

DIGITAL MARKETING STRATEGY — FOR REAL ESTATE —

Boost Brand Visibility, Generate Leads, Convert Buyers into Customers



Increase Brand Awareness

Boost online visibility & reach target audience



Generate Quality Leads

Attract & capture interested property buyers



Convert Leads to Buyers

Nurture leads for higher sales conversions





Lead Generation



Target Audience

Real Estate Marketing Plan



Content



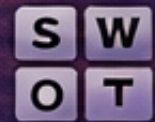
Advertising

OVERVIEW



Objectives

Clear business and digital marketing goals for brand growth and lead generation.



SWOT Analysis

Strengths, Weaknesses, Opportunities, and Threats analysis to understand market position.



Target Market

Identifying ideal home buyers, investors, and demographic audience segments.



Budget Allocation

Strategic marketing investment planning for maximum return on investment.



Competitor Analysis

Understanding market competition, pricing strategy, and positioning advantages.



Marketing Channels

Online and digital promotion platforms to reach potential property buyers.



Marketing Tools

Digital marketing tools for advertising, analytics, automation, and lead management.



Conclusion

A structured digital marketing approach for sustainable real estate growth and consistent lead generation.



OBJECTIVES



Brand Awareness Objective

To increase visibility of Vaishno Builders among home buyers and investors in Bangalore through consistent digital presence and strategic online marketing activities.

Goals:

- Improve brand recognition in key locations such as KR Puram, Whitefield, and East Bangalore
- Increase social media reach, engagement, and audience interaction
- Establish Vaishno Builders as a reliable and quality-focused residential developer
- Strengthen brand recall through consistent digital communication

Why Important:

Real estate buyers research online before contacting builders. Strong digital visibility builds trust, improves brand credibility, and increases enquiry opportunities.



Why Important: Real estate buyers research online before contacting builders. Higher visibility leads to stronger trust and better conversion opportunities.

SWOT ANALYSIS

Strengths, Weaknesses, Opportunities, Threats



Strengths

- Established brand reputation
- High-quality residential projects



Weaknesses

- Limited online presence
- Highly competitive market
- Dependence on traditional marketing



Opportunities

- Growing demand for quality housing
- Expanding digital marketing channels



Threats

- Economic fluctuations
- Changing buyer preferences
- Regulatory and compliance challenges

Why Important: Real estate buyers research online before contacting builders.
Higher visibility leads to stronger trust and better conversion opportunities.

