



**Learn What Lead Generation
Strategy Worked For Lakeside2**

Challenge Faced

Although having established that Sugal & Damani are aficionado in the real estate realm, located on the outskirts of Chennai, Lakeside 2 wanted to get their bookings kick-started.

Solution

1. Build a strong digital presence and relevant audience base on Facebook
2. Run Lead Generation Campaigns on Facebook



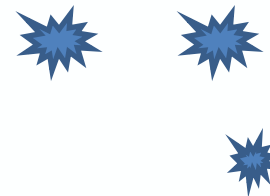
2 Step Sale Strategy

Step1: Invest in Puzhal

The strategy involved first capitalising on the accessibility the locality was enabled with. The Puzhal region has, over the years, turned into one of the biggest beacons for residential and commercial establishments. This is what we capitalized on, the accessibility to work places, schools and public transport.

Step 2: Facebook Lead Generation

The lead generation ads were pushed through Facebook. We diligently planned our targeting and narrowed to people based on location, Job Title & Interests.



Here are samples of the lead generation ads we've run for them.

S & D Lakeside2
Sponsored · 🌐

Exclusive 3 BHK Apartments at Ambattur Puzhal Road, starting from 47 Lakhs. Just opposite to Velammal Global School. Enquire now!

Apartment Near Ambattur Puzhal Road | 47 Lakhs

lakeside2.in

Learn More

Jyothi Unni and 31 others · 1 comment

Like Comment

Sample - ad highlighted the key benefits of the locality like being a stone's throw away from Velammal International School.

S & D Lakeside2
Sponsored · 🌐

Exclusive Apartments at Ambattur Puzhal Road, starting at 21 Lakhs. Just opposite to Velammal Global School. Enquire now!

From Rs 21 Lacs

1, 2 & 3 BHK
Apartments in Puzhal
584 sqft - 1626 sqft

Apartment near Ambattur Puzhal Road | 21 Lakhs

lakeside2.in

Sign Up

Susila Rajaraman and 62 others · 11 comments

Like Comment

The image shows a Facebook advertisement for 'S & D Lakeside2'. At the top left is the 'S & D LAKESIDE2' logo. To its right, the text reads 'S & D Lakeside2' followed by 'Sponsored' and a location pin icon. On the far right of this header are a thumbs-up icon and a three-dot menu icon. Below the header, the main text of the ad says: 'Exclusive 1,2 & 3 BHK Apartments at Ambattur Puzhal Road, starting from 21 Lakhs*. Just opposite to Velammal Global School. Enquire now!'. The central part of the ad features a large image of a modern apartment building. A blue arrow points from the top left towards the building, with the text 'Starting from Rs. 21 Lacs.' written inside it. In the bottom left corner of the image area, there is a blue box containing the text '1, 2 & 3 BHK Apartments in Puzhal' and '584 sqft - 1626 sqft'. Below the image, the text 'Apartments Near Ambattur Puzhal Road | 21 Lakhs*' is displayed, followed by a 'Learn More' button. Underneath this is the website 'lakeside2.in'. At the bottom of the ad, there are icons for 'Like' and 'Love', followed by the text 'S & D Lakeside2, Vaidehi Ganesan and 71 others'. Below that, it says '6 comments'. At the very bottom of the ad, there are buttons for 'Like' and 'Comment'.

Top Performing Ads

This Ads has been one of our top performing ads which has yielded about 80 quality leads.



Case Study – CeeDeeYes Chennai Plattinam

The Challenge:

We are hired us to generate maximum prospective leads for a real estate project through digital communication in a minimum time span. As a matter of fact, even the topmost companies come across the insufficient lead rate and poor conversion at each of their projects. This specific campaign targeted at the people who works in OMR area.

