



# Gulmohar Heights

360° MARKETING PLAN

# Executive Summary

## Monthly Budget-Driven Omnichannel Marketing Plan

Monthly Investment	₹ 31 Lakhs
Revenue Target	₹15Cr → ₹30Cr
Units Target	15 → 30/Month
Optimum ROI	~97x
Marketing Load	~1%
Ramp-Up	+10% MoM

### ▣ Strategic Approach

- › Counter-intuitive "Anti-Marketing" launch with invite-only previews
- › 4-phase campaign: Whisper, Reveal, Momentum, Close
- › Luxury Standard framework derived from Kennedy and Kapferer

### ▣ Channel Mix

- › **Digital:** Meta Ads, Google Ads, Property Portals
- › **Offline:** Hoardings, Newspaper, Radio
- › **AI-Driven:** Voice Calls, WhatsApp Automation, Email Nurture

### ◎ Lead Generation Targets

- › 2,400+ leads projected monthly
- › Meta CPL: ₹250-300 | Google CPL: ₹1,000-1,500
- › M1: 15 units | M2: 23 units | M3+: 30 units (1.25% conversion)

# Project Overview

Gulmohar Heights by Chordia Group

## Property Details

Developer	Chordia Group
Location	Vaishali Nagar
Type	Ultra-Luxury
Config	3, 4, 5 BHK
Size Range	2,200 - 4,500 sq.ft.
Price Range	₹ 1 Cr - 2.5 Cr
Total Units	~150 Units

## Premium Amenities

- Infinity Pool & Clubhouse
- State-of-the-art Gym
- Landscaped Gardens
- Children's Play Area
- Jogging Track
- 24/7 Security
- Concierge Services
- Smart Home Features

## Location Advantages

Top Schools	5 mins
World Trade Park	10 mins
Hospitals	10 mins
Railway Station	15 mins
Airport	20 mins

## Developer Legacy

Experience	30+ Years
Projects Delivered	50+
Happy Families	10,000+

# Target Audience

High-Net-Worth Individuals | Jaipur & Beyond

Segment	Profile	Key Motivations
Business Owners	Marwari business families, textile/jewellery/trading	<i>Legacy homes, joint family living</i>
Senior Professionals	Doctors, lawyers, CAs, MNC executives	<i>Upgrade from current residence</i>
NRIs & Investors	Jaipur-origin in Gulf/US/UK	<i>Hometown investment, retirement home</i>
Existing Buyers	Previous Chordia Group property owners	<i>High trust, upgrade/second home</i>
Jewellers & Traders	Johari Bazaar, Chandpole established families	<i>Status, community standing</i>
Aspirational Affluent	Young entrepreneurs, tech professionals	<i>First luxury home, lifestyle upgrade</i>



MIN. INCOME  
₹ 50 Lakh+



AGE RANGE  
35-55 Years



GEOGRAPHY  
Jaipur + NRI



LIFESTYLE  
Family-Oriented

# Strategic Framework

Counter-Intuitive Insights from the Luxury Standard

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01

## The Anti-Marketing Launch

Instead of a conventional open-to-all launch, we use an application-only process. Making it difficult to buy cultivates exclusivity.

- Invite-only previews for HNIs
- Assessment form to evaluate lifestyle and values
- Selective acceptance creates curated community perception

02

## Price as a Feature

Price is framed as a component of a "Grand Slam Offer" - secondary to unique value proposition and lifestyle benefits.

- "Founder's Circle" package with buy-back option
- Bespoke interior consultations
- Exclusive club access transforms purchase into lifestyle investment

03

## The Whisper Campaign

Creating aspirational buzz among those who cannot afford it. The desire of the masses fuels the desire of the elite.

- Social media narrative of pinnacle luxury living
- Make property a topic of conversation citywide
- PR seeding to create "Unobtainable" allure

*"Luxury is not about selling to everyone. It's about being desired by everyone."*

# Marketing Phases

## 18-Month Campaign Roadmap

### The Whisper O1

MONTHS 1-3

*Create anticipation and exclusivity through teaser campaigns and invite-only previews.*

- Teaser ads on social media
- Postcards to existing buyers
- Invite-only site visits
- PR and media seeding

### The Reveal O2

MONTHS 4-6

*Grand launch event and full-scale marketing activation across all channels.*

- Grand launch event
- Hoarding activation
- Newspaper ads (Bhaskar + Patrika)
- Digital campaign launch

