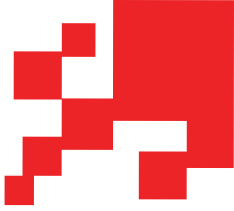




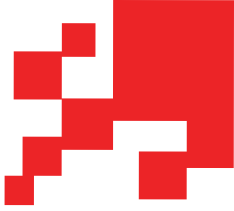
**Our deep knowledge and research
ended up with thousands searching
for our client.**



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.

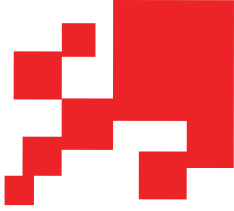




Client Requirement

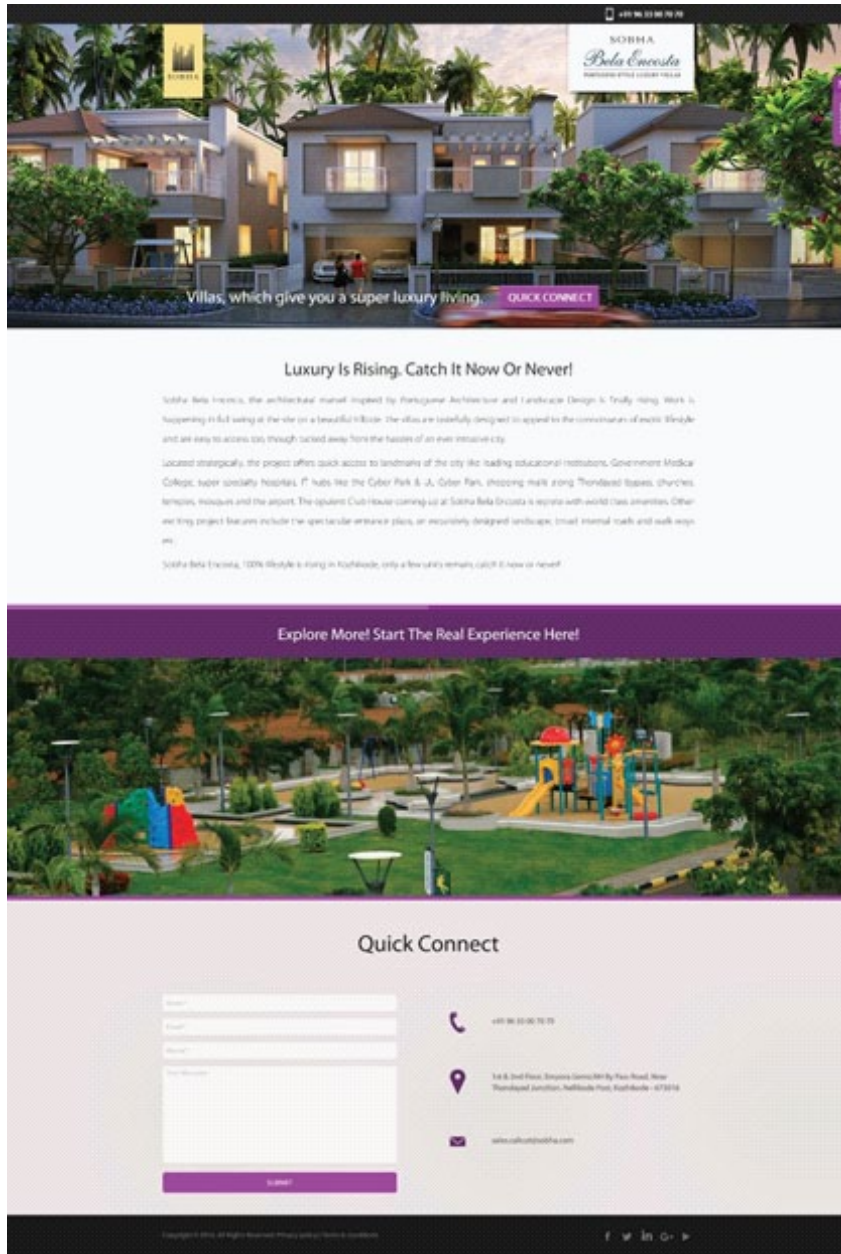
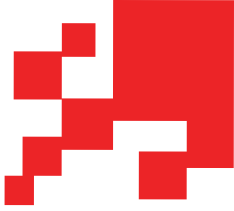
- Increase online visibility and generate leads.
- Generate more enquiries of high net worth individuals who are looking to buy flats/ apartments / villas.
- Provide a lead generation strategy for two of their largest master planned projects.
- Developing, utilizing a range of online media channels and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





