

Estate92

Digital Marketing Campaign



Executive Summary

Estate92, a leading real estate portal in Pakistan, approached me for their digital marketing strategy with the goal of increasing their online visibility & leads. After analyzing their target audience & competitors, I created a comprehensive digital marketing campaign that included meta ads, social media marketing, & paid ads. The campaign resulted in a 150% increase in website traffic & a significant rise in lead generation.

Background

Estate92 is a real estate portal that connects buyers & sellers for properties across Pakistan. Despite being a well-established brand in the market, the client faced challenges in reaching out to potential customers & generating leads. The client approached me for their digital marketing strategy with a focus on increasing online visibility & lead generation.

Objectives

The primary goal was to increase Estate92's online visibility, website traffic, and lead generation through a comprehensive digital marketing campaign.

Digital Marketing Strategy

To achieve the client's objectives, I designed a complex digital marketing strategy that included various techniques to reach out to potential customers & generate leads.

- ✓ First, I created meta ads, which are search engine ads that appear on the top of search engine result pages. The ads were designed to attract users searching for real estate-related keywords & to redirect them to the Estate92 website.
- ✓ Second, I implemented a social media marketing strategy, which included regular content creation & publication on Estate92 social media pages. The content was designed to attract & engage with the target audience & to direct them to the Estate92 website.
- ✓ Lastly, I developed a paid ads campaign that targeted the audience based on their geographic location & demographic information. The campaign included display ads, search engine ads, & social media ads that were designed to attract potential customers & generate leads.

Paid Campaign Results

The digital marketing campaign resulted in a 150% increase in website traffic for Estate92.com, along with a significant rise in lead generation. The meta ads were highly effective in attracting users searching for real estate-related keywords, resulting in a significant increase in website traffic. The social media marketing campaign was highly effective in engaging with the target audience, resulting in increased online engagement & website traffic.

The paid ads campaign was highly successful in generating leads, resulting in an increase in the number of customers contacting Estate92 for real estate-related services. The display ads were highly effective in attracting potential customers to the Estate92 website, while the search engine ads were highly successful in redirecting users searching for real estate-related keywords to the Estate92 website.

Digital Ads Insights

Results ↓	Reach	Impressions	Cost per result	Amount spent
556 On-Facebook Leads	396,346	1,315,764	Rs188.77 Per On-Facebook Le...	Rs104,956.79
450 On-Facebook Leads	256,894	761,172	Rs368.62 Per On-Facebook Le...	Rs165,878.97
435 On-Facebook Leads	574,458	1,502,615	Rs291.25 Per On-Facebook Le...	Rs126,695.21
363 On-Facebook Leads	123,200	276,407	Rs228.49 Per On-Facebook Le...	Rs82,940.81
268 On-Facebook Leads	595,586	1,514,752	Rs406.80 Per On-Facebook Le...	Rs109,023.40
246 On-Facebook Leads	148,791	419,983	Rs263.87 Per On-Facebook Le...	Rs64,910.83
238 On-Facebook Leads	190,684	452,632	Rs233.54 Per On-Facebook Le...	Rs55,583.70
226 ^(a) Messaging conver...	148,065	233,047	Rs64.40 ^(a) Per Messaging Co...	Rs14,554.59
198 On-Facebook Leads	164,416	358,858	Rs202.26 Per On-Facebook Le...	Rs40,047.14
— Multiple conversions	6,057,962 Accounts Center acco...	29,966,719 Total	— Multiple conversions	Rs1,449,588.88 Total Spent

