

# Real Estate Digital Marketing Masterclass

For

## Real Estate Agents

powered by





2017

**400+**  
million  
people online

**330**  
million  
connected smartphone  
users

2020

**650**  
million  
people online

**500**  
million  
connected smartphone  
users

Sources:  
IAMA

Digital Classifieds in 2020, KPMG/  
Google Report

# Benefits of Digital Marketing



- Digital Marketing is more cost effective than traditional marketing
- Digital Marketing delivers conversions
- Digital marketing facilitates interaction with audience

# How do people spend time online



7:30 am  
Home



8:45 am  
AM Commute



10 am  
At Work



12 pm  
Lunch



3:15 pm  
At Work



5:15 pm  
Post-Work



5:45 pm  
PM Commute



8 pm  
Home



8:30 pm  
Home

E-Paper, News App,  
Social Media (Personal  
Interest Category)



Business Websites, News, Mails,  
Search Engine (Professional Interest Category)



Social Apps, Video  
Content, Blogs/Listicles  
(Media/Trends)



Social Apps, Games,  
Content on finance  
portals, Investment etc.  
(Personal Interest  
Category)

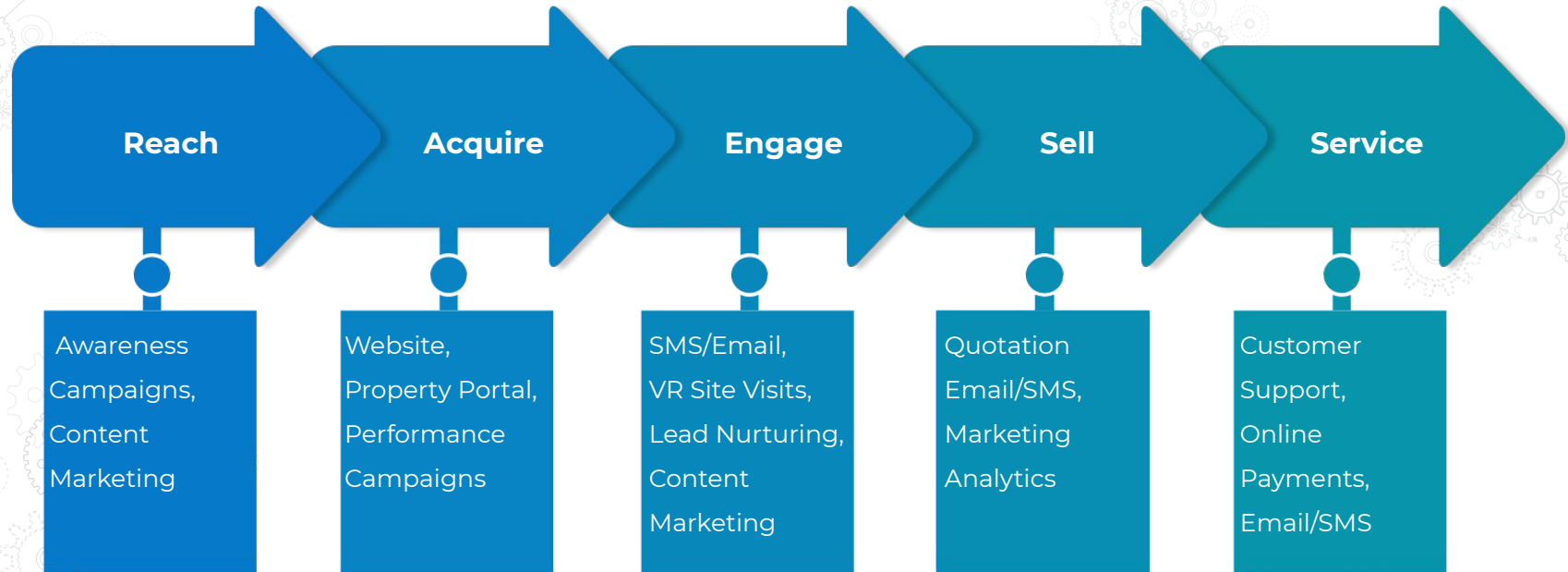
*People are connected via multiple devices through the day. However, mobile device is dominating these platforms at > 50%*

