



Real Estate Branding Solutions

Your Key to Successful Sales

The New Marketing Scenario

The Real Estate marketing industry has evolved tremendously over the past 5 years. With every Real Estate agency claiming to be the best, **what makes you different?**

Think it over, conventional methods such as SEO may attract customer traffic, but do they result in a Query? Does your site make you look professional, reliable and customer-friendly?

What is required is an approach that appeals to the customer; something that makes you look like a friend. ConWiz offers special services only for the Real Estate industry, which give the following benefits:

- ◆ Clearer information on your websites and marketing collaterals
- ◆ Better targeting of marketing campaigns
- ◆ More enquiries with higher conversion ratio of customer traffic
- ◆ A clear edge over your competitors



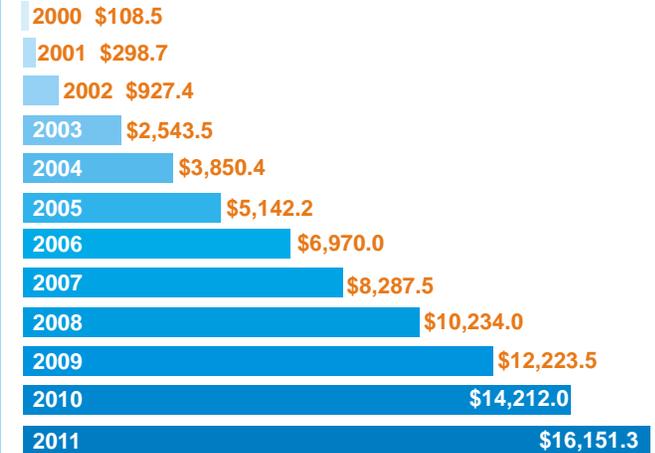
eMarketing

Growth of Internet Marketing

As people become busier, they have lesser time to go and find what they are looking for in the real world. It's easier to find what they need on the Internet. Hence, the Internet has grown exponentially as a marketplace over the past 10 years and is projected to continue growing in future.

Real Estate companies in India have been taking advantage of this boom and have been aggressively using the Internet to market their Rental, Leasing and Purchasing services. A number of large players are using attractive emails, blog postings etc. to increase their online presence.

US Paid Search Advertising Spending 2000-2011 (millions)



Note: eMarketer benchmarks its US online advertising spending projections against the interactive Advertising Bureau (IAB) Pricewaterhouse Coopers (PWC) data, for which the last full year measured was 2006; paid search includes contextual text links
Source: eMarketer.com

Did You Know?

A very large part of buyers today are busy professionals. Very rarely do they have the time to visit a property consultant. Hence, most professionals prefer to use the Internet to find reliable consultants to handle their real estate dealings. The reasoning is that if a consultant is advanced enough to be able to host a good site, he will be educated enough to be able to handle a deal efficiently and honestly. It's a question of the image of the consultant in the mind of the consumer, and the time saved by using the Internet.

ConWiz's Digital Marketing Strategy

You may go to a showroom once after you read about it in the newspaper. Chances are that you'll go back to it only when you had a good feeling about the showroom and service. In the same way, your customer will only deal with you when he likes what he sees. That's why SEO campaigns sometimes fail. SEO attracts a lot of traffic to your website, but if the client doesn't like what he sees, he won't come to you.

ConWiz offers a unique combination of techniques that employ traditional and unconventional means to ensure that you are using the proper message, delivering the right look and feel .



Choosing Your Plan

ConWiz real estate offerings take into account your current market position and then work up from there. Broadly, there are three categories:

- 1) Challenger: Currently small, but ready to become very big!
- 2) Winner: Among the top 10, but aiming for the top 3
- 3) Leader: Among the top 3, but aiming for number 1

Decide your own position, and then select your plan. ConWiz then uses an entire range of services to give you a comprehensive marketing solution.