### The Momentum O3

MONTHS 7-12

*Sustained marketing with events, partnerships, and continuous lead generation.*

- Jeweller and doctor events
- Luxury co-branding partnerships
- Referral program activation
- Retargeting campaigns

### The Close O4

MONTHS 13-18

*Final push with urgency messaging and closing incentives for remaining inventory.*

- Scarcity messaging
- Last few units campaign
- Closing incentives
- Referral bonus boost

# Monthly Budget Overview

Base Monthly: ₹25.83L | With Contingency: ₹31L

Target: ₹15Cr → ₹30Cr (Progressive)

Channel	Monthly	%	Notes
Meta Ads (FB + IG)	₹6,00,000	19.4%	CPL ₹250-300
Radio Jingles	₹4,50,000	14.5%	My FM + Big FM
Hoardings (22 Loc)	₹4,00,000	12.9%	Monthly rental
Newspaper (4 Ads)	₹4,00,000	12.9%	DB + Patrika
Google Ads	₹2,50,000	8.1%	CPL ₹1000-1500
PR (ET Realty)	₹2,50,000	8.1%	Advertisorials
<b>MagicBricks</b>	₹90,000	2.9%	3-mo pkg*
<b>99 Acres</b>	₹90,000	2.9%	3-mo pkg*
AI & Tools	₹52,500	1.7%	WA+Email+DB
Contingency (20%)	₹5,16,500	16.7%	Buffer
<b>Total Monthly</b>	<b>₹30,99,000</b>	<b>100%</b>	

## Property Portal Packages (Quarterly)

MagicBricks: ₹2.7L for 3 months (₹90K/mo amortized)  
 99 Acres: ₹2.7L for 3 months (₹90K/mo amortized)

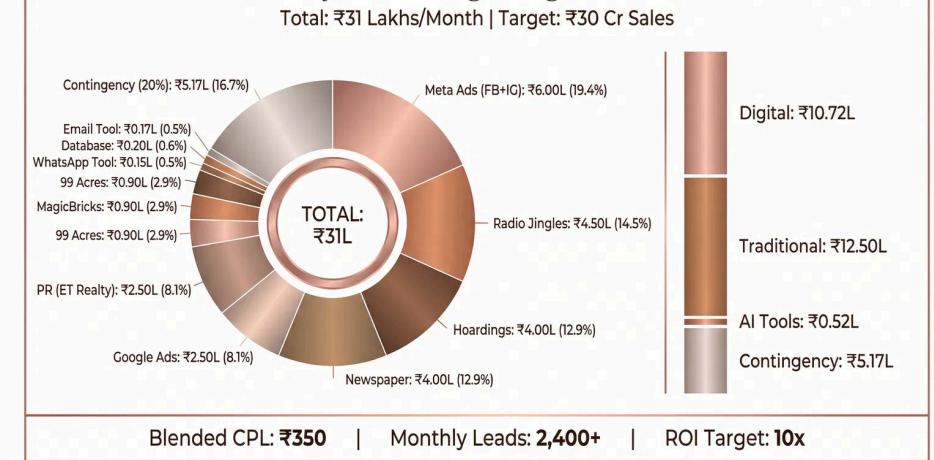
\*Upfront payment in Month 1, 4, 7... (Quarterly cycle)

M1 Cash Outflow: ₹31L + ₹3.6L (portals) = ₹34.6L

## Progressive Revenue Ramp-Up

M1: ₹15Cr (15 units) | M2: ₹22.5Cr (23 units)  
 M3+: ₹30Cr (30 units) | +10% MoM from M4  
 Optimum ROI: ~97x at full capacity

