SRE
INDIA

SRE INDIA REALTY ®

< D / N >

CASE STUDY: WEB DEVELOPMENT & DIGITAL STRATEGY FOR SRE INDIA REALTY

COMPANY OVERVIEW

SRE India Realty is a top-tier real estate advisory firm with headquarters located in Gurugram, Haryana. Founded in the early 2000s, SRE provides a wide spectrum of services in residential and commercial property, wealth advisory, project management, and property brokerage. With emphasis on the luxury as well as affordable segment, SRE is the go-to ally for buyers, investors, and developers alike.

PROBLEM STATEMENT

Even though it was an established company in the real estate industry, SRE India Realty did not have a single digital strategy and consistentbrand image. In a more competitive and technology-oriented business environment, it had a weak online presence and client-focused digital operations, which restricted growth opportunities and market access. The brand failed to convey its value proposition strongly to a digitallyinformed clientele. Moreover, constrained data-driven insights werehindering timely decision-making and one-to-one client engagement.
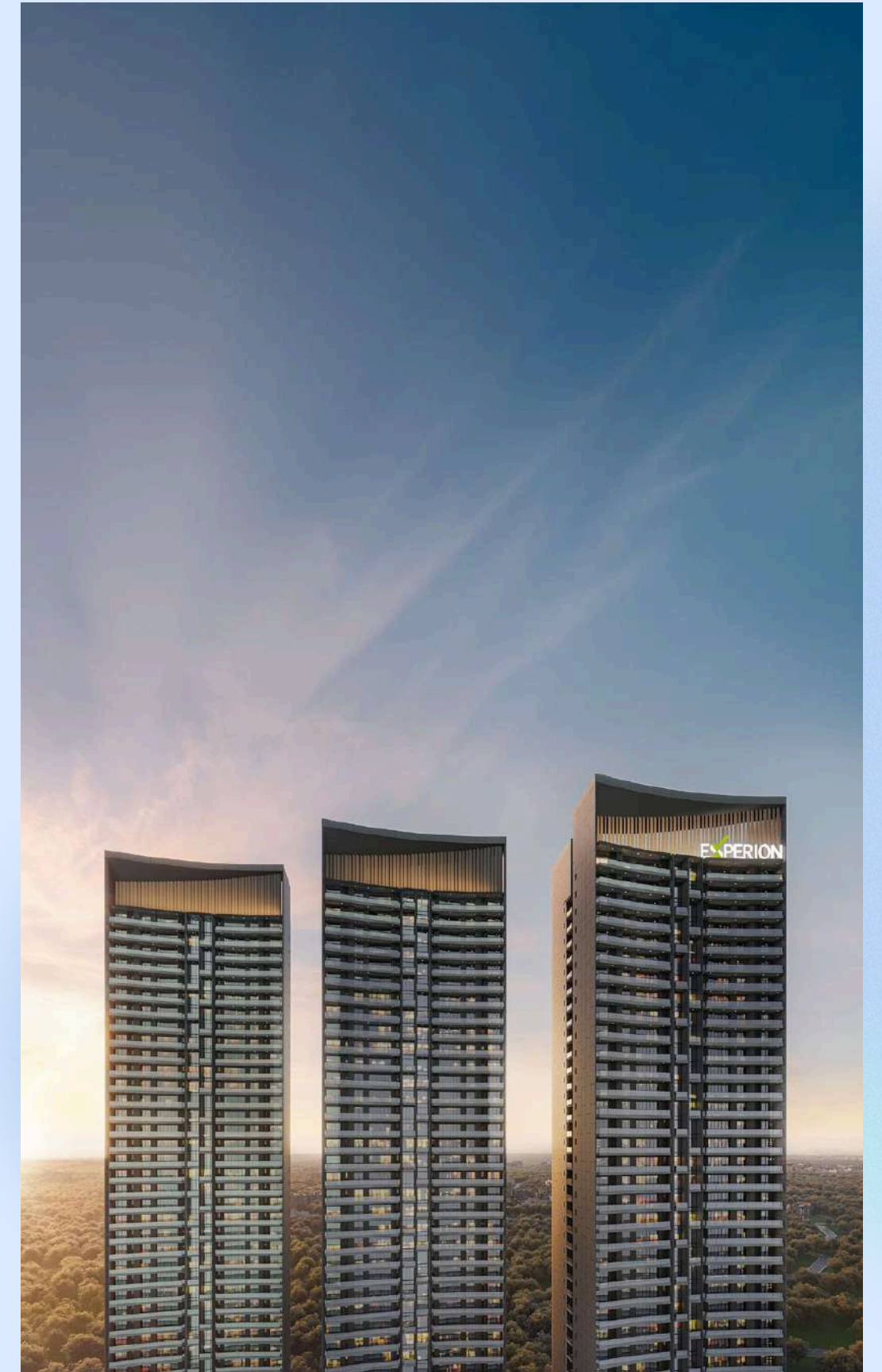
KEY CHALLENGES