## How property buyers search home on digital

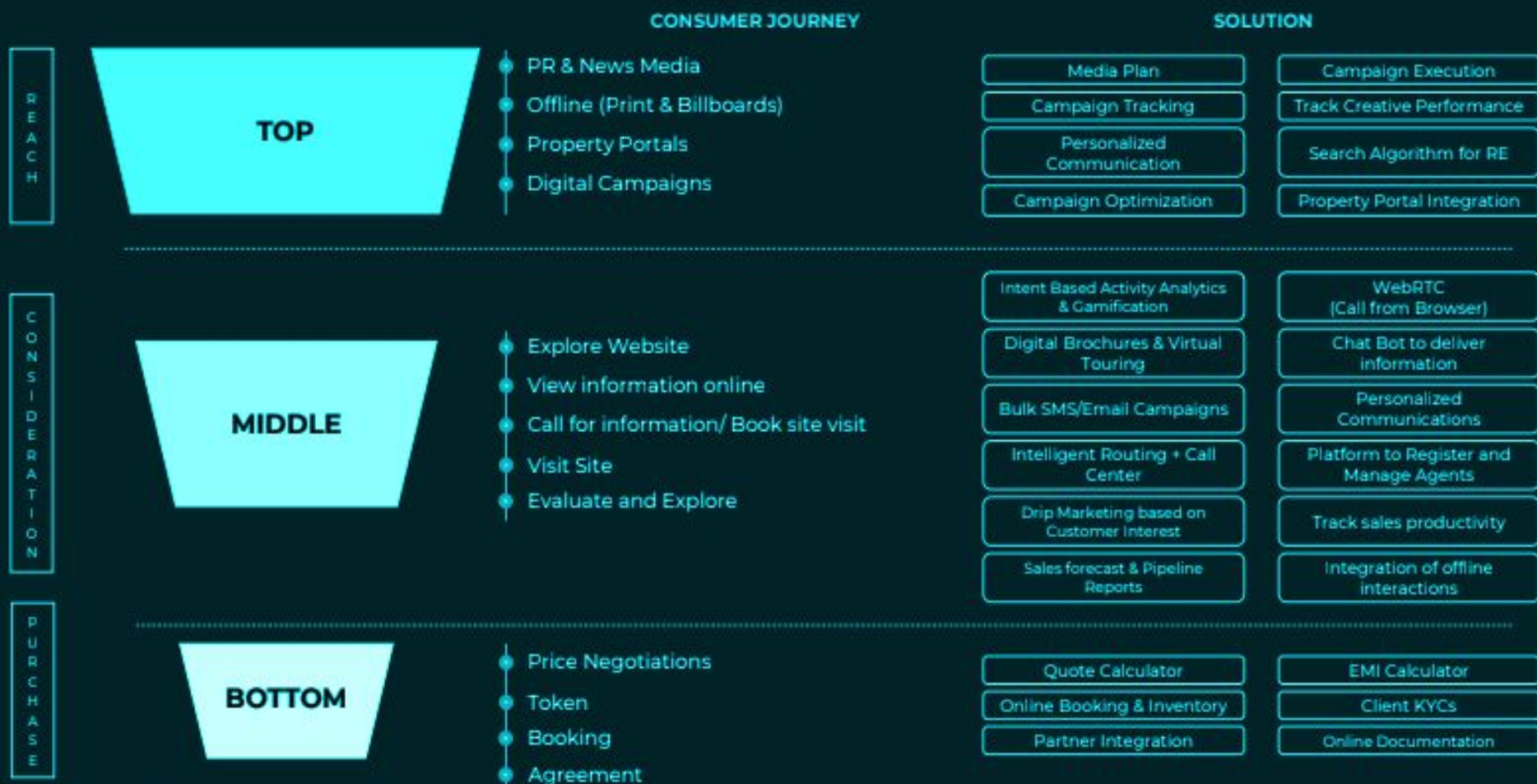


- Real Estate Consumer Behaviour is based on ROPO Model - Research Online Purchase Offline
- 92% of all home buyers uses internet at some point of buying journey
- 42% of all home buyers uses internet as a first step in their home search

