



# REAL ESATE CASE STUDY

G Tech Web Marketing Pvt Ltd process sms campaigns for esteemed Real Estate projects in Bhubaneswar, Kolkata, Bangalore & Delhi Ncr. Under the roof brand Tata Housing Development Company Limited & Tata Value Homes Ltd. The marketing strategy applied by the campaign team at G Tech helped the company achieve quality leads.

These Real Estate projects are premium pre launch projects in location.

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- **Kolkata Project**

The Project consists new tower at new town containing lavish & luxury apartments of 3beds priced at Rs91Lac\*

- **Bhubaneswar Project**

The Project containing lavish & luxury apartments priced at Rs33Lac\*

- **Bangalore Project**

The Project containing lavish & luxury fully ready apartments priced at Rs 2.28 Crore\*

- **Delhi Project**

The Project containing lavish & luxury Gateway Courtyard apartments 3 BHK priced at Rs 2.25 Crore\*

## Challenges

Even for the most successful Real Estate business, chasing quality leads and nurturing prospective buyers can be burdensome. The process of these campaigns are of perform sms campaigns on the specified locations / Financial



structure of the receiver according to the project cost. The receiver response are captured via different modes varies for different campaigns like capturing responses at keyword on Short Code, Calls on Toll Free number, Missed Call Number, Virtual Number, Registration over the link in content which redirect them to their inquiry page carrying all information about the project. This leads are helping the sales force at Tata housing to achieve their goals.

Tata Housing Campaigns are usually performed on holidays are with a morning timings, to perform these campaigns we have a designated team to execute these campaign well on time.

## **SOLUTIONS**

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To achieve the target of capturing quality leads for Tata Housing, Campaign team emphasizes on the live databank which helps the sms campaign in high delivery ratio's also filter audiences based on level of overall engagement and interest with the accompaniment database. Campaign team sometime optimizes the sms content by discussing with the Campaigner so as to achieve the targets. These campaigns run on generating leads on Toll free Numbers, Virtual Numbers, Missed Call, Short Code & Google links so our constant efforts constantly optimize & monitor the campaign. Our process includes the timely submission of reports to Tata Housing. G Tech efforts helped Tata Housing in achieving their targets for all campaigns run so far.