



Lead Generation Campaign

The company

Emaar Properties is one of the world's most valuable and admired real estate development companies. With proven competencies in property, shopping malls & retail and hospitality & leisure, Emaar shapes new lifestyles with a focus on design excellence, build quality and timely delivery.

The Challenge

We analyzed the website propertyaffaire which was associated with Emaar for Lead Generation. The website had low traffic which made it difficult to get users on to the Emaar Landing Page that we created. Other Online Real Estate giants were also actively engaged in generating leads for Emaar. Our competition were sites like makaan, 99acres. We were hired to generate qualified leads for super-luxury homes from INR 3-30 Crores for Emaar through the Property Affaire website.

The strategy

LinkedIn Lead Collection campaign, Facebook Lead Ads and Email Marketing helped us to complete our targets. The important part of our strategy was having the right content, appealing images and targeting users at peak times. Facebook Leads were easy but it were not as efficient as reaching the right TG for super premium homes. LinkedIn PPC was much more effective, which made us quickly shift our focus and generating quality leads. For Email Marketing, we kept

300 Leads

30 days

67 INR

Per lead cost

sending the right announcement of property projects and their discounts at regularly planned intervals to the right TG.

The Results

We crossed 300+ leads in a month and the budget we spent was less than the allotted budget. The per lead cost was extremely economical as per industry standards, considering the high quality of leads.

Advent-PropertyAffaire
Sponsored (demo)

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