

State of Industry: Real Estate



A digital deep dive by FYA Group



What's Covered in this **Deep Dive**

- ◉ Current Digital Trends
- ◉ Commonly Faced Problems
- ◉ Challenges & Opportunities
- ◉ A New Approach to Digital Promotions
- ◉ Future Trends

We have tried to take a holistic view of the industry's approach to digital marketing & based our analysis on that.



Current Digital Trends

80% of media
spends are
focused on
Native Display

Search Ads
continue to
deliver best
quality leads

Social Media
Lead
Generation Ads
are gaining
traction



Commonly Faced Problems

Low CTR & High CPL

As the major chunk of budget is spent in display marketing, the number of people visiting our website is pretty low

Calculating ROI on Ads

It takes a few months for a lead to get converted. Due to this while reviewing the campaign at the end of the month the ROI remains the same as it was in the beginning

Low Lead Quality

Currently the quality of leads generated through digital campaign is not that great as people who fill the contact form are researching about properties

Expecting leads from display campaign

People do expect the flow of leads from each activity they do. Display campaigns work best if the objective is to create awareness as it attracts more eyeballs than sending people to the website

Lead Tracking

Most of the developers either don't use a LMS or the system they use is not upto the mark to track the lead journey

Going beyond search

Developers think that Google search ads are the only way to generate quality leads while doing digital. However, with a perfect strategy in place, social media platforms can also generate quality leads



State of Digital Marketing

Challenges

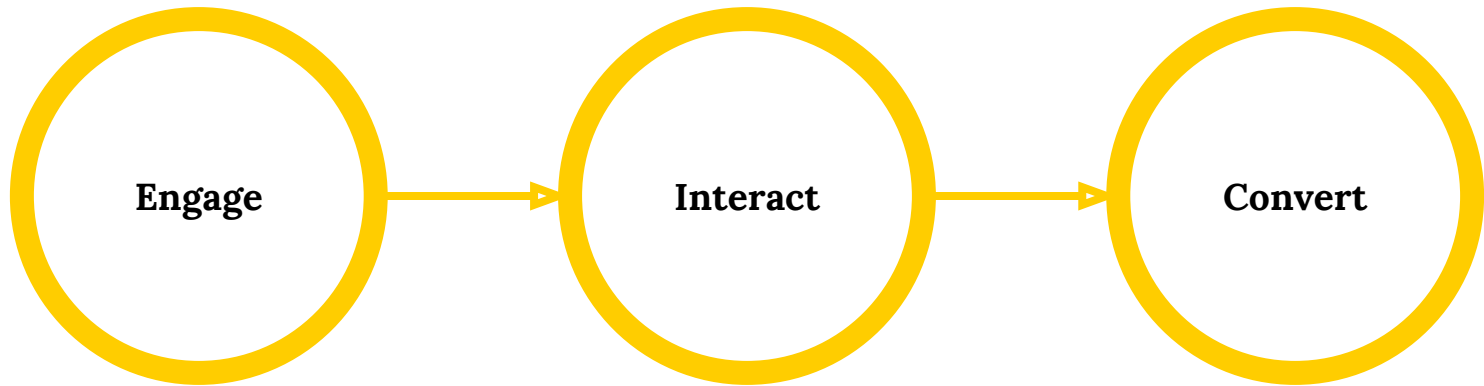
- High spends on native display
- Lead specific digital campaign
- Website based contact form
- Junk leads through digital activities

Opportunities

- Stronger remarketing
- 360 degree videos
- SEO on long tail keywords
- Instagram swipe up ads



A New Approach to Promotion





Lead Generation Funnel Flow

1

Engage people on Social Media

Engage our digital audience by showing them any piece of content such as video, gif, 360 degree video

2

Send People to the website

Re-targeting people who have seen our piece of content and sending them to a website/ landing page where they can get decent information about the project

3

Conversion

Targeting people who have engaged with us and have visited our website and encouraging them to enquire more about the project



Why this Funnel works?