Strategy





Landing page optimization





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

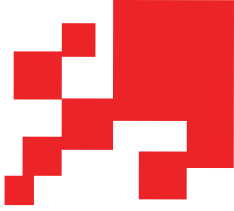




Display Ads

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

 <p>Super luxury flats + super rich greenery, that's how the life is at Rio Vista</p>  <p>SOBHA RIO VISTA PERDAS, KOZHIKODE</p> <p>Kozhikode</p>	 <p>Our villas – your signature to quality lifestyle</p>  <p>SOBHA <i>Bela Encosta</i> PORTUGUESE STYLE LUXURY VILLAS</p> <p>Kozhikode</p>
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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.

Sobha Rio Vista
Sponsored · 🌐 Like Page

River View Super-Luxury 3/4 Bed Apartments in 3.66 Acres of Land with Marvelous Landscape.



PASSION AT WORK



River view + world view,
that's how the life is at Rio Vista

SOBHA RIO VISTA
Kozhikode


Sobha Rio Vista - Calicut
River View Super-Luxury 3/4 Bed Apartments in 3.66 Acres of Land with Marvelous Landscape.
[HTTP://WWW.SOBHA.COM/CALICUT/RIO-VISTA/](http://www.sobha.com/calicut/rio-vista/) | BY HTTP://WW... [Learn More](#)

68 Likes 1 Share


👍 Like 💬 Comment ➦ Share

Sobha Bela Encosta
Sponsored · 🌐 Like Page

Portuguese style super luxury villas with world-class features located in Calicut, Kerala.