# Real Estate Sales & Marketing Cycle



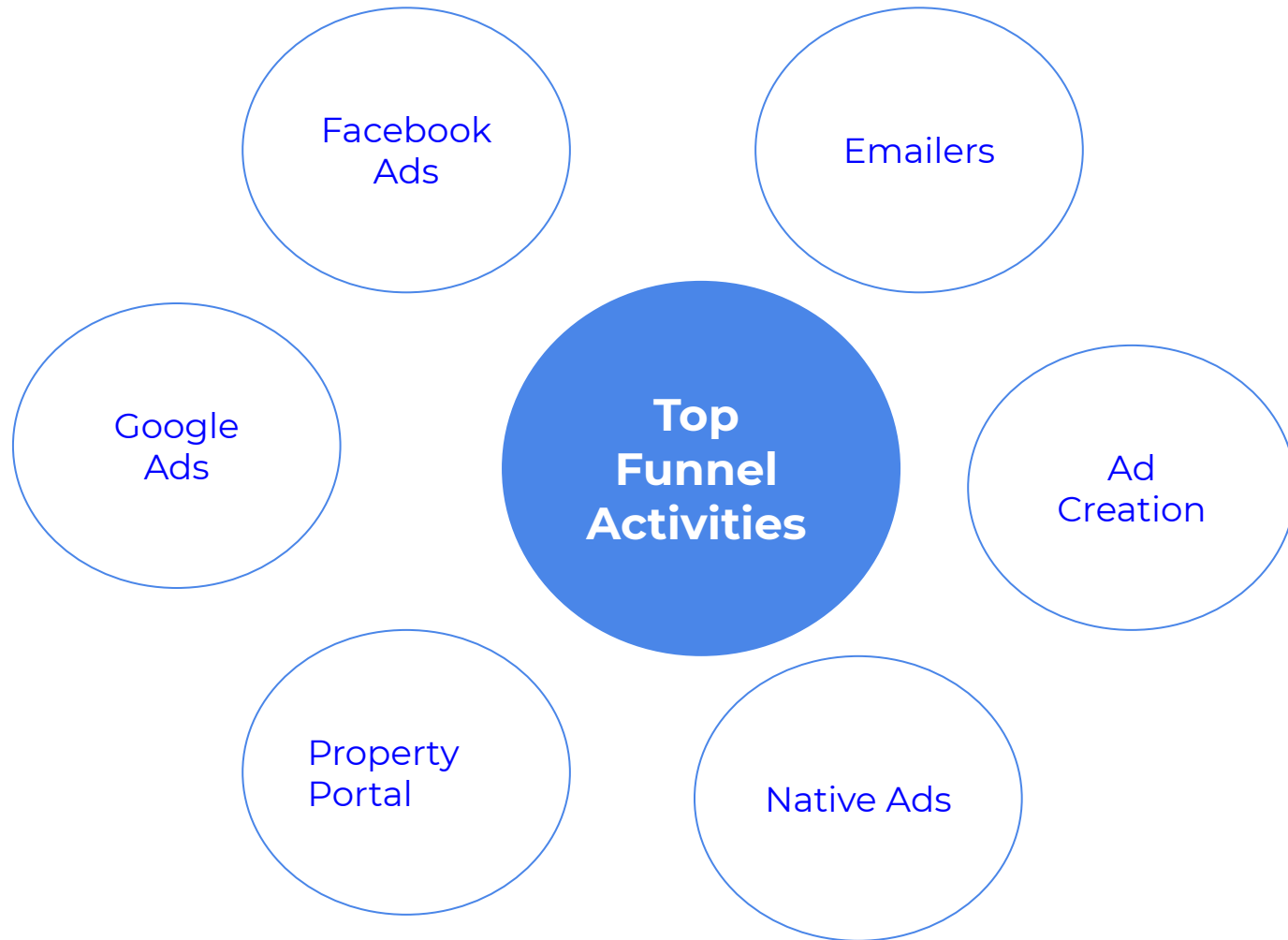
# THE CLASSIC MARKETING FUNNEL





## Top Funnel Activities







# Designing Ad Creatives for Real Estate

# Top Priority Elements for Real Estate Ad Creatives



- Location
- Budget
- Lifestyle
- Visual Appeal



## For Location Aspirants

ESQUIRE  
BY OBEROI REALTY

4 km

6 km

8 km

Westin

Last-Minute Dinner Plans?  
**CHECK!**

The project Esquire has been registered via MahaRERA registration number: P51800005229 and the details are available on the website <https://maharera.mahaonline.gov.in> under registered projects.



## For Budget Savvy

**7000 FLATS  
ALREADY SOLD,  
HURRY  
& BOOK NOW!**

Book 1 RK, 1 & 2 BHKs  
Starting from  
Rs. 5.66 Lac\*  
In Vangani, near Badlapur

**XRBI A**  
**VANGANI**  
(BADLAPUR) MUMBAI

The project has been registered via MahaRERA registration number P52000008453, P52000009366, P52000012385, P52000010337 as is available on the website <https://maharera.mahonline.gov.in/under-registered-projects>

# Real Estate Ad Creatives Examples



## For Lifestyle Aspirants

ESQUIRE  
BY CAMPHOR REALTY

EXQUISITE  
BY CAMPHOR REALTY

#SpoiltForChoice

Adrenaline Rush, Relaxation & Rejuvenation  
**ALL-IN-ONE!**

The project Esquire has been registered via MahaRERA registration number: P51800005229 and the details are available on the website <https://maharera.mahaonline.gov.in> under registered projects.

Actual Image



## For Design Aspirants

**OBEROI REALTY**

Actual image of the show flat

**MAKE YOUR LIVING ROOM  
A MASTERPIECE**

The project "Eternia Towers A to D" has been registered via MahaRERA registration number: P51800006141 and the details are available on the website <https://maharera.mahaonline.gov.in> under registered projects.