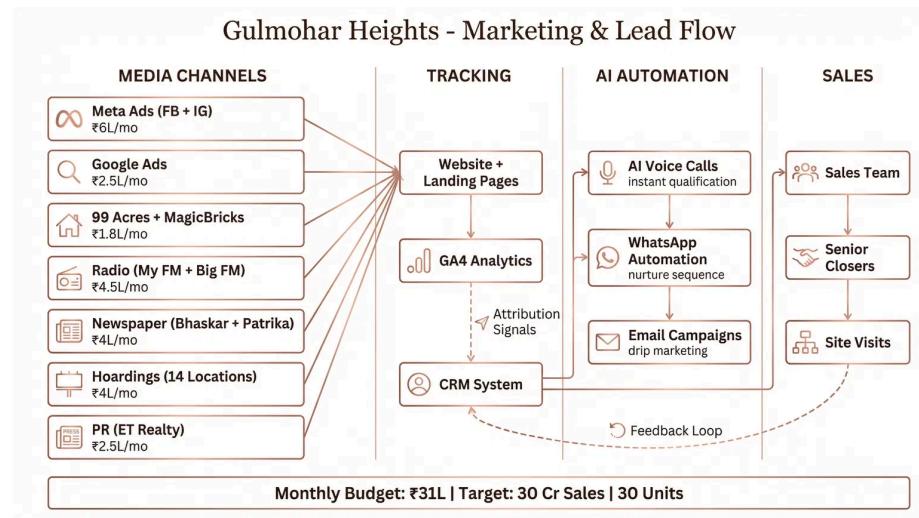
## Monthly Marketing Budget Allocation



# Marketing & Lead Flow

## OMNICHANNEL ATTRIBUTION SYSTEM

Media Channels → Tracking → AI Automation → Sales



### Key Integration Points

- Centralized Capture  
Website & Landing Pages capture all traffic sources

- Attribution Signals  
GA4 tracks source quality to optimize ad spend

- AI Triggers  
CRM instantly triggers voice & WhatsApp workflows

- Feedback Loop  
Sales data informs marketing optimization

# Digital Marketing Strategy

Investment: ₹ 10.72 Lakhs/Month



## Meta Ads

₹ 6,00,000

Target CPL ₹ 250 - 300

Est. Leads 2,180+

Focus Volume & HNIs

Formats Forms, Reels



## Google Ads

₹ 2,50,000

Target CPL ₹ 1,000 - 1,500

Est. Leads 200+

Focus High Intent

Formats Search, PMax



## Property Portals

₹ 1,80,000

Target CPL ₹ 5,000

Est. Leads 36+

Focus Active Seekers

Platforms 99Acres, MB

Total Digital Performance

₹ 10.72 Lakhs  
MONTHLY BUDGET

2,400+  
MONTHLY LEADS

₹ 350  
BLENDED CPL

# Meta Ads Strategy

Facebook & Instagram | ₹ 6 Lakhs/Month

Monthly Budget	₹ 6,00,000
Target CPL	₹ 250 - 300
Est. Monthly Leads	2,180+
Platforms	FB + IG

## Campaign Types

- Lead Generation:** Instant Forms with pre-filled data for frictionless capture
- Brand Awareness:** Reels and video ads showcasing luxury lifestyle

## Targeting Strategy

- Interest-Based:** Luxury cars, premium brands, golf, travel
- Lookalikes:** Based on existing Chordia buyers
- Custom Audiences:** Database uploads, website visitors

## Ad Formats

- Carousel:** Property walkthrough, amenities showcase
- Video (Reels):** Lifestyle aspirational content
- Lead Forms:** Pre-qualified questions to filter intent

## Optimization Strategy

- A/B Testing:** Continuous creative and audience testing to reduce CPL
- Lead Scoring:** CRM integration to feed back quality signals for algorithm optimization

# Google Ads Strategy

Search & Performance Max | ₹ 2.5 Lakhs/Month

Monthly Budget	₹ 2,50,000
Target CPL	₹ 1,000 - 1,500
Est. Monthly Leads	200+
Campaign Types	Search + PMax

## Campaign Structure

- Search Campaigns:** High-intent keywords for active property seekers
- Performance Max:** AI-driven discovery across Google properties
- Remarketing:** Re-engage website visitors and form abandoners

## Keyword Strategy

- Branded:** "Chordia Group", "Gulmohar Heights Jaipur"
- Location:** "Luxury flats Vaishali Nagar", "4 BHK Jaipur"
- Intent:** "Premium apartments near me", "Best builder Jaipur"

## Landing Pages

- Dedicated LPs:** Campaign-specific pages with clear CTAs
- Mobile-First:** Optimized for 70%+ mobile traffic
- Fast Load:** Sub-3 second load time for Quality Score

## Optimization Focus

- Bid Strategy:** Target CPA bidding with offline conversion import from CRM
- Quality Score:** Continuous ad copy and landing page optimization
- Negative Keywords:** Aggressive filtering to eliminate low-intent traffic

