



DIGITAL

MARKETING

SINISS.in

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: Nirman Group Nashik (Performance Marketing)

Website: <https://nirman.co.in>

Nirman Group is a fast-growing real estate company with over 40 years of expertise. It was formed to cater to the needs and requirements for business accommodation and residency in Nashik. They are a group of devoted experts who have gained the trust and goodwill of Nashikars' by offering high-quality residential housing at an affordable price.

They aimed at being the first and right choice of their customers, investors, and business associates for the sale and purchase of real estate properties. Keeping this goal in mind, we devised a social media marketing and lead generation campaign for them.

With well-equipped houses and plots for investors and business associates, we began with social media marketing by generating new creative and videos to raise brand recognition, we even commenced with lead generation campaigns to increase sales and spread awareness. Through paid ads and campaigns, we generated over 4000 leads.

Departments involved:

- Integrated marketing solutions
- Digital content creation

Digital Impact

- Total leads: 4628
- Reach: 680900
- CTR: 3.21%
- Total impressions: 3159500

Google ads performance:

- Impressions: 19834
- Interactions: 3010
- CTR: 15.16%
- Leads generated: 288
- Phone calls: 55
- Landing page conversion rate: 10.11%

Photo of the advertised post's stats:

Resource centre		Campaigns		Ad sets		Ads		Columns: Performance and Clicks				Reports	
<input type="checkbox"/>	Campaign name	Results	Reach	Frequ	Cost per result	Budget	Amount spent	Enr	Impressi	CPM (cost per 1,000 impressions)	Link clicks		
<input type="checkbox"/>	LG Ecoland farmer cert. 070621	115 On-Facebook leads	26,013	1.48	₹50.64 Per on-Facebook L...	Using...	₹5,823.58	On...	38,549	₹151.07			
<input type="checkbox"/>	LG Ecoland farmer cert. 020521	1,056 On-Facebook leads	132,375	1.98	₹40.98 Per on-Facebook L...	₹500... Daily	₹43,274.41	On...	262,491	₹164.86			
> Results from 2 campaigns		1,171 On-Facebook leads	151,227 People	1.99 Per Pers...	₹41.93 Per on-Facebook lea...		₹49,097.99 Total Spent		301,040 Total	₹163.09 Per 1,000 Impressio...			