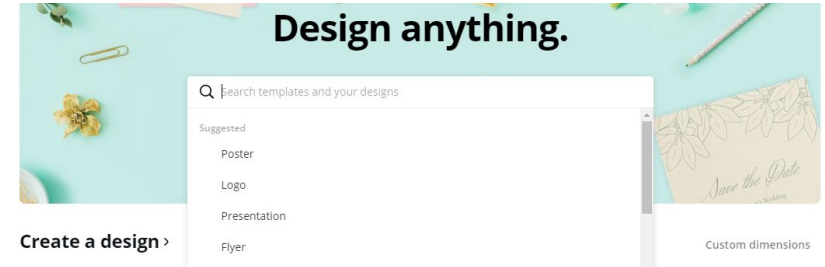
**ETERNIA  
BY OBEROI REALTY**



# Tools to create high quality ad creatives and banner

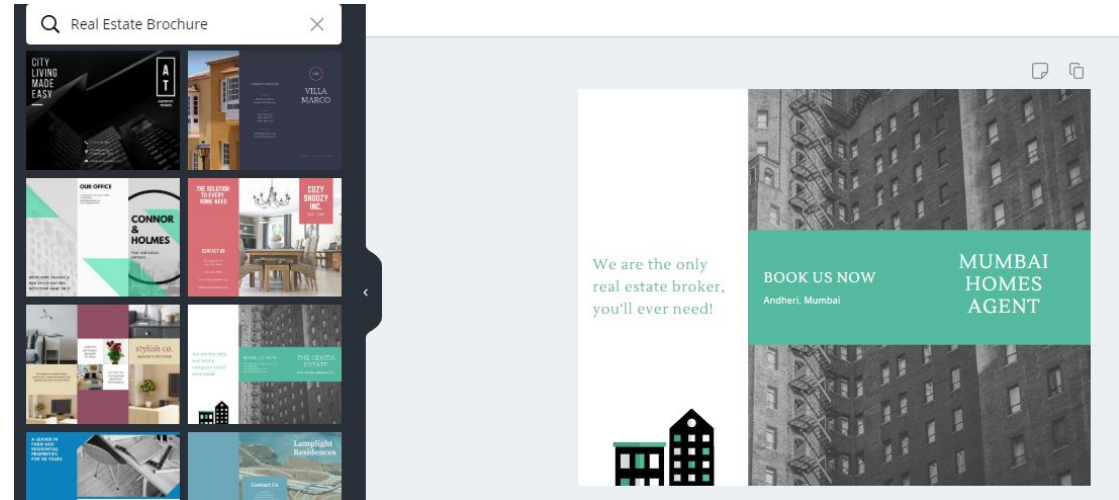


- Canva
- Stencil
- Creilo



Canva basic plan is for free that includes 8000 templates

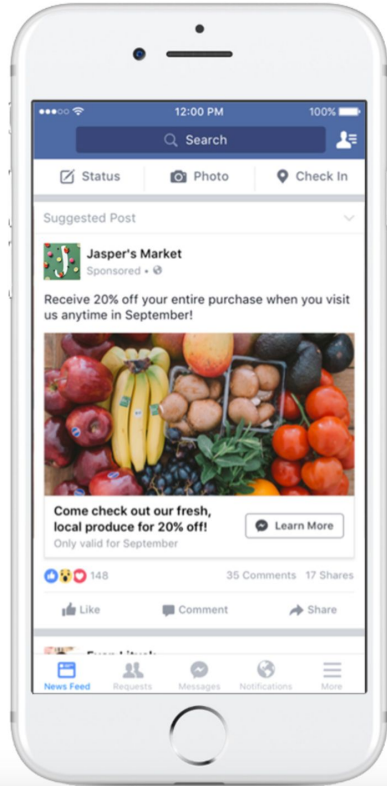
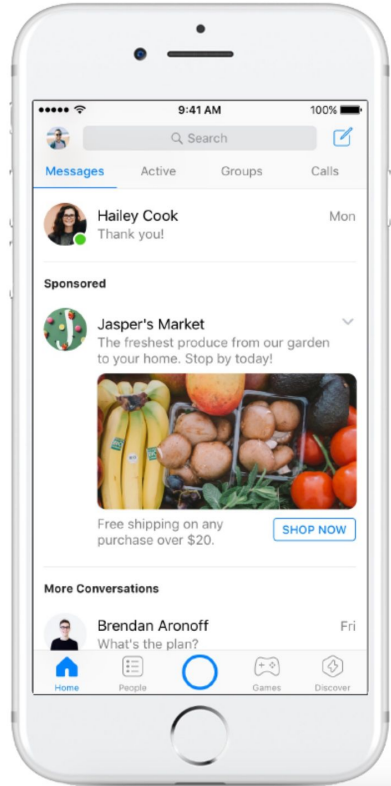
Premium plan is for 1000 INR per month in which you get 400000 free templates







# Facebook Advertising



## Type of Facebook Ads:

1. Newsfeed Ads
2. Lead Gen Ads

## Facebook Ads formats:

1. Static Ads
2. Video Ads
3. Carousel Ads
4. Canvas Ads



- **Location:** Reach people in the cities, communities and locality of your project
- **Demographics:** Select an audience based on age, gender, education, relationship status, job title and more.
- **Behaviour:** Select people based on their prior purchase behaviours, device usage and other activities.
- **Interest:** Choose the interests and hobbies of the people you want your ad to reach.



- **Contact lists:** Target data from your CRM system or customer contact lists.
- **Site Visitors:** Shows ads to the people who visit your website.
- **Lookalike:** Audience with similar interest or behaviour to any of your database.

