



DIGITAL

MARKETING

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Because Your Brand Needs To Be Online

Web Design/Development, Online Branding, SEO, Social Media, Online Marketing, Online Ads, Lead Generation, Online Campaigns, Email Marketing, Online Content and Blogs, Concepts, Direct Marketing, Video Production and more....

Case Study of: Gauri Shankar Constructions (Performance Marketing)

Website: <http://gaurishankarconstruction.com/>

Gauri Shankar Construction believes in only one thing: quality. They are a team of dedicated and experienced professionals based in Ratnagiri. They are real estate developers and builders, and are committed to providing quality and affordable housing and commercial properties in Ratnagiri, Maharashtra. The strict adherence to ethical, legal and social obligations have been laid by them in the real estate/construction industry.

They are experts in home constructions, safety management, renovations as well as interior and exterior designing. Having well finished houses and plots, a lead generation campaign was planned for them.

Taking charge of their view of providing quality and affordable housing, we launched a lead generation campaign, to boost up their brand awareness and sales. We generated 990 leads from the given budget, which is exactly what we hoped for.

They sold 20 plots and houses inclusively, which hiked up their sales by a sizable amount. We completed their goal with an exceptional lead generation strategy, which was successfully incorporated by our team.

Departments involved:

- Integrated marketing solutions
- Digital content creation

Digital Impact (Result)

- Total reach: 178,176
- CTR: 4.45%
- Total conversions: 2%
- Leads Generated: 990
- Site visits: 8.5%

Photo of the advertised post's stats:

Campaigns											
Ad sets											
Ads											
+ Create [Icons] Edit More View Setup Columns: Performance and Clicks Breakdown Reports											
<input type="checkbox"/>	On/Off	Campaign name	Results ↑	Reach	Frequenc	Cost per result	Budget	Amount spent	Er	Impression	CPM (cost per 1,000 impression)
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Gauri Shankar Lead Ge...	59 On-Facebook leads	11,112	2.88	₹50.85 Per on-Facebook L...	₹3,000.00	₹3,000.00	10 Nov 2019	32,030	₹93.66
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Gauri Shankar-Plots Le...	61 On-Facebook leads	11,757	1.64	₹49.18 Per on-Facebook L...	₹3,000.00	₹3,000.00	10 Nov 2019	19,270	₹155.68
<input type="checkbox"/>	<input checked="" type="checkbox"/>	GS Flats LG 040320	121 On-Facebook leads	27,608	2.52	₹30.03 Per on-Facebook L...	₹20...	₹3,634.20	Daily	69,656	₹52.17
<input type="checkbox"/>	<input checked="" type="checkbox"/>	GS Lead Gen 31/12 - ...	162 On-Facebook leads	32,032	1.42	₹22.83 Per on-Facebook L...	₹15...	₹3,699.09	Daily	45,382	₹81.51
<input type="checkbox"/>	<input checked="" type="checkbox"/>	GS Lead Generation 31...	264 On-Facebook leads	50,272	4.38	₹48.25 Per on-Facebook L...	₹30...	₹12,737.63	Daily	220,200	₹57.85
<input type="checkbox"/>	<input checked="" type="checkbox"/>	GS Plots Lead Gen 7/1...	280 On-Facebook leads	78,145	1.87	₹42.25 Per on-Facebook L...	₹20...	₹11,828.80	Daily	146,215	₹80.90
> Results from 9 campa			990 On-Facebook leads	178,176 People	3.23 Per Person	₹40.95 Per on-Facebook lea...		₹40,541.98 Total Spent		575,920 Total	₹70.40 Per 1,000 Impr...