TARGET MARKET

Primary segments targeted for Vaishno Builders in Bangalore

Families

- Looking for spacious, safe, and family-friendly homes



Families

Looking for spacious, safe, and family-friendly homes

Professionals

- Young professionals seeking modern apartments with lifestyle amenities



Professionals

Young professionals seeking modern apartments with lifestyle amenities

Investors

- Investors looking for high ROI and property appreciation



Investors

Investors looking for high ROI and property appreciation



Location: KR Puram, Whitefield, East Bangalore

Lifestyle: Modern amenities, family-oriented

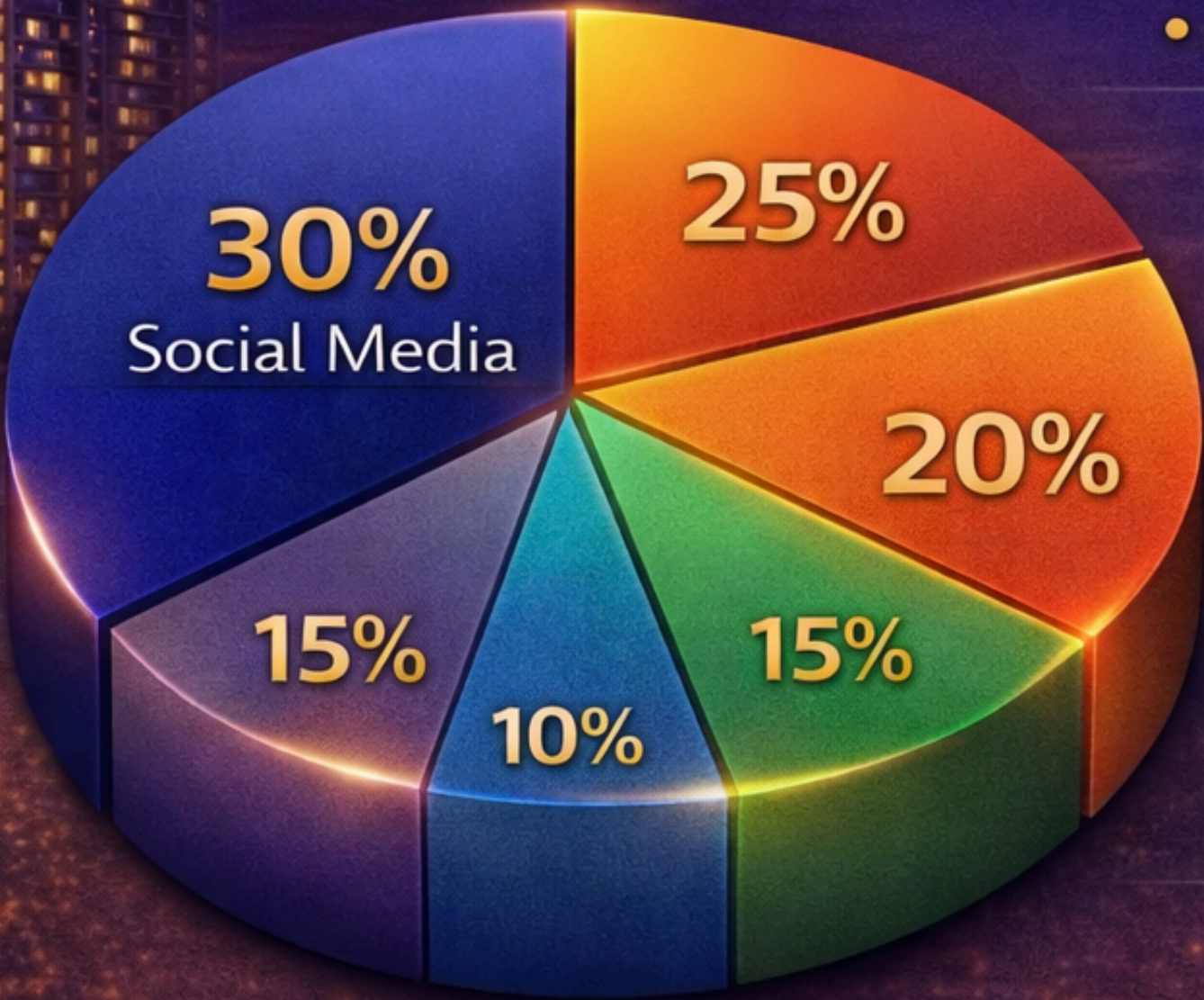


Investment:

High ROI, growth potential

BUDGET ALLOCATION

Strategic distribution of budget for Vaishno Builders' digital marketing plan,



• Digital Marketing Channels

- Social Media
- Paid Advertising
- SEO
- Content Marketing
- Website Enhancements

Location: KR Puram, Whitefield, East Bangalore
Lifestyle: Modern amenities, family-oriented

Investment: High ROI, growth potential

COMPETITOR ANALYSIS

Understanding the Competition for Vaishno Builders in Bangalore



Market Position

- Leading builders in luxury apartment segment
- Reputation of key competitors in Bangalore



Pricing Strategy

- Current pricing levels of competitors in the region
- Comparison of value for money



Amenities & Quality

- Comparison of amenities and construction quality
- Identifying unique offerings



Marketing Presence

- Digital & traditional marketing used by competitors
- Analyzing brand visibility & reach

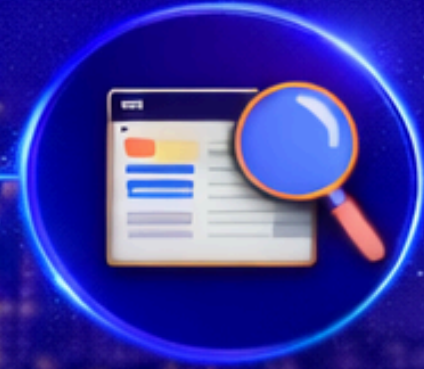
Objective: Identify Differentiation Opportunities & Build a Competitive Edge

MARKETING CHANNELS



SOCIAL MEDIA MARKETING

- Targeted ads on Facebook, Instagram & LinkedIn
- Engaging content & regular updates



SEARCH ENGINE MARKETING

- Google Ads & keyword targeting
- Optimizing for relevant searches



EMAIL MARKETING

- Personalized email campaigns & newsletters
- Automated follow-ups for leads



CONTENT MARKETING

- In-depth blogs & case studies
- Success stories & project highlights

Objective: Reach Target Audiences & Nurture Potential Buyers

MARKETING TOOLS

Essential tools to boost Vaishno Builders' marketing performance and online presence.

• Primary Digital Channels •



Automation & Design Tools to Amplify Marketing Impact

CONCLUSION

- Vaishno Builders is well-positioned for growth in Bangalore
- Focus on targeted marketing to reach ideal buyers
- Utilize advanced tools to drive sales and visibility

Presented by Nirmala K

THANK YOU!