# Facebook Ad performance depends a lot on the creatives



It's a good practice for Facebook Ads to do an A/B testing and select the high performing creative

#YouDeserveMore

VTD RAIRAN

HillLife

WAKAD, PUNE

LIVE MORE WITH THOUGHTFUL AMENITIES

The project has been registered via Maharashtra registration number Phase 1 - P5200006413, Phase 2 - P5200007413, Phase 3 - P5200008413 and is available on the website <https://maharena.maharashtra.gov.in> under registered projects.

#YouDeserveMore

VTD RAIRAN

HillLife

WAKAD, PUNE

INVEST IN WEST PUNE'S MOST DESIRED PROJECT

The project has been registered via Maharashtra registration number Phase 1 - P5200006413, Phase 2 - P5200007413, Phase 3 - P5200008413 and is available on the website <https://maharena.maharashtra.gov.in> under registered projects.

# Example of low performing Facebook Ad



**Sunway Property**

about 2 years ago



Immediate Returns Plan promises monthly rental return upon purchase. Own a Flexi Office with direct link to MRT. Find out more at our event this weekend (24&25 Oct)



**Flexi Office For Sale**

Call 019-666 9588 For More Info

[WWW.SUNWAYPROPERTY.COM](http://WWW.SUNWAYPROPERTY.COM)

- No clarity on the USP of the project
- The design is not engaging or appealing
- Communication is not simple and lacks clarity
- CTA is not strong enough



# Example of High Performing Facebook Ad

 **Kolte Patil Developers Ltd**  
Sponsored ·  ⋮

Book Premium Homes at Jai Vijay, Vile Parle (E) and Get Exciting Offers!  
2 RLK Spacious Apartments Designed by celebrated architect, Hafeez Contractor

- ✓ 2 Parking Spaces
- ✓ Benefits upto 6Lacs
- ✓ 28 Lifestyle Amenities

Sign up to avail exclusive benefits! Special Offer  
\* T&C apply



**Jai Vijay: 2 BHK @3.07 Cr\***  
Spacious Homes at Vile Parle East Located at Western...

[Sign Up](#)

- Clear & crisp communication
- All USPs are showcased clearly
- Clear CTA
- Clarity of price & location



Google Ads





- **Search Ads:** When a user searches for something on Google, the list of ads that appear above the organic listing are called search ads.
- **Display Ads:** Wide selection of websites that accept banner ads via Google
- **Video Ads:** Different types of ads that are shown on YouTube

# Google Search Ad Overview



- With billions of searches per day on Google, Search ads make sure potential customers notice your project and take action.
- 90% of online searches are done via Google
- 63 percent of people said they'd click on a Google ad
- 41 percent of clicks go to the top 3 paid ads on the search results page

amanora gold towers hadapsar

All Maps Images News Videos More Settings Tools

About 66,100 results (0.56 seconds)

**Amanora Gold Towers | 2 BHK from Rs. 67 Lac | Launching New Tower**  
[www.amanoragoldtowers.com/Book-online/Hadapsar-Pune](https://www.amanoragoldtowers.com/Book-online/Hadapsar-Pune)  
Join 750+ families at Gold Towers and be assured of a lifestyle that's truly golden. Live hassle-free with 3 amenities zones - the Gold Club, Leisure Bay and Sports Park. Hassle-free Living. Prime Location. Sustainable Township. Lavish Amenities. Surrounded by IT parks.

**Amanora Gold Towers | 1/1.5/2 BHK Flats For Sale in Hadapsar, Pune**  
<https://amanora.com/residential-project/gold-towers-pune>  
Have you always aspired to be a part of Amanora Park Town? ... Designed by P&T Consultants, Singapore, Amanora Gold Towers offers 1, 1.5 & 2 BHK apartments that promises the Amanora lifestyle at a price point starting from just Rs. 46 Lacs\*. ... Gold Towers are a part of India's first ...



- Contextual Targeting
  - Keyword targeting - Search keywords that are relevant to your project
- Audience
  - In-market - Target users who are searching for other similar projects
  - Affinity - Target users who have affinity toward an industry or thing
  - Similar Audience - Target users similar to the users in your db
  - Remarketing - Target users who have interacted with your site or ad
- Demographics
  - Age & Gender
  - Income
  - Location

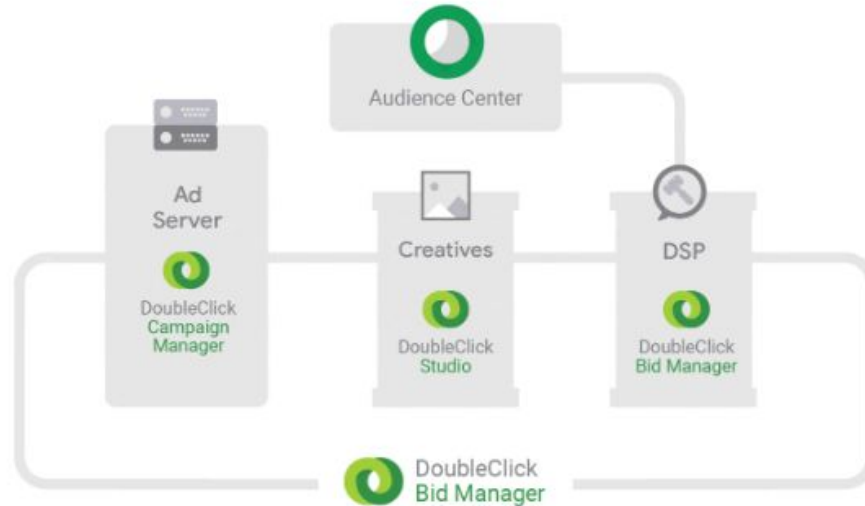
## Must Have Elements for Google Search Ad



