

# BLOGGING & SOCIAL MEDIA EXPERT GAINS 15,064 FACEBOOK FANS & MAJOR PRINT MEDIA COVERAGE FOR REAL ESTATE DEVELOPER

CASE STUDY: AMIT ENTERPRISES HOUSING LTD.

## **Campaign: Blog, Social Media & Print Media Marketing**

When a well-known, Pune-based, [real estate developer](#) contacted us to build their social media and print media presence, we decided to create a blog as the hub of their social media presence with [Facebook](#), [Twitter](#), [LinkedIn](#) and [Pinterest](#) profiles as their outreach posts.

## **Challenge & Strategy:**

As the target market was to include only a certain demographic in Pune, we had a very small number of potential fans to target for our Facebook ad campaign.

We published 3 to 4 blog posts a month, with specialized real-estate information, on the [client's blog](#), and syndicated them to print media, as well as the client's social media profiles.

Our social media content included images from the client's list of projects as well as third party content and images/links to our client's articles in traditional media.

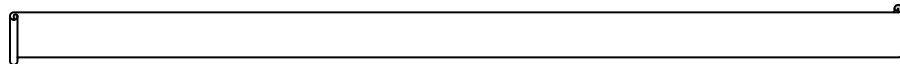
**Key Results:**

Over a period of 18 months, we brought our Facebook ads up to a Click Through Ratio (CTR) of 2.7% and lowered the Cost Per Click to Rs 3, at a budget of less than Rs 5000 per month.

We grew the Facebook page to over 15,064 fans and started a couple of new Facebook pages to promote the client's individual projects. Since starting the blog, we have reached over 16,833 pageviews on it.

As we also sent out the blog posts to print journalists, our client has received hundreds of media hits from publication of blog content, and the blog posts are being syndicated in entirety to real estate portals like MagicBricks.com, Sulekha Property, CNBC MoneyControl, real estate magazines, as well as publications like Times Of India and Mid-Day.

This demonstrates the ability of a blog and social media presence to grow, not only visibility online, but also thought-leadership and expert status through blog content being picked up by traditional media.



To find out what inbound and social media marketing can do for your business, contact Priya Florence Shah at 8080050038 or 020-41205676.

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