# Property Portals Strategy

99 Acres & MagicBricks | ₹ 1.8 Lakhs/Month

## 99 Acres

₹ 90,000/mo

### Listing Features

- Premium project listing with enhanced visibility
- Featured placement in Jaipur luxury segment
- High-resolution gallery and virtual tour integration

### Lead Quality

- Active property seekers with defined budget
- Direct contact with verified phone numbers
- Higher intent than social media leads

## MagicBricks

₹ 90,000/mo

### Listing Features

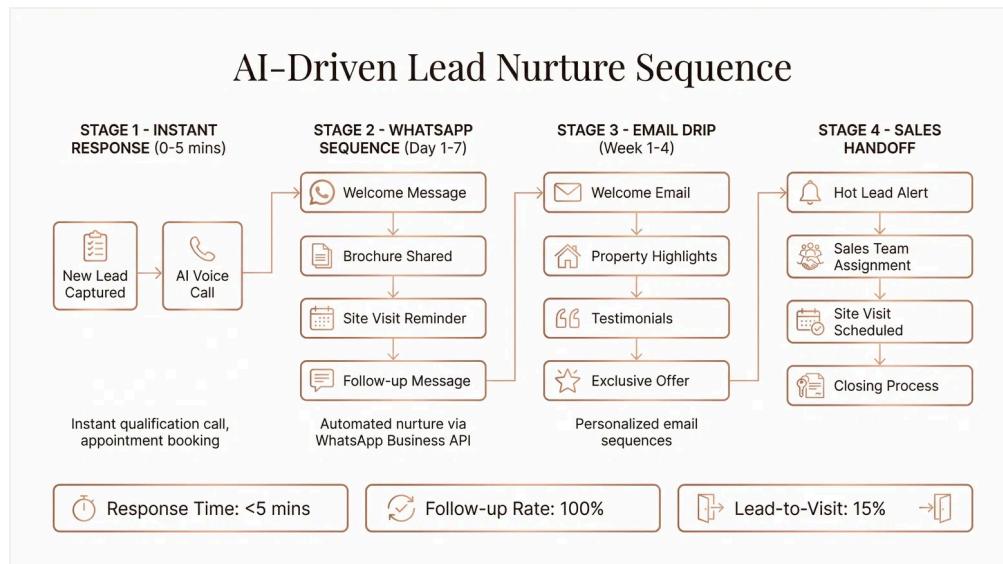
- Premium project listing with top search ranking
- Featured in "New Projects" and "Luxury" categories
- Builder profile with trust badges and reviews

### Lead Quality

- Serious buyers comparing multiple options
- Detailed lead forms with budget and timeline
- Integration with CRM for instant follow-up

# AI-Driven Marketing

Automated Lead Response & Nurturing | ₹ 52,500/Month



## 📞 Automated Voice Calls

Included in CRM

- Instant callback within 60 seconds of lead capture
- IVR-based qualification and appointment scheduling
- Call recording and sentiment analysis for sales training

## 💬 WhatsApp Automation

₹ 15,000/mo

- Instant welcome message with brochure and video
- 7-day drip sequence with property highlights
- Broadcast for events, offers, and construction updates

## ✉️ Email Marketing

₹ 17,500/mo

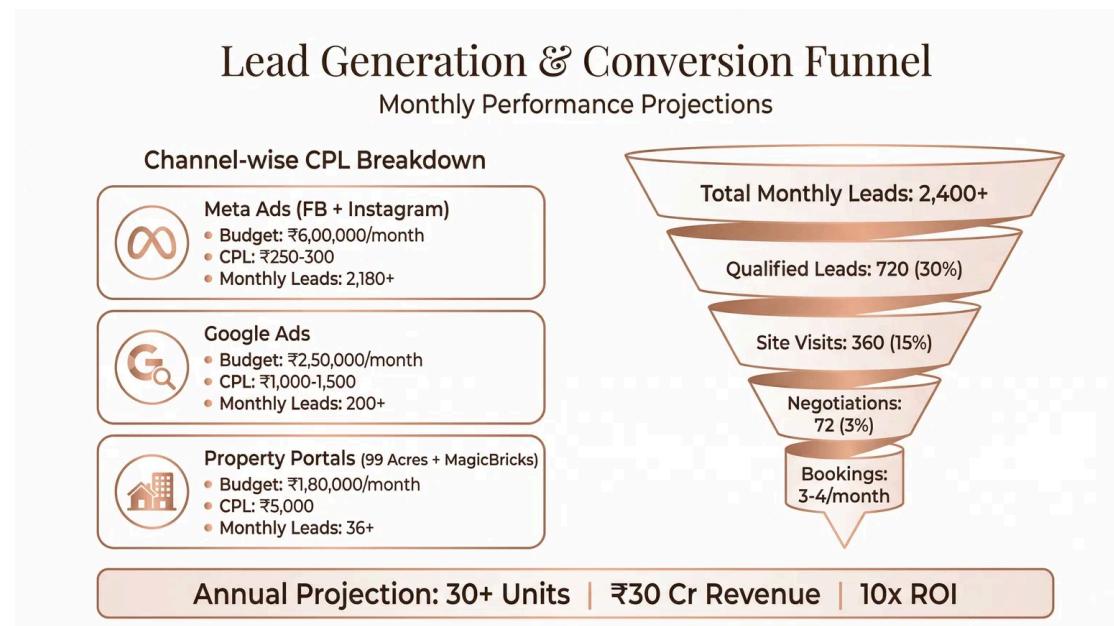
- Automated nurture sequences for cold leads
- Monthly newsletters with project updates
- Event invitations and exclusive offer announcements