Engage

Giving our audience the initial introduction to the brand without asking for much of their time or effort

Interact

Once we have engaged the users in the digital space, we can retarget the same audience and send them to our website/ landing page where they can have the detailed information about the brand and the project

Convert

It is possible that people might not fill up a contact form as people are not willing to give their information in one go, this is where Lead generation ads work well, where we capture the information within the platform and not sending them to a landing page or website



Where else it helps

- Multi- level engagement with the user
- Reduced CTR and higher ROI
- Increase in search volume
- As we are constantly engaging the users and they have become a part of our funnel process so we can re-target people for a longer period

Apart from the above mentioned points, it also helps us in building a strong brand recall

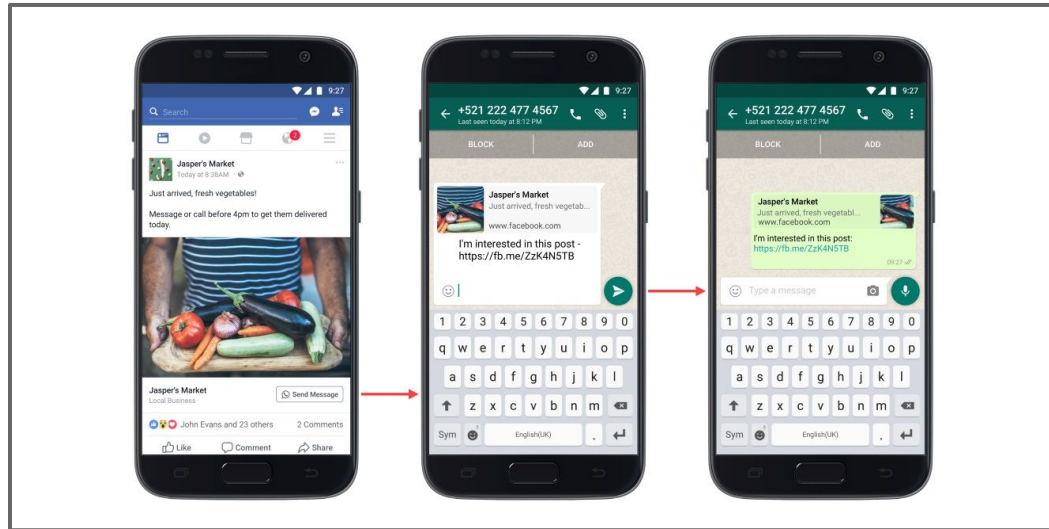


Future Trends



WhatsApp API

A new way to capture leads in Real Estate is we can send the digital traffic to whatsapp rather than a landing page. We are able to generate quality leads as the conversation is initiated from the user's side.

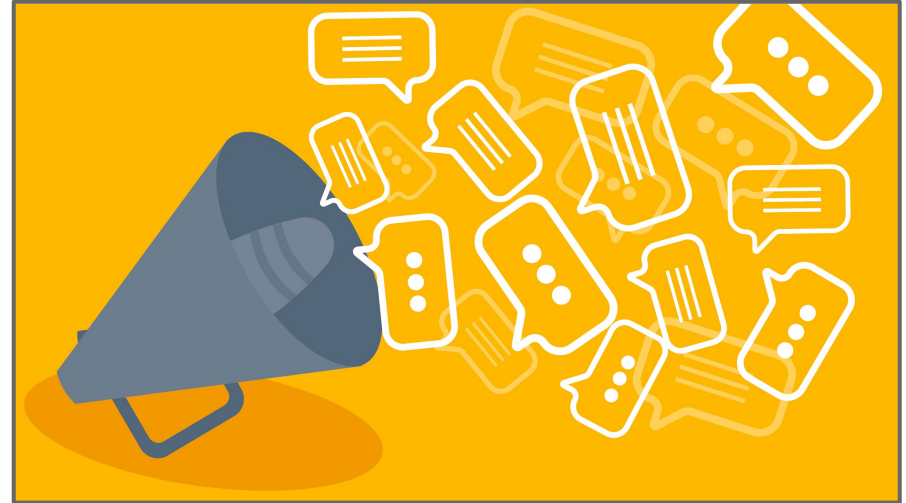




Content Marketing

Content marketing is completely being neglected when it comes to real estate marketing.