Our villas –
your signature
to super
luxury living



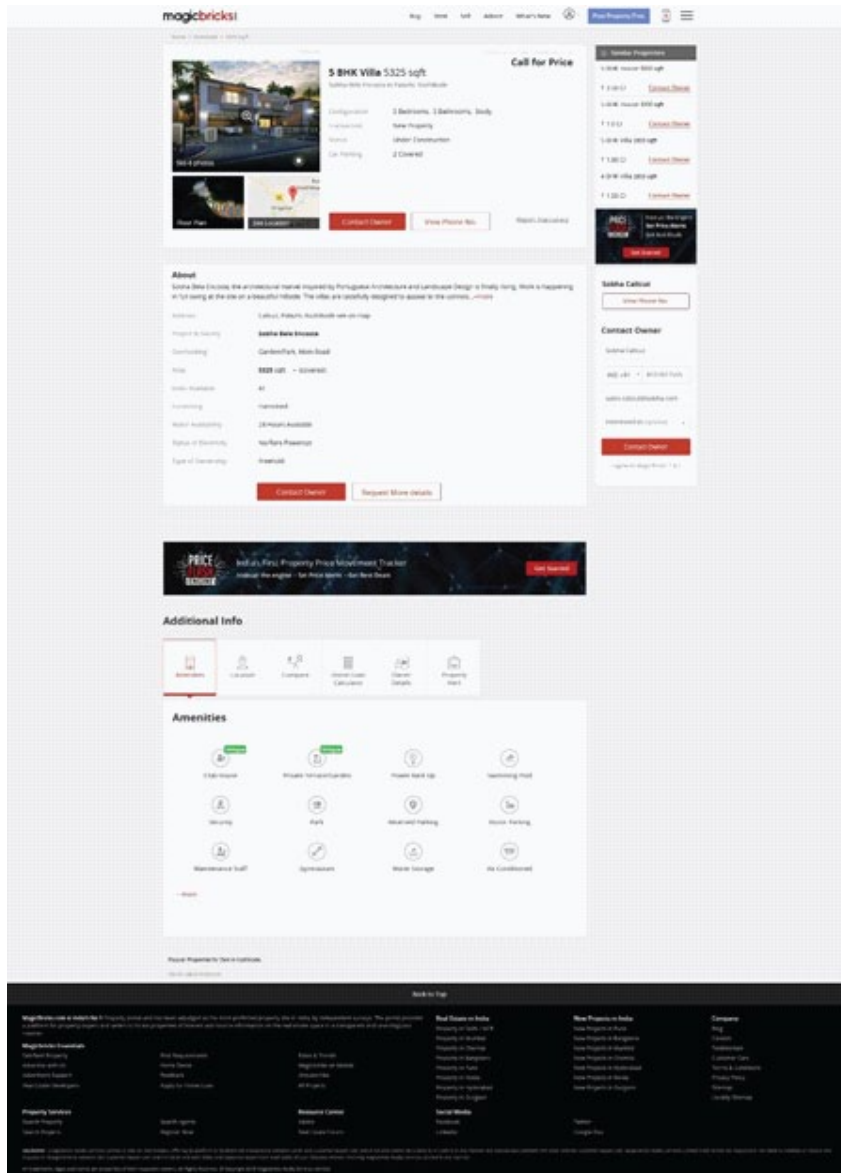
Bela Encosta
Kozhikode

Premium Villas - Calicut
Portuguese style super luxury villas with world-class features located in Calicut, Kerala.
[HTTP://WWW.SOBHA.COM/CALICUT/BELA-ENCOSTA/](http://www.sobha.com/calicut/bela-encosta/) | BY HTTP... [Learn More](#)

201 reactions 6 Comments 18 Shares

👍 Like 💬 Comment ➦ Share

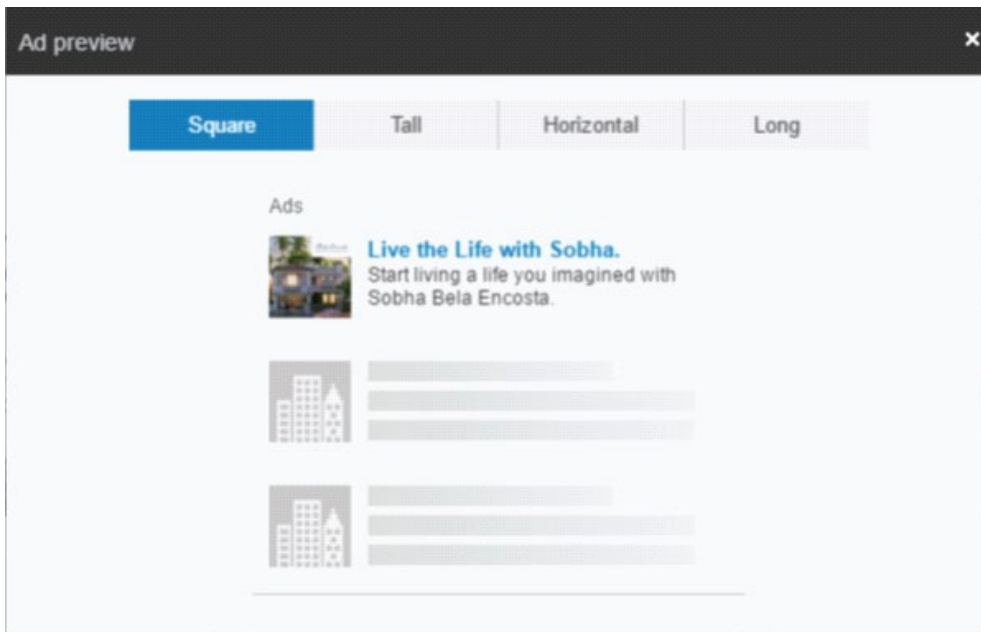
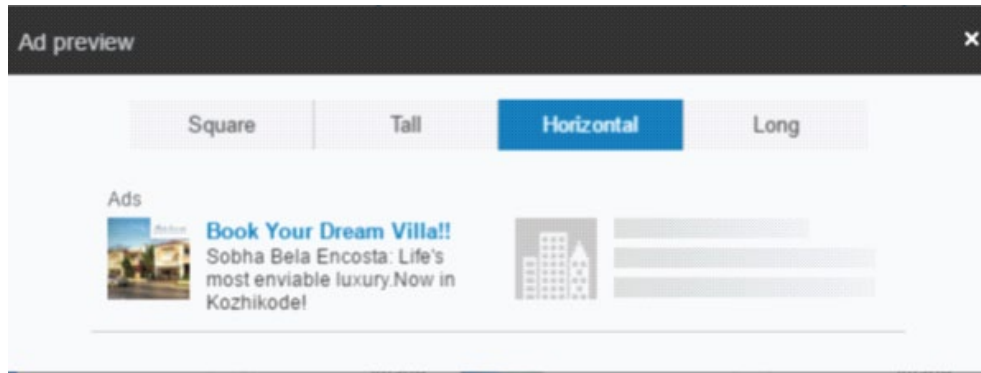
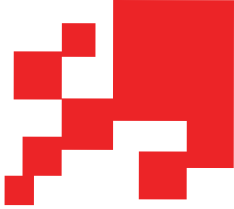