Database Purchase

₹ 20,000/mo

# Lead Generation Funnel

From Lead to Booking | Monthly Projections



## Leads Generated

All channels combined

2,400+

100%

## Qualified Leads

Budget & timeline verified

480

20% qualification

## Site Visits

Physical property tours

144

30% of qualified

## Negotiations

Active deal discussions

72

50% of visits

## Bookings

Confirmed sales

30

42% close rate

1.25%

₹1.03L

₹30 Cr

OVERALL CONVERSION COST PER BOOKING MONTHLY REVENUE

# Hoardings Strategy

22 Strategic Locations | ₹ 4 Lakhs/Month

Monthly Budget	₹ 4,00,000
Total Locations	22
Avg. Cost/Location	₹ 18,200
Est. Daily Impressions	50,000+

## Placement Strategy

- High-traffic corridors and arterial roads
- Premium residential areas (C-Scheme, Malviya Nagar)
- Near competitor projects for conquest positioning
- Airport road and key entry points to city

## Key Locations

- › Vaishali Nagar Main Road
- › Tonk Road
- › C-Scheme Circle
- › Mansarovar
- › Sitapura Industrial
- › Sikar Road
- › Raja Park
- › JLN Marg
- › Ajmer Road
- › Malviya Nagar
- › Jagatpura
- › Airport Road
- › Durgapura
- › Sodala

## Creative Guidelines

- Aspirational lifestyle imagery with property renders
- Clear call-to-action with QR code for instant inquiry
- Consistent branding with Chordia's visual identity
- Consistent branding with clear call-to-action

# Newspaper Advertising

Dainik Bhaskar & Patrika | ₹ 4 Lakhs/Month

## Dainik Bhaskar

₹ 2,00,000/mo

### Ad Frequency

- 2 premium ads per month
- Half-page or full-page spreads
- Property supplement placement

### Reach & Impact

- Rajasthan's #1 Hindi daily
- 5L+ daily readership in Jaipur
- High credibility among HNI audience

## Rajasthan Patrika

₹ 2,00,000/mo

### Ad Frequency

- 2 premium ads per month
- Half-page or full-page spreads
- Weekend property section focus

### Reach & Impact

- Trusted regional newspaper brand
- Strong readership in Tier-1 cities
- Affluent family audience segment

# Radio Jingles Strategy

My FM & Big FM | ₹ 4.5 Lakhs/Month

## My FM 94.3

₹ 2,25,000/mo

### Airtime Strategy

- Prime time slots: 7-10 AM, 5-8 PM
- 30-second jingles with brand recall
- RJ mentions during popular shows

### Reach & Impact

- Jaipur's #1 FM station
- Strong commuter audience
- High frequency for brand recall

## Big FM 92.7

₹ 2,25,000/mo

### Airtime Strategy

- Prime time slots: 7-10 AM, 5-8 PM
- 30-second jingles with brand recall
- Contest integrations and giveaways

### Reach & Impact

- National network with local focus
- Diverse audience demographics
- Celebrity RJ engagement

# PR & Brand Awareness

ET Realty & Media Coverage | ₹ 2.5 Lakhs/Month

Monthly Budget	₹ 2,50,000
Primary Platform	ET Realty
Content Type	Advertorials
Frequency	2-3/Month