While promoting blogs, user generated content and other forms of visual content helps in brand recall and remarketing





Community Building

Building an engaging community would help us in the long term as it increases the word of mouth

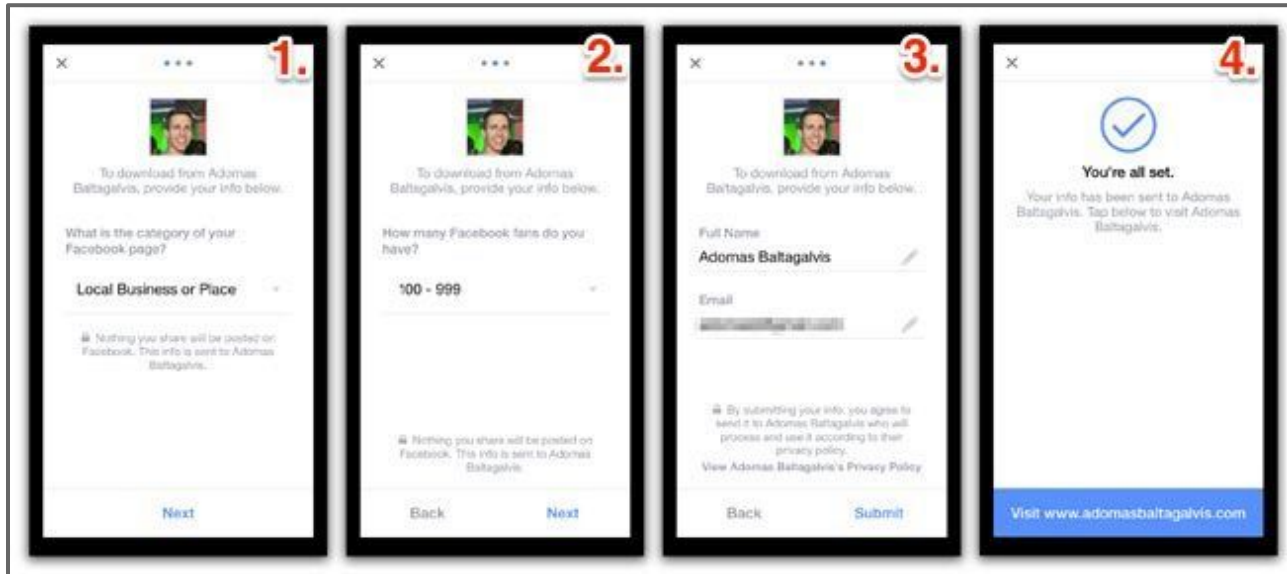
Providing special services to our existing community and promoting the same would help us grab eyeballs and ultimately would expand our community

One of the examples of community building is Raheja Care- an online portal for the residents of Raheja Universal who get special discounts on furniture





Quick Tip for Social Lead Gen



1. To download from Adomas Baltagalvis, provide your info below.

What is the category of your Facebook page?

Local Business or Place

Nothing you share will be posted on Facebook. This info is sent to Adomas Baltagalvis.

Next

2. To download from Adomas Baltagalvis, provide your info below.

How many Facebook fans do you have?

100 - 999

Nothing you share will be posted on Facebook. This info is sent to Adomas Baltagalvis.

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3. To download from Adomas Baltagalvis, provide your info below.

Full Name

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Email

By submitting your info, you agree to send it to Adomas Baltagalvis who will process and use it according to their privacy policy.

View Adomas Baltagalvis's Privacy Policy

Back Submit

4. You're all set.

Your info has been sent to Adomas Baltagalvis. Tap below to visit Adomas Baltagalvis.

Visit www.adomasbaltagalvis.com

Include Budget as a part of your Questionnaire

Our entire effort is focused on making sense of complexity in brands and products. From promising startups to companies with decades of history, we create and position businesses from strategy and design, to developing a complete user experience. Designing brands and products that speak to both heart & mind.

-YASH SANGHVI

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Thank You!

Any **questions** ?

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