- Outdated Website & Weak Online Presence
  - The existing website was static, lacking modern design and functionality, and failed to convey SRE's values and expertise.
- Low Visibility on Industry Platforms
  - Insufficient SEO efforts and minimal listings on online real estate platforms resulted in reduced visibility and discoverability.
- Manual Client Interactions
  - Paper-based processes led to slow and inefficient customer interactions.
- Limited Social Media Engagement
  - Content was poorly managed and overly promotional, lacking a focused strategy to foster community and trust.

SWOT Evaluation

STRENGTHS

- 20+ years of real estate consulting experience.
- Portfolio of high-value residential and commercial developments.
- Deep roots in the industry and client trust.

OPPORTUNITIES

- Increase in digital-first property buyers and investors.
- Partnerships with luxury and international property brands.
- Expansion into ware-housing and construction sectors.

WEAKNESS

- Dated branding and online experiences.
- No formal client relationship management system.
- Inadequate leverage of customer testimonials and referrals.

THREATS

- Digital-native competitors quickly gaining market share.
- Volatility in real estate markets and shifting regulatory norms.
- The changing customer expectations regarding transparency and digital access.

OUR APPROACH

To enhance SRE India Realty's brand and online presence, we implemented a transformation strategy that included:

- Revamping the website for mobile-friendliness and interactivity.
- Creating a new visual identity showcasing professionalism.
- Strengthening online presence through SEO and optimizing profiles on real estate platforms.
- Using analytics tools to track user behavior.
- Establishing a digital feedback system and CRM for lead management.

Launching a structured social media and content strategy to engage the community with market news and collaborations.

