

360XLR8



Strategic **MARKETING**

A PRESSING NEED for Indian Developers

An analysis of how digital platforms can play a major role in building robust marketing strategies for sustainable market footprint

White Paper by 360 XLR8

Overview

Indian developers need to take a more strategic approach to marketing. In this digital native era, developers need to shift their marketing gears in order to maximize the results.

The old world marketing tools such as print ads, outdoors, leaflets still hold prominence but need to be strategically clubbed with other emerging forms such as digital platforms & events to optimize results.

Similarly, a successful campaign needs to be supported with a thorough Market Research Exercise in order to evaluate the exact consumer demand along with analyzing the competitive landscape.

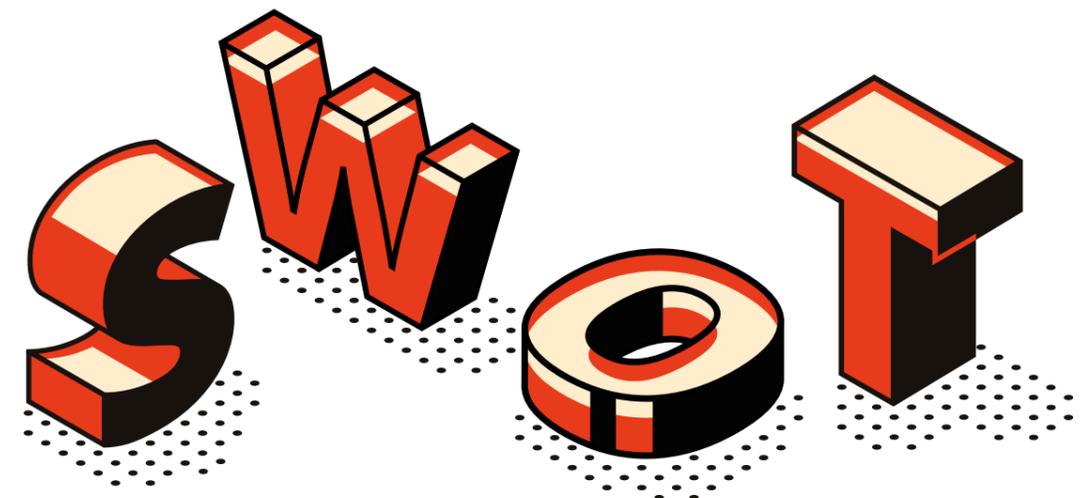
Prudent research will be crucial towards running ROI-driven marketing & minimized unwanted costs.



Why Market Research Matters?

An effective marketing strategy needs to be complemented with the right research to understand the exact consumer demand. It is noteworthy that demand patterns are evolving & sometimes products are misaligned with consumer expectations. Hence, effective market research would not only render key insights to run a campaign but can also help towards product repackaging.

Research should include a SWOT analysis of the product along with competition mapping of the other projects in the vicinity. Competition mapping can help in offering key insights into existing projects in the vicinity, ticket-sizes, payment plans, current inventories, sold-out units, etc. Based on the insights received, the existing product can be customized to match the market demands.



STRENGTHS WEAKNESSES OPPORTUNITIES THREATS



Marketing to Build the Sales Funnel

A robust **Real Estate marketing** campaign needs to leverage a multitude of channels across **Print, Outdoor, Digital, BTL etc.** In the digital native era, the role of web & technology is growing fast to bolster successful **Real Estate** marketing campaigns.

Apart from popular **digital marketing** tools, **Real Estate** marketers need to delve deeper & leverage the power of other crucial tools such as Content marketing, Road-Blocks, Publisher Exchange Marketing & much more.

Amidst explosive popularity of social media, marketers need to learn how to utilize newer forms of marketing campaigns in social media such as look-alike campaigns, carousel ads, call campaigns, etc. Similarly alongside **Facebook**, which is undoubtedly the most popular **social media** channel, other popular tools such as **LinkedIn** & **Twitter** should be used meticulously.



A successful marketing campaign is not just about the platform utilized but also the type of content deployed. Marketers should understand the growing significance of interactive contents such as video marketing. **Videos** are becoming a powerful tool to capture leads & build brand awareness in modern **Real Estate**.

REPUTATION Management

In the current scenario, reputation management is equally important in **Real estate**. Modern developers need to understand that buying a home is an extremely high-involvement decision for an average buyer. Hence, a bad developer reputation or even a negative review can adversely affect overall sales velocity.

In addition to **conventional PR** tools, there is a pressing need to look into **Online Reputation Management**. In a time of democratization of the **media** space, platforms such as **Glassdoor**, Mouthshut, **Google Reviews**, etc. are very essential & can go a long way towards nurturing the brand value of a Real Estate entity.



Case Study of 360 XLR8

Recently, 360XLR8 has been roped in by a Dehradun-based developer to help them with one of their projects which was located in Rajpur Road- a sought-after location in the capital of Uttarakhand.

Apart from providing recapitalization for the stalled project, 360 XLR8 also devised & implemented a powerful marketing campaign for the same. The campaign focused on maximizing strengths & opportunities alongside mitigating risks.

Thorough research on the nearby projects was also conducted. This enabled them to understand the exact demand in the region & based on the same realign the product to match the demand. The price of the product was

changed & a new payment plan was introduced to accelerate the sales velocity.

- ✓ Conduct market research to understand the exact customer demand.
- ✓ 360-degree marketing to build the sales funnel.
- ✓ Project Dehradun as Retirement Home Destination.
- ✓ Channel partner activation program to execute sales.
- ✓ Brand building to generate awareness.
- ✓ Powerful ORM campaigns to nurture brand name.

Marketing

With strategized marketing, sales funnel was created which eventually resulted in selling the inventory

92% Sales

Tower A, was made Ready to Move, which helped in selling the project as RTM

Tower B

From the Sales proceeds of Tower A, Construction started full fledged for Tower B

Plan- March 2020

Tower B will be RTM by June 2020. The entire inventory will be sold off by then

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