!

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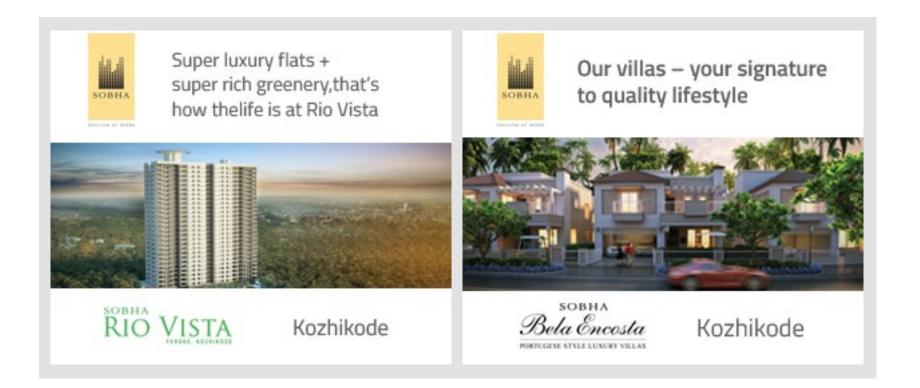
# Landing page optimization

- User Friendly design
- Online contact form
- Color schemes consistent with
  - the client's brand.



#### Display Ads

Display ads for different sizes were utilized to make it compatible to almost all ad locations.



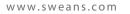


#### Keyword Optimization

An efficient keyword list was created that was highly targeted and was relevant to the client.

#### Search Ads/ PPC campaign

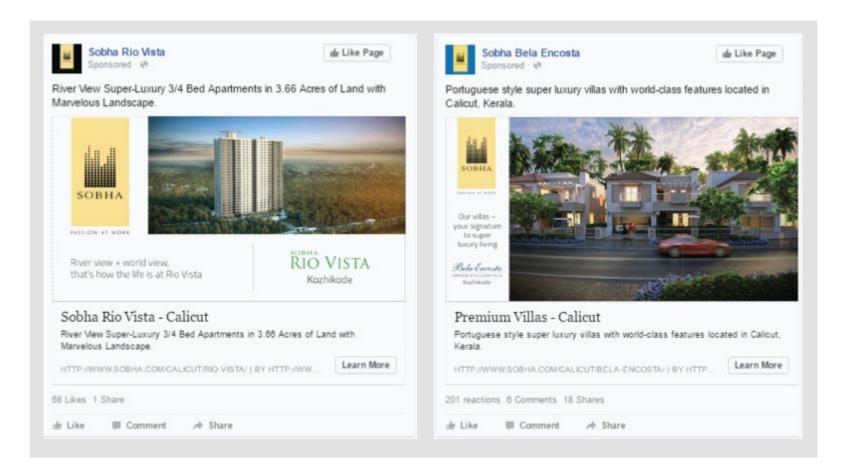
Targeting specific locations for better performance. To decrease Cost Per Click, relevant keywords were used to optimize the quality score.





#### Facebook Ads

#### We created and tested different ad copies to increase the CTR and conversion rate.





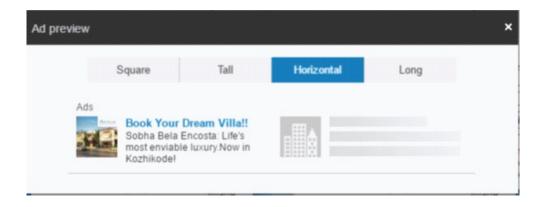
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#### Property listing sites

Magic bricks and 99 acres were the property

listing sites utilized for the listing purpose.





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Square	Tall	Horizontal	Long	
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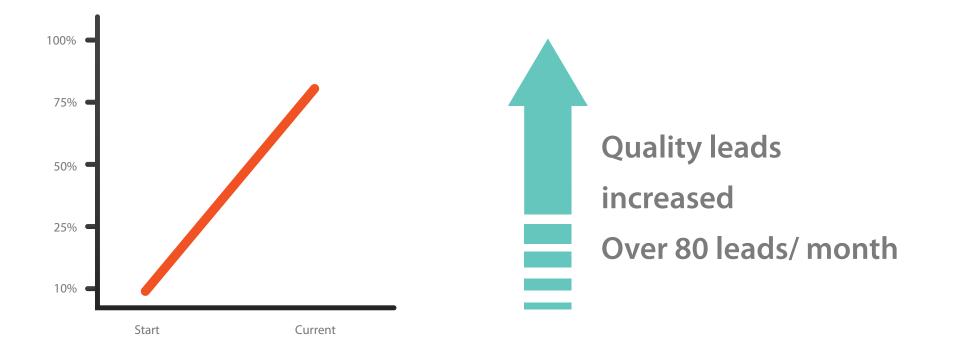
#### LinkedIn Ads

B2B-focused advertising platform allowed us to laser target our clients ad to the exact type of the needy customers they wanted to serve.



#### Results

An organic strategy, PPC advertising, and an effective Facebook marketing strategy produced the far-reaching digital footprint for our client.



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