Explanation of Plans



Content Repository Management

Users flock to sites that give useful information. These sites contain general articles that give information on topics such as 'What to See When Buying a House' or 'Tips When Getting Painting Done'. ConWiz converts your site into a content repository, so that users come to your site to get assistance, and begin to trust you and your business dealings.



Content Posting

Forums such as About.com attract a large number of users internationally, who are looking for assistance on various topics. ConWiz creates content for you and posts them to these sites, with back-links to your site; a sure way of attracting customers internationally.



Offering Specific Website Creation

Each project that you market is a specific offering, which requires proper packaging before the customer finds it attractive enough to sell. ConWiz creates offering-specific websites that showcase your project and its features clearly, and also puts in an enquiry form that links directly to your email-id.



Branded Email Solutions

Email is an extremely potent method of marketing, with a lot of scope for innovation. If used correctly with the right kind of images and content, email marketing can generate excellent results, and can attract high-level clientele at both the national and international levels.

Google Reputation Management and Visibility

Once your site has been made attractive, the next stage is to make sure that it becomes visible. ConWiz uses the best available SEO techniques to ensure that your site is among the top-ranked sites for your specific offering.



Online Awareness Creation

Online Awareness Creation: There's nothing as attractive to an online browser as a good blog, a good presentation or a really helpful YouTube video. ConWiz creates and promotes all three for you.

Real Estate Branding Plans

	Content Repository Management	Content Posting	Offering specific Website creation & promotion	Branded email solutions	Reputation Management solutions	Online Awareness Creation
Challenger	5 articles (400 words each with 2 primary keywords)	10 articles + 3 press releases + 2 classifieds(text only) per project per month. Posting on 15 sites for each type of content	1 page (project promotion)	2 emails designs	Plan 1*	Blog creation with 10 postings per month
Winner	10 articles (400 words each with 2 primary keywords)	15 articles + 5 press releases + 5 classifieds (text only) per project per month. Posting on 30 sites for each type of content	7 pages (main site) + 1 page (project promotion)	4 email designs	Plan 2*	Blog creation with 15 postings per month + 1 slideshare presentation (10 slides)
Leader	30 articles (400 words each with 2 primary keywords)	20 articles + 10 press releases + 10 classifieds (text only) per month(on other promotional websites). Posting on 45 sites for each type of content	21 pages (main site) + 1 page (project promotion)	5 email designs	Plan 3*	Blog creation with 20 postings per month + 1 slideshare presentation (10 slides) + 1 Youtube Video of interview or project slide video

*Plans mentioned on next page

Note:

1. Each project is taken as completed with in one month duration, If the client desires to continue such activity on a regular basis on the project then he can continue to get extra mileage over the sustained activity over 3, 6 or twelve months period and get substantial results. Up to 15% discounts are available on yearly plans.
2. ConWiz will provide the email designs only. Sending the emails will be the responsibility of the client.

Reputation Management and Visibility Plans

Packages	Plan 1	Plan 2	Plan 3
Review and Analysis			
Website Analysis	✓	✓	✓
Competitors Analysis	✓	✓	✓
Keyword Research	✓	✓	✓
Keyword Phrases	10	20	25
Ranking (for keywords)	5	10	15
Search Engine Optimization Strategy	✓	✓	✓
Initial Ranking Report	✓	✓	✓
Website Structure Optimization	✓	✓	✓
Content Optimization	✓	✓	✓
Image Optimization	✓	✓	✓
HTML code optimization	✓	✓	✓
Meta tag creation & optimization	✓	✓	✓
Competitor Report	✓	✓	✓
HTML Sitemap creation	X	X	✓
Google XML Sitemap Creation	✓	✓	✓
Google Analytics Setup & Monitoring	✓	✓	✓
Robots.txt Optimization	✓	✓	✓
RSS Feed Generation	X	X	✓
Off Page (monthly)			
Link Building (Relevant and Manual)			
Manual Search Engine Submission	✓	✓	✓
Manual Relevant Directory Submission	150	200	250
Local / Niche Directory Submission	7	10	15
Manual Link Requests to Related Sites (Link Exchange)	5	7	10
Social Media Marketing			
Social bookmarking & Community Advertising	150	200	250
Social Networking Profiles	2	5	10
Blog Creation, updation and promotion	✓	✓	✓
Forum posting	X	X	
Classified ads Creation & Posting	2	5	10
RSS feed submission	X	X	✓
Report Status			
Search Engine Ranking Reports	✓	✓	✓
Monthly Work status reports (Detailed)	X	X	
Client Support	Email support	Email support	Email/Chat Support
Traffic Status Report	X	X	✓



See the Benefits for Yourself!

