



ATALIA MARKETING SOLUTIONS, A LEADING REAL ESTATE COMPANY IN INDIA: A SUCCESSFUL COLLABORATION OVERVIEW

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Atalia Marketing Solutions partnered with a unique and prominent real estate company in Karnataka and Hyderabad, India, known for its innovative approach and high-quality properties.

**THE ROI INCREASED BY 30%
BY THE 3RD QUARTER OF THE
CALENDAR YEAR 2024.**

THE PROBLEM

The real estate company faced several challenges in their marketing strategy:



- **LIMITED ONLINE PRESENCE**

Their digital footprint could have been more minimal, leading to low online engagement and awareness.

- **INEFFICIENT LEAD GENERATION**

Traditional methods of lead generation were no longer effective, resulting in a high cost per lead.

- **BRAND DIFFERENTIATION**

Standing out in a competitive real estate market was difficult due to a lack of unique branding and messaging.

- **TARGET AUDIENCE SEGMENTATION**

A clear strategy is needed to target different audience segments based on property price ranges and job profiles.



THE SOLUTION

Atalia Marketing Solutions developed a comprehensive digital marketing strategy to address these challenges:



• WEBSITE REVAMP AND SEO:

- Redesigned the company's website to be more user-friendly and visually appealing.
- Implemented SEO strategies to improve organic search rankings, driving more traffic to the website.

• CONTENT MARKETING:

- Created engaging and informative content, including blog posts, videos, and infographics, to attract and educate potential buyers.
- Highlighted unique selling points of the properties, such as location advantages, amenities, and future growth prospects.

• SOCIAL MEDIA MARKETING:

- Developed a robust social media presence across platforms like Facebook, Instagram, and LinkedIn.
- Ran targeted ad campaigns based on demographics, interests, and behaviours to reach potential buyers.

• EMAIL MARKETING:

- Launched email campaigns to nurture leads, providing valuable information and updates about the properties.
- Personalized email content to cater to different segments of the audience.

• PAY-PER-CLICK (PPC) ADVERTISING:

- Implemented Google Ads campaigns to target specific keywords related to real estate in Yadgir.
- Used retargeting ads to re-engage visitors who had previously shown interest in the properties.

RESULTS

The implemented strategies led to significant improvements in the real estate company's marketing performance:



Increased Online Visibility:

- **Organic Traffic:** There was a 70% increase in website traffic due to improved SEO.
- **Search Engine Rankings:** Top 3 positions for crucial search terms related to real estate in Yadgir.

Higher Engagement:

- **Social Media Engagement:** 200% increase in engagement rates (likes, shares, comments).
- **Email Open Rates:** Increased from 15% to 35% with personalized content.

Improved Lead Generation:

- **Cost Per Lead:** Reduced by 40% through targeted PPC and social media campaigns.
- **Lead Volume:** 150% increase in qualified leads over six months.

Brand Recognition:

- **Brand Awareness:** 50% increase in brand mentions and online recognition.
- **Website Conversions:** There is an 80% increase in property inquiries and site registrations.

CHALLENGES

Despite the success, the project faced several challenges:



Initial Resistance:

The client was initially resistant to adopting new digital strategies over traditional methods.

Budget Constraints:

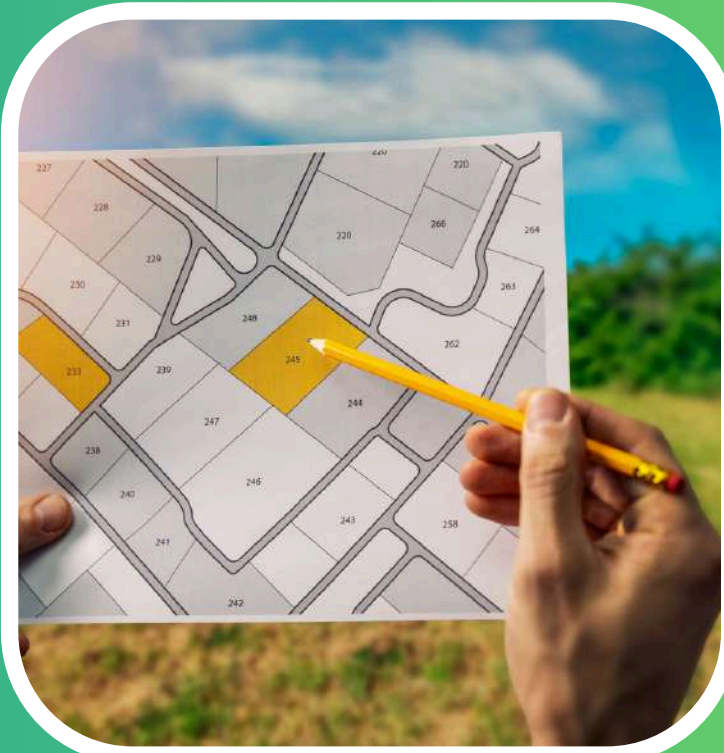
Allocating the budget efficiently across various digital marketing channels was challenging.

Market Competition

Competing with well-established real estate brands required continuous innovation and optimization of marketing strategies.

Audience Segmentation

Developing precise audience segmentation and targeting required extensive research and data analysis.



CONCLUSION

The collaboration between Atalia Marketing Solutions and the leading real estate company demonstrated the effectiveness of a well-executed digital marketing strategy in the Indian real estate sector. By addressing the initial challenges and leveraging a mix of SEO, content marketing, social media, email marketing, and PPC advertising, Atalia Marketing Solutions successfully enhanced the company's online presence, improved lead generation, and boosted property sales.

This case study underscores the crucial role of a tailored digital marketing approach in meeting the unique needs of real estate companies in India. It provides valuable insights that can help the audience feel more informed and knowledgeable, ultimately driving growth and achieving business objectives.



**STRUGGLING WITH DECLINING
SALES? OUR DATA-DRIVEN
APPROACH CAN HELP YOU
ACHIEVE SUSTAINABLE GROWTH.
LET ATALIA BE YOUR PARTNER IN
SUCCESS.**

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