



MARKETING SERVICES

Marketing a property is both an art and science. We have built a strong real estate focused marketing team over years who understands the nuances of not only real estate but also the psyche of property buyers. We tailor the marketing strategy based on the profile and location of your property to ensure we reach the right people who would be interested in your property. We also consider your timeline for sale and can accelerate the process.

Some of the means we use for marketing are as follows:

Customized Creative Content and Collateral Designing

► Brochure

A brochure is a vital creative for any property. It gives the customer a full overview of the property in seconds. We have come up with layouts for brochures from our vast experience and data analysis of how customers perceive the property by looking at the brochure.

► Flyer / Pamphlets

Customized flyers/pamphlets are intended for wide distribution in public places or events. These print advertisements contain important information, curated and polished to gain your prospective customer's attention. These can be used to target strategic locations such as malls, restaurants or even events around your property.

► Social Media Creatives

Most prospective property buyers are on social media today. It has become the place to market any product. But it is important to ensure your ad stands out of the several other ads. We ensure this happens by using cutting edge graphic designs based on years of research and experience.

► Email Marketing

Email marketing is a classic “push” marketing technique, wherein we create specially customized mailers, curated for targeting your existing/new customers to generate sales.



Branding

▶ Branding of Project

Creating a brand is a continuous process which gives returns over the years. Once your brand name is established in the market, you don't need to spend too much on marketing, and you will get organic qualified leads. Investing in branding is essential for any serious player in a crowded market like real estate. We carve out a differentiated brand for you and your property, based on your current and future projects.

▶ Logo Designing

Designing a logo is not only about how it looks, it is a philosophical journey about the brand's identity and the feel it wants to evoke when customers look at it. A well designed logo leaves an indelible mark on people's memory. Work with our logo design experts to tap the power of logo as a marketing tool.



Customized Website Content, Development and Management

We ensure your webpages are easy to navigate, display simple and precise information, thus contributing to a very low user bounce rate. We not only design but also implement and maintain your website. We deliver intuitive websites using the latest technology and tools and create sites that properly represent your business/company to your customers. We also manage content for your website and actively update fresh content like blog posts, photos, additional pages to increase your SEO scores and help you show up on search results. We also provide long term dedicated support to keep your website 24x7 and up to date with the latest fixes and security updates.

Social Media Marketing

A strong social media footprint can do wonders for your real estate business. Our dedicated social media management team will help you in creating an effective social media marketing strategy right from scheduling posts, running advertisements, and collecting information from users. We can support you in updating your social media profiles regularly, responding to questions and comments to maximize traction, and increasing your brand awareness.



Enhanced Digital Marketing

- ▶ Search Engine Optimization (SEO)
- ▶ Social Media Outreach and Optimization (SMO)

Beegru's dedicated digital marketing team is well versed in the art of Search Engine Optimization and Social Media Optimization. We continuously update fresh content on your website, generate back links to your website to increase your SEO scores.

Lead Generation and Management

A successful property sale starts from lead generation. Leads are at the top of the marketing funnel and can be generated using various marketing techniques. Managing leads is an extremely important part of closing deals. Knowing where your leads are coming from, qualifying leads, following up with qualified leads are essential activities and we manage the entire process for you. We use cutting edge CRM tools to implement the entire lead management process.

Video Production

▶ Aerial/Drone Shoot and Photography

We utilize ground cameras and drones to shoot high-quality video, producing stunning aerial footage of your property.

▶ 360° View & Virtual Reality

360° view of the property allows viewers to experience an immersive tour of the property instead of just being mere spectators.

▶ Project Introduction and Specifications video

We make sure every aspect of your property and its intricate details are covered and showcased in a professional manner to potential buyers.

▶ Project 3D Rendering Video

We help you get your project off the ground with detailed plans, 3D models, and more.

Online Advertising

▶ Pay per Click

We maximize the revenue generated from users by optimizing your online advertisements.

▶ Behavioural Targeting/Consumer Insight

Customer's online browsing behaviour contains endless patterns that can be used to suggest them the right property. We can help you gain a competitive edge by analyzing real-time data to predict future consumer buying behavior and trends.

▶ Premium Listing

Beegrü's content writing team ensures your property listings across major realty sites carry an accurate and clear description of your property.



Outdoor Advertising and Hoardings

Advertisement on public hoardings is an effective way to reach out to the masses. Our dedicated marketing team designs eye-catching creatives and also suggests points of interest where the hoarding should be placed for your brand/property.

Print Media Advertising

For the old school folk, we use physically printed media, such as popular magazines and newspapers, to target the right audience for your property.

Audio Advertising

▶ Jingles and Radio Ads

▶ Voiceovers

Beegru makes sure no stone is unturned in order to get potential customers know about your property on the go. Music and advertising are a historic power combo. Radio jingles are a simple way of creating brand awareness. A special and entertaining song/jingle will help your brand stand out against your competitors.

Pre-Launch Planning and Event organization

Pre-Launch planning includes preparation of promotional campaigns, sending out invitations, and running online and offline advertisements. Beegru can assist you in organizing and managing your property launch, ensuring the project/property catches the prospective customer's eye, selling out your properties like hot cakes.



Realty Community Forums/Platforms

Online Realty Community forums/platforms are the places where a lot of potential customers obtain information, expert advice, and solution to their queries. Thus, maintaining a strong footprint in such forums/platforms is important.



Competitive Analysis and Market Survey

We provide quantitative and qualitative assessment of the real estate market you are interested in, in terms of sales volume, market value, various market segmentations (Residential, Commercial, Warehousing, etc.), and buying patterns. (E.g. For the age bracket of 25-35 year, 2 BHK in and around the area of Electronic City is the most favoured property transaction)

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