Results ▼	Reach ▼	Impressions ▼	Cost per result ↑ ▼	Amount spent ▼
556 On-Facebook Leads	396,346	1,315,764	Rs188.77 Per On-Facebook Le...	Rs104,956.79
198 On-Facebook Leads	164,416	358,858	Rs202.26 Per On-Facebook Le...	Rs40,047.14
96 On-Facebook Leads	119,810	205,557	Rs232.66 Per On-Facebook Le...	Rs22,335.34
246 On-Facebook Leads	148,791	419,983	Rs263.87 Per On-Facebook Le...	Rs64,910.83
1 On-Facebook Lead	924	1,009	Rs269.91 Per On-Facebook Le...	Rs269.91
435 On-Facebook Leads	574,458	1,502,615	Rs291.25 Per On-Facebook Le...	Rs126,695.21
81 On-Facebook Leads	134,073	279,945	Rs396.05 Per On-Facebook Le...	Rs32,080.40
7 On-Facebook Leads	9,064	13,668	Rs482.22 Per On-Facebook Le...	Rs3,375.57
1,806 On-Facebook Leads	1,039,877 Accounts Center acco...	4,413,435 Total	Rs250.35 Per On-Facebook Leads	Rs452,133.61 Total Spent

Results ▼	Reach ▼	Impressions ▼	Cost per result ▼	Amount spent ▼
3,687 Post engagements	27,872	49,934	Rs0.89 Per Post Engagement	Rs3,275.68
31,692 Post engagements	50,895	52,443	Rs0.09 Per Post Engagement	Rs2,754.48
36,561 Post engagements	55,344	58,506	Rs0.08 Per Post Engagement	Rs2,894.48
3,486,730 Reach	3,486,730	3,660,728	Rs19.42 Per 1,000 People Re...	Rs67,698.38
1 On-Facebook Lead	5,873	6,187	Rs1,197.51 Per On-Facebook Le...	Rs1,197.51
3,394 Post engagements	162,081	233,854	Rs3.05 Per Post Engagement	Rs10,355.68
10,401 Post engagements	225,856	501,429	Rs2.67 Per Post Engagement	Rs27,721.33
307,712 Reach	307,712	335,052	Rs17.92 Per 1,000 People Re...	Rs5,513.11
8,322 Post engagements	181,408	391,470	Rs2.46 Per Post Engagement	Rs20,468.65
— Multiple conversions	3,847,171 Accounts Center acco...	5,541,312 Total	— Multiple conversions	Rs156,290.05 Total Spent

Results ▼	Reach ▼	Impressions ▼	Cost per result ↑ ▼	Amount spent ▼
72 Page Likes	215	217	Rs0.72 Per Page Like	Rs51.51
4,816 Post engagements	85,744	137,907	Rs1.29 Per Post Engagement	Rs6,220.91
9,924 Page Likes	203,052	355,703	Rs1.37 Per Page Like	Rs13,567.47
3,145 Post engagements	25,688	39,620	Rs1.91 Per Post Engagement	Rs5,995.37
5,294 Page Likes	91,215	253,617	Rs6.60 Per Page Like	Rs34,931.43
195,072 Reach	195,072	197,552	Rs7.88 Per 1,000 People Reached	Rs1,537.64
1,518,848 Reach	1,518,848	1,534,648	Rs13.50 Per 1,000 People Reached	Rs20,505.88
964,357 Reach	964,357	1,001,251	Rs13.98 Per 1,000 People Reached	Rs13,484.47
221,762 Reach	221,762	225,421	Rs14.95 Per 1,000 People Reached	Rs3,315.60
1,361,913 Reach	1,361,913	1,628,863	Rs16.85 Per 1,000 People Reached	Rs22,947.89
— Multiple conversions	4,652,913 Accounts Center accounts	10,485,422 Total	— Multiple conversions	Rs589,376.55 Total Spent

Conclusion

The comprehensive digital marketing campaign I developed for Estate92 was highly effective in increasing the online visibility, website traffic, and lead generation for the client. The complex marketing strategy, which included meta ads, social media marketing, and paid ads, was highly effective in reaching out to potential customers and generating leads. The success of the campaign demonstrates the importance of a well-planned and executed digital marketing strategy for real estate-related services.