## ET Realty Benefits

- Premium real estate publication
- HNI and investor readership
- National credibility and reach
- Digital + print distribution

## PR Objectives

- Build brand credibility
- Establish thought leadership
- Generate earned media
- Support sales conversations

## Content Strategy

- Project feature stories
- Builder profile pieces
- Market insight articles
- Customer testimonials

## Expected Outcomes

- **Brand Trust:** Third-party validation from respected publication
- **SEO Benefit:** High-authority backlinks to project website
- **Sales Support:** Shareable content for sales team follow-ups

# Offline Media Summary

Brand Awareness & Trust Building | ₹ 15 Lakhs/Month

Channel	Monthly Budget	Frequency	Reach/Impact	Primary Objective
Hoardings	₹ 4,00,000	22 locations	50,000+ daily impressions	Visual presence & recall
Newspaper	₹ 4,00,000	4 ads/month	10L+ combined readership	Credibility & trust
Radio Jingles	₹ 4,50,000	100+ spots/month	5L+ daily listeners	Brand recall & frequency
PR (ET Realty)	₹ 2,50,000	2-3 articles/month	HNI & investor audience	Thought leadership
Total Offline	₹ 15,00,000	—	48% of budget	Brand Building

Strategic Objectives



VISIBILITY



TRUST



RECALL



PRESTIGE



AWARENESS

# Contingency Fund

20% Buffer for Strategic Flexibility | ₹ 5.16 Lakhs/Month

Base Budget	₹ 25,82,500
Contingency %	20%
Contingency Amount	₹ 5,16,500
Total Monthly Budget	₹ 30,99,000

## Allocation Flexibility

CAMPAIGN BOOST	40%
SEASONAL OPPS	30%
CRISIS RESPONSE	20%
TESTING NEW	10%

## Usage Scenarios

- Campaign Optimization:** Scale high-performing ads when CPL drops below target
- Seasonal Opportunities:** Diwali, Akshaya Tritiya, and festive season pushes
- Competitor Response:** Counter competitor launches with tactical campaigns
- Event Marketing:** Sponsor or participate in property expos

## Approval Process

- Under ₹1L:** Marketing head discretion
- ₹1L - ₹3L:** Director approval required
- Above ₹3L:** MD sign-off with ROI justification

# ROI Projection

Progressive Revenue Model | 6-Month Outlook with Quarterly Portal Payments

Month	Revenue	Units	Investment	Cash Outflow	ROI
Month 1 (Q1 Portal)	₹15 Cr	15	₹31 L	₹34.6 L*	43x
Month 2	₹22.5 Cr	23	₹31 L	₹31 L	73x
Month 3	₹30 Cr	30	₹31 L	₹31 L	97x
Month 4 +10% (Q2)	₹33 Cr	33	₹31 L	₹34.6 L*	95x
Month 5 +10%	₹36.3 Cr	36	₹31 L	₹31 L	117x
Month 6 +10%	₹39.9 Cr	40	₹31 L	₹31 L	129x
<b>6-Month Total</b>	<b>₹176.7 Cr</b>	<b>177</b>	<b>₹1.86 Cr</b>	<b>₹1.93 Cr</b>	<b>92x</b>

## Quarterly Portal Payments:

MagicBricks + 99 Acres = ₹5.4L every 3 months

\*Cash outflow includes ₹3.6L extra in M1 & M4

## 6-Month Summary

Total Revenue	₹176.7 Cr
Total Cash Outflow	₹1.93 Cr
Marketing Load	~1.09%
Effective ROI	~92x

## Key Assumptions:

- Avg. unit price: ₹1 Cr
- Portal packages: 3-month upfront
- M1-M2: Ramp-up phase
- M3+: Full capacity, +10% MoM

