Hello Everyone.

I'm Abhishek Patel

Digital Marketer →

Real Estate Lead Generation

Objective

The goal of this campaign was lead generation for a studio flat project that emphasized property as an investment opportunity rather than a residence. Targeting investors and individuals planning for retirement was key to driving high-quality leads.
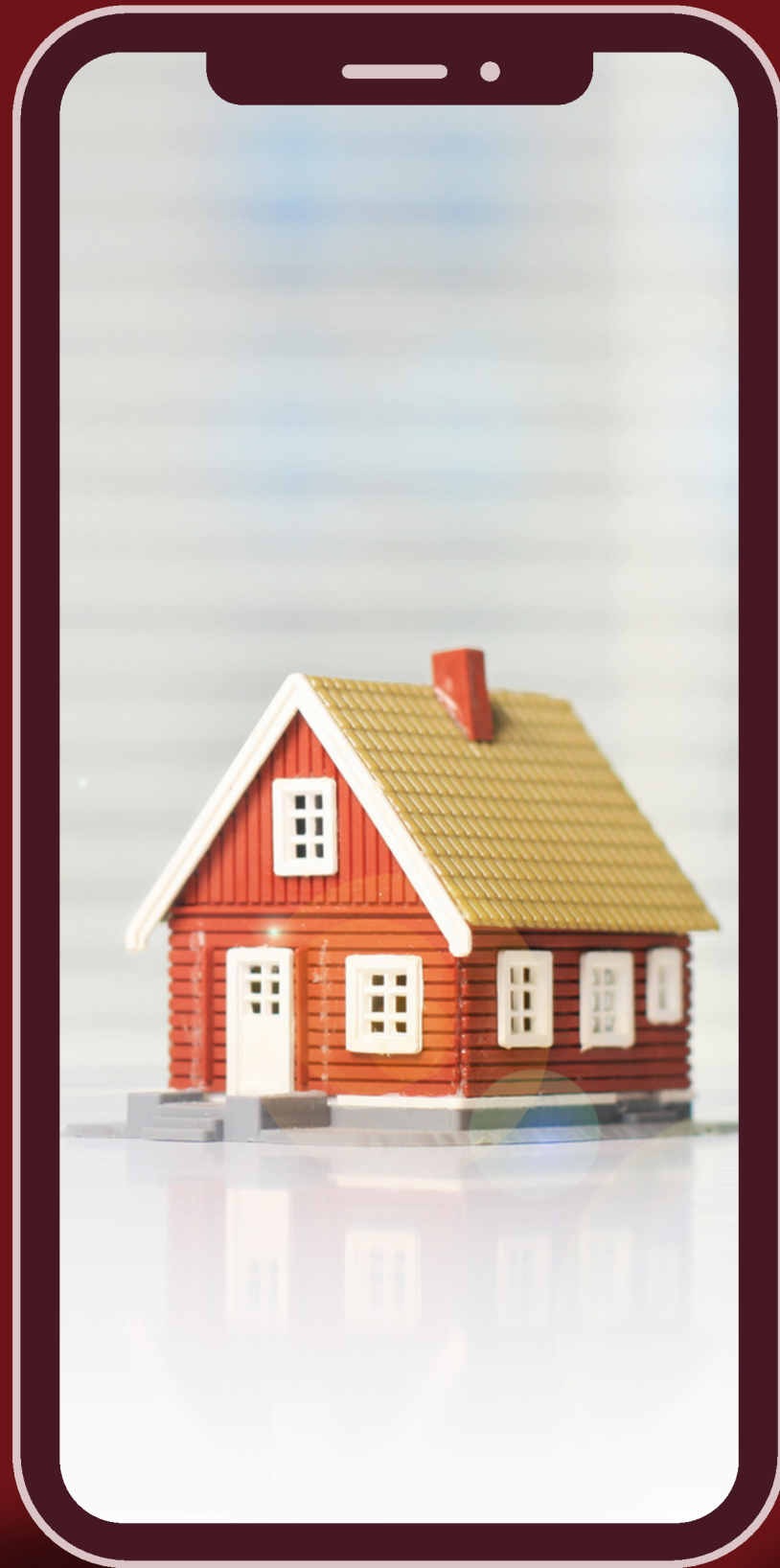
Industry/Niche

Real Estate – Investment Properties

Target Audience

This campaign targeted investors, small business owners, and retirement planners, as well as decision-makers in larger companies. By focusing on individuals considering property as part of their retirement plan, we maximized the relevance of the campaign.

Ad Creatives

We used a mix of image ads and carousel ads showcasing the investment benefits of owning the property. Each ad highlighted key selling points, such as potential rental income, long-term value appreciation, and the property's strategic location.

Performance Metrics

The campaign achieved 128 leads with a reach of 8,954 and 18,075 impressions, generating high engagement from individuals planning retirement investments. The cost per lead was ₹58.63, and the total spend amounted to ₹7,505.17 over a 15-day period.

BUDGET	₹700 per day

DURATION	15 days

RESULTS	128 leads

REACH	8,954

IMPRESSIONS	18,075

COST PER LEAD	₹58.63

TOTAL SPEND	₹7,505.17

Challenges & Solutions

The challenge was positioning the studio flat as an investment rather than a residential option. We tackled this by refining the targeting strategy, focusing on individuals interested in retirement planning and high-net-worth decision-makers in corporations. This helped attract leads who were genuinely interested in the investment potential of the property.

Tools & Techniques

We leveraged Facebook Pixel to track user behavior and optimize ad delivery. Detailed audience segmentation allowed us to focus on individuals who showed an interest in financial planning, retirement homes, and investment opportunities. Additionally, Audience Insights helped refine targeting to ensure we were reaching high-intent users. Regular A/B testing of ad creatives and copy ensured that only the highest-converting ads remained active.

Thank You

I appreciate your time and interest.

Let's create something amazing together!

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