COMPETITIVE ANALYSIS

SRE India Realty distinguishes itself in the competitive real estate market with over 20 years of experience and a diverse portfolio in residential, commercial, and luxury segments. Unlike Competitor A, a mid-range brand with limited digital presence, SRE has enhanced its online visibility through advanced SEO, CRM integration, and a structured content strategy. In contrast to Competitor B, a well-known luxury brand, SRE offers a holistic, client-centric experience by combining market expertise with technological innovation.
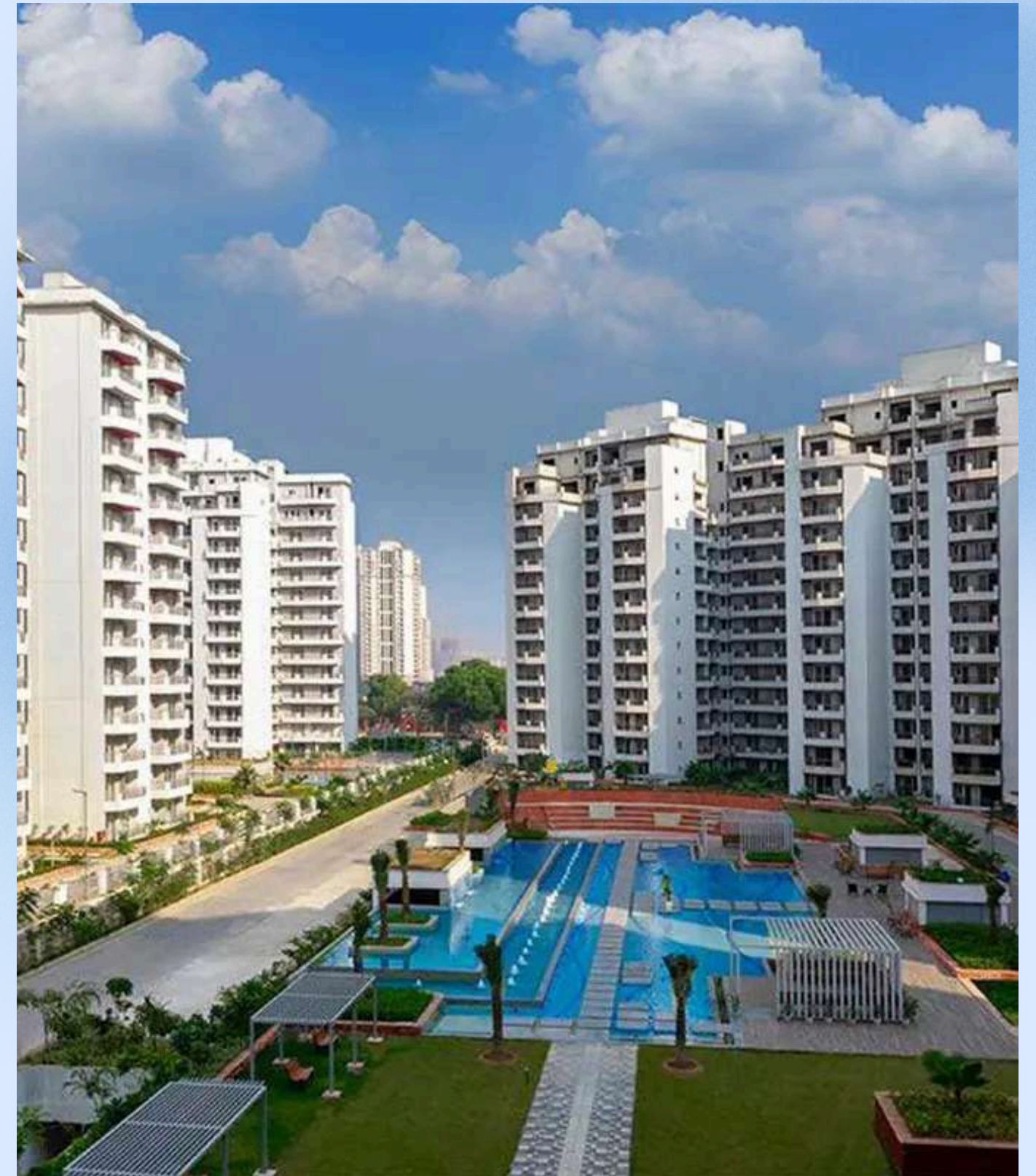
OUTCOMES AFTER 90 DAYS

In just 90 days, SRE India Realty experienced notable performance gains:

- Website traffic increased from 500 to over 9,200 monthly due to SEO and user experience improvements.
- Client queries rose from zero to over 300 with clearer calls-to-action.
- Social media followers jumped from 1,200 to over 6,800 through consistent content and influencer engagement.
- Average client ratings improved from 3.9 to 4.5, reflecting effective feedback and service enhancements.
- A CRM system generated over 1,050 qualified leads for improved client interaction.