# Implementation Timeline

## 6-Month Rollout Plan

Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
₹15 Cr LAUNCH	₹22.5 Cr OPTIMIZE	₹30 Cr SCALE	₹33 Cr +10%	₹36.3 Cr +10%	₹39.9 Cr +10%
<ul style="list-style-type: none"><li>CRM &amp; tracking setup</li><li>Creative development</li><li>Campaign launch</li><li>Hoarding installation</li><li>Radio jingle production</li></ul>	<ul style="list-style-type: none"><li>A/B testing campaigns</li><li>CPL optimization</li><li>Lead quality analysis</li><li>AI automation setup</li><li>Sales team alignment</li></ul>	<ul style="list-style-type: none"><li>Full capacity ops</li><li>All channels live</li><li>AI nurturing active</li><li>PR campaign launch</li><li>Performance review</li></ul>	<ul style="list-style-type: none"><li>Budget scaling</li><li>New audience testing</li><li>Retargeting focus</li><li>Event marketing</li><li>Referral program</li></ul>	<ul style="list-style-type: none"><li>Lookalike expansion</li><li>Video content push</li><li>Influencer collab</li><li>Database expansion</li><li>Conversion focus</li></ul>	<ul style="list-style-type: none"><li>Full optimization</li><li>ROI analysis</li><li>Strategy refinement</li><li>Next phase planning</li><li>Success documentation</li></ul>

6-Month Projection	₹176.7 Cr TOTAL REVENUE	177 Units TOTAL SALES	₹1.86 Cr TOTAL INVESTMENT	~95x ROI RETURN
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# Key Performance Indicators

## Monthly Tracking Metrics



**2,400+**

### LEAD VOLUME

Total monthly leads from all channels



**₹250-300**

### META CPL

Cost per lead from FB & Instagram



**₹1,000-1,500**

### GOOGLE CPL

Cost per lead from Search & PMax



**20%**

### QUALIFICATION RATE

Leads meeting budget & timeline criteria



**30%**

### SITE VISIT RATE

Qualified leads visiting property



**42%**

### CLOSE RATE

Negotiations converted to bookings



**₹30 Cr**

### MONTHLY REVENUE

Optimum monthly target (30 units)



**~97X**

### MARKETING ROI

Return on marketing investment

# Team Structure

## Execution Team & Responsibilities

### Marketing Head IN-HOUSE

- Overall strategy & direction
- Budget allocation & control
- Agency coordination
- Leadership reporting

### Digital Marketing Mgr IN-HOUSE / AGENCY

- Paid ads management
- Campaign optimization
- Analytics & reporting
- A/B testing

### Content Creator IN-HOUSE / FREELANCE

- Ad creatives & copy
- Video production
- Social media content
- Brochure design

### Sales Team Lead IN-HOUSE

- Lead follow-up & qualification
- Site visit coordination
- Negotiation & closing
- CRM data quality

### CRM Manager IN-HOUSE

- Lead management system
- AI automation setup
- Data hygiene & reporting
- Integration management

### Agency Partners EXTERNAL

- Media buying (offline)
- PR & communications
- Video & jingle production
- Event management

# Risks & Mitigation

## Proactive Risk Management

Risk Factor	Impact	Probability	Mitigation Strategy
Market Slowdown	High	Medium	Diversify channels to reduce dependency. Focus on quality leads over volume. Leverage contingency fund for tactical campaigns.
High CPL	Medium	Medium	Continuous A/B testing and audience refinement. Shift budget to better-performing channels. Improve landing page conversion.
Low Conversion	High	Low	Sales team training and lead scoring. AI nurturing to warm leads before handoff. Weekly sales-marketing alignment calls.
Competition	Medium	High	Brand differentiation through PR and content. Conquest campaigns near competitor projects. Unique value proposition messaging.
Budget Overrun	Medium	Low	Weekly budget monitoring with alerts. 20% contingency fund as buffer. Strict approval process for overspend.

**Risk Review Frequency:** Monthly risk assessment with quarterly deep-dive

**Contingency Fund:** ₹5.16L/month available for rapid response

# Next Steps

## Immediate Action Items

### 1 Budget Approval

WEEK 1

Finalize and approve ₹31L monthly budget allocation with leadership sign-off.

### 2 Agency Onboarding

WEEK 1-2

Finalize digital agency, media buying partners, and PR agency contracts.

### 3 CRM & Tracking Setup

WEEK 2

Configure CRM, GA4 tracking, and AI automation workflows for lead management.

### 4 Creative Development

WEEK 2-3

Develop ad creatives, landing pages, hoarding designs, and radio jingle scripts.

### 5 Campaign Launch

WEEK 3

Go live with Meta ads, Google ads, and property portal listings simultaneously.

### 6 Offline Media Activation

WEEK 3-4

Install hoardings, launch radio jingles, and publish first newspaper ads.

Ready to Get Started?

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# Thank You

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