- Target location based keywords
- Include location in your search ad content
- Add call extension. Integrate the number in your Real Estate CRM
- Mention apartment types



- Integrated product that helps you with creative, data, and collaborating with media teams to execute end-to-end ad campaigns.





- **Campaign Management:** Plan, build, and execute a cross-channel media plan
- **Advanced Audience Management:** Manage audiences and execute audience at same place
- **Creatives:** Create, manage, and develop creative assets across teams.
- **Inventory:** Access high-quality inventory from top broadcasters and publishers



- **Inventory Source:** Include or exclude ads for specific inventory
- **Audience:** Target first- and third-party audience lists, as well as interest-based audience
- **Content:** Target your ads based on type of content, keywords, or category
- **Technology:** Target type of technology like devices, browsers, and carriers

# Property Portal Management



## Must do things to get more inquiries from property portals



- Login to all your property portal accounts regularly
- Keep refreshing your listing regularly
- Include multiple images and a video for your listing
- Include your contact number and integrate it with a Virtual Number to track all inquiries from property portals
- Integrate all your property portal accounts with your Real Estate CRM to capture all inquiries instantly and insure zero lead loss

# Additional activities with property portal vendors




- Email Marketing - Tie-up with property portals to send emailers to their database
- Featured Listing - Show your listing on top for related searches

Home > Property in Mumbai Andheri-Dahisar > All Residential

17572 Properties | All Residential for Sale in Mumbai Andheri-Dahisar List View Map View

**Featured**



1 Property Photo

1 BHK Residential Apartment in Kandivali (West)  
Ruparel Optima **RERA**

₹75 L      322 Sq.Ft.      1 BHK

23292/Sq.Ft.      Carpet Area      1 Bath

Possession in Dec 2021


[New Booking](#)

Ruparel optima in kandivali (West), mumbai andheri-Dahisar by ruparel group builders is a reside... [+ more](#)

Posted on May 28, 2019 by Ruparel Realty (Builder)

[View Phone No.](#)      [Contact Builder](#)

**Featured**



1 Property Photo

5 BHK Residential Apartment in Goregaon (East)  
Lodha Fiorenza **RERA**

₹8.39 Cr      3115.61 Sq.Ft.      5 BHK

26930/Sq.Ft.      Carpet Area      5 Baths

Ready To Move

[New Booking](#)

Lodha fiorenza an upcoming grandeur residential project of lodha developers is located in gorega... [+ more](#)

Posted on May 07, 2019 by Red Estate Destination PVT LTD. (Dealer)

[View Phone No.](#)      [Contact Dealer](#)



# Native Advertising



- Native advertising is the use of paid ads that match the look, feel and function of the media format in which they appear.
- Native ad looks like regular content, rather than a display ad, then readers may not realize they are consuming a paid advertisement.
- It exposes the reader to advertising content without sticking out like a sore thumb.

# Example of Native Ad



The image illustrates a native advertising campaign. On the left, a tablet displays a news feed with several articles. A circular callout highlights a map icon on the screen. On the right, a desktop computer displays a website with a similar map icon callout. This callout is further magnified to show a registration form for a real estate flash sale. The form includes fields for Name, Email, and Phone, a checkbox for "I agree with the terms and conditions," and a "Register For Offers" button. The website also features a "#THE TIME IS NOW" banner and a "Login" link.

**10 Investment Tips for Buying Property in India**

Are you first-time home buyer? You must follow the 10 best tips to be more careful when you're planning to invest. Follow these 10 investment tips and buy your dream home without any hassle!

Select the best location

Look for a place that is close to public transport and good schools.

**#THE TIME IS NOW**

**India's first ever real estate flash sale**

Starting from 26th July, Pre-registered users will get early access to offers and inventory. Register Now.

Name

Email

Phone

I agree with the terms and conditions.

[Register For Offers](#)

Forgot your password? [Sign in?](#) [Login](#)

# Why native advertising



- Consumers look at native ads 53% more than display ads.
- Native ads create an 18% increase in purchase intent.
- Native advertising fights ad fatigue.
- Visual engagement with native ads is the same, and even slightly higher, than the original editorial content.

# Few common types of native ads



Publisher homepage



Mid-article



Below article

# Top native ad platforms



- Taboola
- Outbrain
- Yahoo native
- One native





# Promotional Email Marketing



- 99% of consumers check their email every day
- 59% of respondents say marketing emails influence their purchase decisions
- >59% of marketers say email is their biggest source of ROI
- 80% of business professionals believe that email marketing increases customer retention

# Promotional Emailer Examples



**GOEL GANGA DEVELOPMENTS**  
www.gangadevelopments.com

**Ganga**

## Celebrations

FOLLOW YOU!