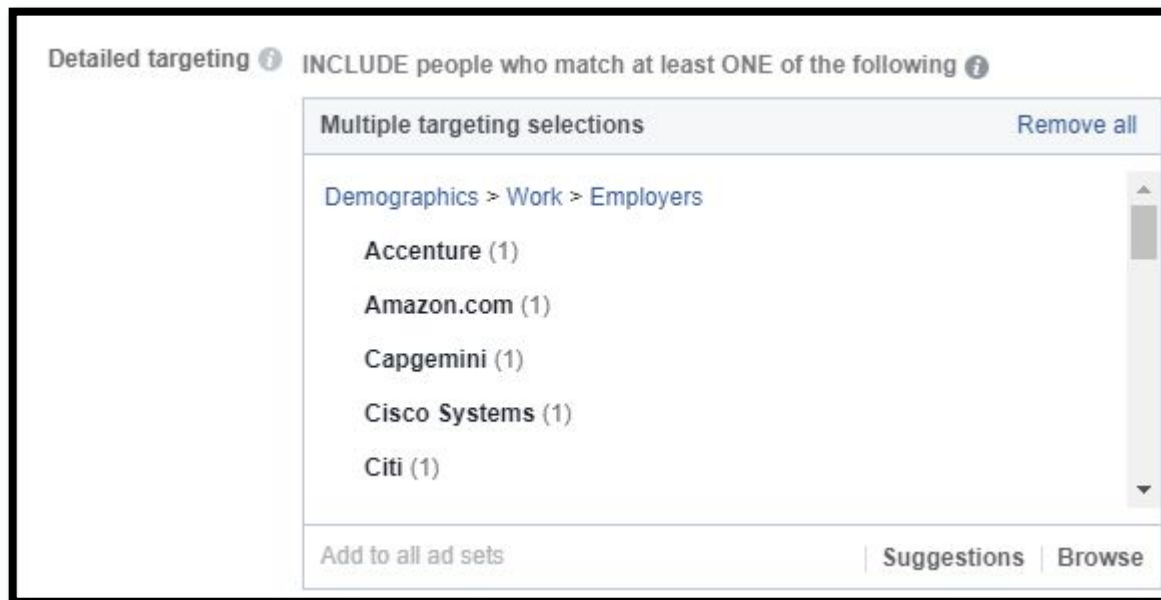
Solution

1. Build a strong digital presence and relevant audience base on Facebook
2. Engaging Facebook Post to improve organic page growth, engagements and visibility.
3. Run Lead Generation Campaigns on Facebook

Strategy

1. Facebook helps us to refine the audience to granular level for maximum quality leads
2. Our ads targeted people who works in OMR area.

A Sample Portion of Targeting Options based on Employers



Detailed targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Multiple targeting selections Remove all

Demographics > Work > Employers




- Accenture (1)
- Amazon.com (1)
- Capgemini (1)
- Cisco Systems (1)
- Citi (1)

Add to all ad sets | Suggestions | Browse

The screenshot shows a 'Detailed targeting' section with a dropdown menu open for 'Demographics > Work > Employers'. The dropdown lists five employer categories: Accenture (1), Amazon.com (1), Capgemini (1), Cisco Systems (1), and Citi (1). At the top of the dropdown is a 'Remove all' link. At the bottom of the dropdown are three links: 'Add to all ad sets', 'Suggestions', and 'Browse'.

Top Performing Ads


Till date this ads alone fetched 1230+ quality leads

 **Ceedeeyes Infrastructure Solutions Private Ltd**  

Sponsored · 



Semma Price in Semma Location! Limited Period Offer!



3 BHK(1600 Sq.Ft) Apartments in Chennaiipattinam at just Rs 38Lacs, All Inclusive.



3BHK 1600 Sq.Ft **₹ 38 Lacs**

Book Now - 3BHK @ 38Lacs Only [Learn More](#)

  Meenakshi Vasudevan and 12 others 3 comments

 Like  Comment

Case Study – IndiaBulls



Challenge

Client wants us to Generate quality leads for their Luxury Apartments Division. Projects comprises of low, mid & high end specs.

Solution

Facebook Lead generation Ads

Ads target based on location, business owners, Jobtitle and the people who are interested in high value goods

A Sample Portion of Targeting based on the profession

INCLUDE people who match at least ONE of the following ⓘ

Behaviours > Digital activities

- Small business owners


Demographics > Work > Employers

- Business Owner
- Entrepreneurship
- Managing Director

Add demographics, interests or behaviours | Suggestions | Browse


[Exclude people or Narrow audience](#)

Top Performing Ads

 **IndiaBulls**
Sponsored · 🌐

👍 ⋮

Premium luxury encompassed by spectacular features for a life of eternal bliss!



Pay Just 5% Now! Rest on Possession! [Learn More](#)

👍 Essaikumar Maran and 41 others 6 comments

👍 Like | 💬 Comment