

# DIGITAL MARKETING CASE STUDY

## “RESIDENTIAL & COMMERCIAL REAL ESTATE”

### Premise

As a player in the top-5 for Chennai's real estate market, it was imperative that they joined in the fray in the battle on the digital world too. But there was a course to be charted to expand awareness and simultaneously cash in on the rewards that digital advertising provided.

### Research & Insight

The current position of the company was determined and analysed across markets, in terms of website strength, visitor perception, social media activity, reach and potential to grow. A short term plan was devised to carry out the digital initiatives for the real estate company.

### Solution

A city based residential building and a satellite township on the outskirts were earmarked and Search Engine Marketing campaigns were executed on a pilot basis to determine the propensity to penetrate the digital real estate market. The resulting qualified and substantial leads were further extrapolated to formulate a long term plan for growing and maintaining their digital presence.