Begin your celebrations with ready-to-move homes of Sri Ganga!  
**THESE READY POSSESSION** 1 & 2 BHK homes starting from Rs.32 Lac\* are adorned with world-class amenities and exciting features.  
LOCATED STRATEGICALLY IN UNDRI.

**COME CELEBRATE AND PAY NO GST**

TO FIND OUT MORE ABOUT THE PROJECT

Schedule site visit

Call **+9120 67082737**

Target festive occasions

**A&O EMINENTÉ**  
THE GOOD LIFE

**A&O REALTY**

# WHEN...

The upcoming Metro Station is just 2 min away  
You can literally walk to Dahisar and Borivali Railway Stations  
You can live right on the Western Express Highway  
Sanjay Gandhi National Park and Goral Hills are right next to you  
You can enjoy an array of amenities

**YOU THINK YOU SHOULD MISS THIS OPPORTUNITY?**  
We await you, with an exciting offer!

SCHEDULE SITE VISIT

Call: **+91 12345 67890**

Hit the need

**KONKAN TRAILS**  
PICK & DROP SERVICE

## YOUR dream-weekend home

IS JUST A FEW STEPS AWAY!

When it comes to turning your dream into a reality, it's best not to wait!  
**Your beautiful weekend home in Konkans awaits you!**  
You've come this far Why not go just one more step?  
Come, visit the site We provide pick & drop service!

SCHEDULE A SITE VISIT

If you have any queries

Call: **+91 2067057006**

The project has been registered via Maharashtra registration number: P5280016049 and is available on the website <https://konkans.trailsandkonkangst.com> in under registered projects.

Target aspiring lifestyle



- Mailchimp
- Yet Another Mail Merge
- CampaignMonitor
- Sell.Do Marketing

# Elements needed to send a simple email from Mailchimp



- Logo
- Subject Line
- Main Banner
- Headline
- Body Copy
- Link to LP



- Open Rate
- Click Rate
- Bounced Emails
- Unsubscribed



## Middle Funnel Activities

## Topics to be covered



- Website Management
- Lead Nurturing
- Marketing Analysis
- Sales Analysis





# Website Management

# Current Trends for a Real Estate Website



Full Width Imagery



VR Walkthrough



Chatbot



7sec Loadtime



Search Filter



Mobile Responsive



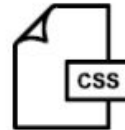
Project Videos



Quick Links (Footer)



Minimalistic Design



CSS Animation



EMI Calculator

# Examples of good site design



CELEBRATING 10 YEARS AMANORA

Township Projects +91 20 6708 2837 Enquire Now Menu

Amanora Park Town

The lifestyle you've dreamed of in a community you can call your own

Live Support

Welcome to Amanora Park Town

Beena: Good evening  
Beena: Welcome to Amanora Park Town helpdesk.

Discover Amanora World

Click here to chat

MENU FIND PROPERTY OUR STORY

Mahindra LIFESPACES HOTEL, HOME & COMMUNITY

Enquire Now

Your gateway to a great lifestyle

Ready to move in 3,4 BHK apartments  
Penthouses starting ₹ 4.18 Cr.\*

Luminare, Gurgaon

BOOK A VISIT

SCROLL DOWN

zendesk chat

Chat with us


Type your message here



- Keep the content relevant to targeted keywords
- Appealing content
- Visually attractive designs and images
- Multiple lead capture touch points
- Auto lead capture integration
- GA integration

# How to publish a website quickly and easily







**Real Estate 7 - Real Estate WordPress Theme**  
by contempoinc in Real Estate

- Real Estate Agents, Brokers, Commercial, More
- Membership & Packages, Lead Gen & IDX
- Elementor, Narrated Videos & Documentation

**\$59**  
★★★★★ (567)  
7K Sales  
Last updated: 8 May 19

Preview 


Tags: advanced search, agent, business, clean, corp... See all tags



**MyHome Real Estate WordPress**  
by TangibleDesign in Real Estate

- Real Estate WordPress Theme
- Advanced search filters for real estate site
- IDX/MLS Integration

**\$35**  
★★★★★ (222)  
3.2K Sales  
Last updated: 30 May 19

Preview 

Tags: advanced search, agency, agent, business, cle... See all tags

Purchase a real estate broker based design template online.

- Themeforest
- Colorlib
- Templatemonster

# How to publish a website quickly and easily



## Switch Page

See all the pages on your site and switch between them.