Case Study - 1

Challenger

A small real estate property dealer situated in the NCR region was facing stiff competition from other players. There was nothing in his offerings that was making him unique or attracting customer attention to him.

He approached us for branding solutions. We analysed the market, and advised him to position himself in the mind of the consumer as a reliable broker. In accordance with this strategy, the broker launched his own website and started giving free advice as part of his online services. With a combination of SEO, SEM and other marketing techniques, traffic to his site increased. Customers were happy to get free reliable advice, giving him a better market reputation and increasing profits.

Case Study - 2

Winner

A medium-scale real estate firm was reasonably happy with the way business was doing. However, it was still a challenge to be able to target NRIs for his premium offerings. The dream of being able to earn in dollars was still far off.

The firm approached us for branding solutions to bring a new set of clients in its portfolio. Conwiz created a long term plan and triggered their PPC advertising along with targeted SEM on a global level, targeted specifically at US-based audiences. The company designed 300X250 mm advertisements for three of his offerings that ran on these sites for one month. At the end of a month the firm was able to generate 315 clicks, out of which 23 clicks converted into real sales.

Case Study - 3

Leader

A large scale real estate consulting and advisory company operating at an all India level wanted to encash on the boom in construction in the NCR area. In spite of putting up canopies, hoardings on vans, roadside banners and Internet marketing, results were not what they wanted. The problem was that there were a large number of small and medium sized firms who were using the same methods to attract customers. Similarly, two other large players were actively pursuing clients for the same projects.

The firm hired ConWiz to give them a leadership edge in the NCR area. ConWiz researched the client portfolio and offered them unique content branding solutions for their company and ran a comprehensive campaign using designer emails, online visibility campaigns, content repository building, forum building and a host of other services, that positioned the company as an authority on the subject, projected catch phrases such as Reliability, Convenience, Service, Choice, One-stop solutions. The content was made such that it appealed to clients of a high educational level with images that projected class and comfort. Another set of collaterals was created targeting those who had lots of money, but were essentially from semi-urban areas. The combined approach enabled the company to capture a wide market share and easily defeat the competition.



About ConWiz

ConWiz is India's fastest growing Digital Marketing, Branding and communication solutions provider. We deliver innovative, profitable solutions to cater to the needs a large number of industries. Our infrastructure and expert staff allow us to cater to the needs of our clients to their complete satisfaction.

ConWiz Work Areas

- ◆ Information technology/telecom/software
- ◆ Automobiles
- ◆ Biotechnology/pharma/medical/Healthcare
- ◆ Financial services
- ◆ Electrical/electronics/semiconductors
- ◆ Construction and Real Estate
- ◆ KPOs & BPOs
- ◆ Engineering services

to name just a few. With an entire array of offerings for a wide range of industries, highly experienced writers and customizable solutions, ConWiz offers the kind of quality promise that others only dream of.

How We Work

ConWiz is produces business documentation and promotional literature of a very high standard, and then distributes the solutions into the market using a variety of modes such as:

- ◆ Web-marketing
- ◆ Web content
- ◆ SEO
- ◆ Print brochures, flyers
- ◆ Presentations
- ◆ Emails

and other such media. Thus, we give a comprehensive solution consisting of deep knowledge of the business area, and also deep knowledge of marketing methods an unbeatable combination!



Content & Communication Wizards



The One-Stop Shop for all your Real Estate Marketing and Branding needs!

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