Unmonitored online campaigns resulted in an ROI of ₹3.5 lakhs from two targeted initiatives, highlighting the success of data-driven marketing in real estate.
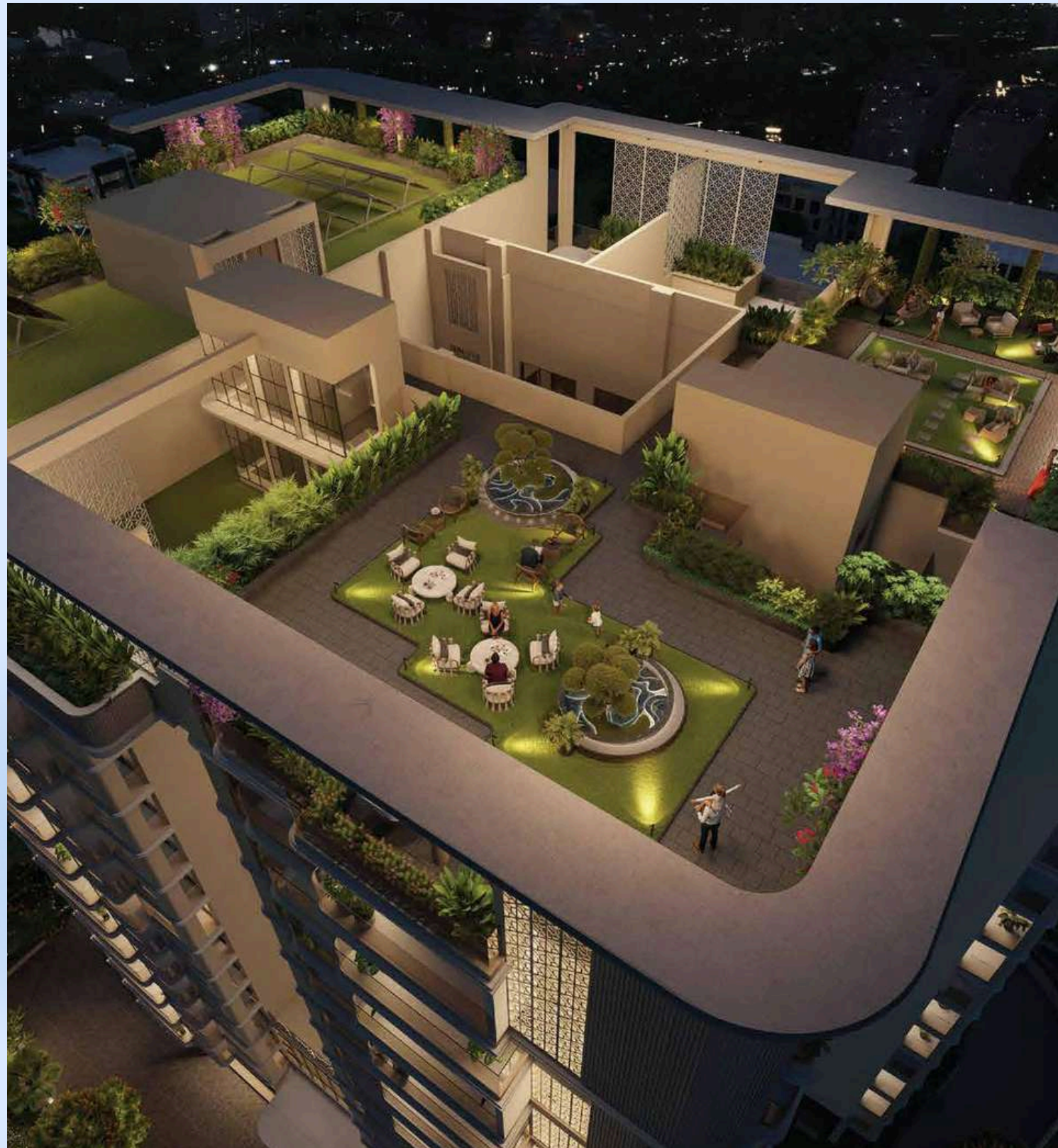
KEY RESULTS

- Enhanced Brand Recall
  - Consistent and clear messaging has established SRE's reputation as a category leader.
- Improved Digital Discoverability
  - Optimised SEO and online listings contributed to a remarkable 1,740% increase in website traffic.
- Community-Driven Growth
  - Client testimonials and partnerships with influencers fostered trust and social proof.
- Operational Efficiency
  - The use of CRM and digital feedback tools has reduced turnaround times and enhanced the client experience.

CONCLUSION

SRE India Realty made a successful journey into a digital-first, client-focused real estate advisory. With a reinvigorated brand, a strongdigital footprint, and a technology-enabling service proposition, SRE is poised to:

Enter warehousing, construction, and new geographies.

Form strategic alliances with national and international developers.

Extend its leadership in innovation, client experience, and sustainable real estate solutions.

SRE India Realty is not just a real estate advisor—it's a partner of choice in guiding future-proof living and business areas.