## Vector Art

## Shape

## Interactive

## Button

## Box

## Strip

## Lists & Grids

## Video

## Music

## Social

## Contact

## Menu

## Lightbox

## Database

## Blog

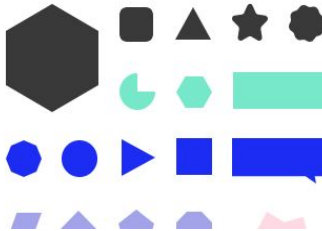
## Horizontal Lines

## Vertical Lines

## Add a Shape

## Themed Lines

## Basic Shapes



## TOP HEADS



• TOP RESEDENTIAL PROJECTS IN ANDHERI •

• MORE

Choose a simple tool to develop your website

- Drag and drop website builders - Wix, Wordpress
- Small & local web dev agencies
- Do it yourself - Simple html coded website



- CRM integration for auto lead capture to avoid loss of leads - Sell.Do - Real Estate CRM
- Chatbot integration - Olark
- VR site visit tool - Quark
- Tap to call - WebRTC
- Website Analytics - Google Analytics

# KPIs to measure website performance



- New Users
- Avg Session Duration
- Avg Page Views per Session
- Bounce Rate
- Conversion Rate
- Top Pages
- Top Traffic Sources





# Lead Nurturing

## How to nurture leads



- Event based Email/SMS
- Drip Campaigns
- Smart lead list Email/SMS campaign



- Sends right message at the right time to your prospect buyer
- Constantly engage with your buyer to stay top of the mind
- Receives 4-10 times the response rates compared to mass emails
- Generates 50 % more qualified leads
- Generates 80 % more sales at 33 % lower costs
- Drip campaign open rates are about 80 % higher than single emails



Set automated responder for following events. The top end CRM in the market has this features. In Sell.Do, automated mailers are default with real estate based templates.

- New inquiry
- Incoming call missed
- Outgoing call missed
- Site visit scheduled
- Site visit reminder
- Site visit completed



## Site Visit Scheduled

*Subject: {{lead\_name}}, Your Site Visit Appointment Details:  
{{project\_name}}*

*Dear {{lead\_name}},*

*Congratulations, your visit to {{project\_name}} has been successfully scheduled!*

*Your appointment details are as below:*

*Time: {{time}}*

*Date: {{date}}*

*Sales Executive: {{sales\_name}}*

*Site Address: Click here to see it in map*

*We eagerly look forward to welcome you at the site.*

*For any further assistance, feel free to call us on {{ivr\_number}}.*

## Site Visit Reminder

*Subject: Site Visit Reminder : {{Project\_Name}}*

*Dear {{lead\_name}},*

*This is a gentle reminder for your site visit scheduled today.*

*Your appointment details are as below:*

*Time: Today at {{time}}*

*Sales Executive: {{sales\_name}}*

*Site Address: Click here to see it on the map*

*We eagerly look forward to welcoming you to the site.*

*For any further assistance, feel free to call us on  
{{ivr\_number}}.*



- Drip Marketing is a constant flow of marketing communications sent to customers over a period of time.
- Drip emailers are strategically planned series of emailers, which are sent on the basis of previous events and activities of emailers.
- It helps to keep the project fresh in the buyers' mind and build strong brand perception.

## 4 Key elements of drip campaigns



- **Target:** You need to have different drip communication strategy for leads at different stage of the buying journey
- **Timing:** Send the right message at the right time.
- **Frequency:** A high frequency of emailers can result in negative experience. Most people preferred 'at least monthly' followed by 'at least weekly' mails.
- **Content:** Content should resonate with the current stage and previous communications of the prospect buyer



# Analyze Real Estate Digital Marketing & Sales Performance





- Cost per lead
- Cost per qualified lead
- Cost per site visit
- Cost per booking
- Calling reports
- Forecasted sales
- Sales velocity

# Most Effective Sales Pipeline for Real Estate



STAGE	DESCRIPTION
Incoming	Any new inquiry that your marketing channel has generated but there is no communication established yet by your either perspective buyer or pre-sales and sales teams, falls in this stage.
Prospect	The first point of contact has already been made and lead has demonstrated an interest in your scheme.
Opportunity	Prospect is well engaged and has requested for a callback or downloaded brochure and finds your scheme relevant to their requirements.
Site Visits	Lead is qualified by marketing and has agreed to and visited your site after having serviced by your sales team.
Negotiation	Lead is now qualified by sales, has visited your site and has indulged into negotiation with your sales and has conveyed a tentative timeline for purchase.
Lost	Your lead was both marketing and sales qualified had a strong intent to buy but the deal did not convert owing to issues like price, configuration, possession time, neighborhood.
Booked	The token amount received and property booked.
Unqualified	The inquiry is irrelevant.The inquiry does not match your buyer's profile.

Powered by





- Total Calls
- Average Call Duration
- Total Follow-ups
- Missed Follow-ups
- Number of site visit conducted
- Number of missed site visits
- Unqualified Leads Report
- Lost Leads Report



- **Google Analytics:** To measure the website performance
- **Google Ads:** To measure performance of all Google campaigns
- **Facebook Adverts:** To measure performance of Facebook Ads
- **Sell.Do Real Estate CRM:** Analyze complete sales & marketing performance



Let's have a complete Real Estate CRM Demo [[Click Here](#)]



# Thank You



[www.sell.do](http://www.sell.do)