Property listing sites

Magic bricks and 99 acres were the property listing sites utilized for the listing purpose.

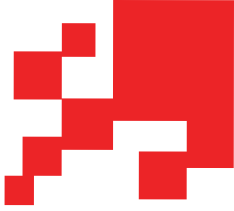




LinkedIn Ads

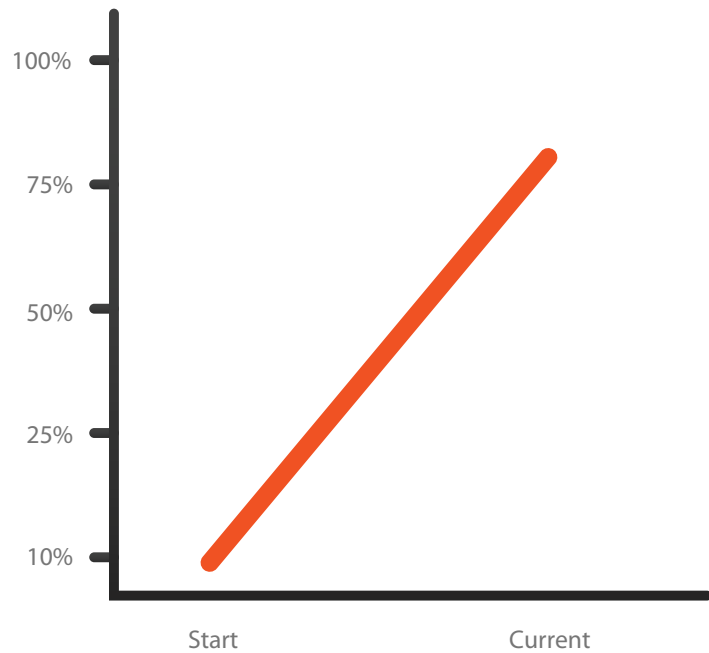
B2B-focused advertising platform allowed us to laser target our clients ad to the exact type of the needy customers they wanted to serve.





Results

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



**Quality leads
increased
Over 80 leads/ month**





USA | UK | KUWAIT | UAE | INDIA

Email : info@swears.com | www.swears.com