

INFINITY TEAM

REAL ESTATE PROJECT





OUTLINES

introduction

Objectives

SWOT Analysis

Marketing Mix

Segmentation

Value Proposition

Accounts Analysis

Competitive Analysis



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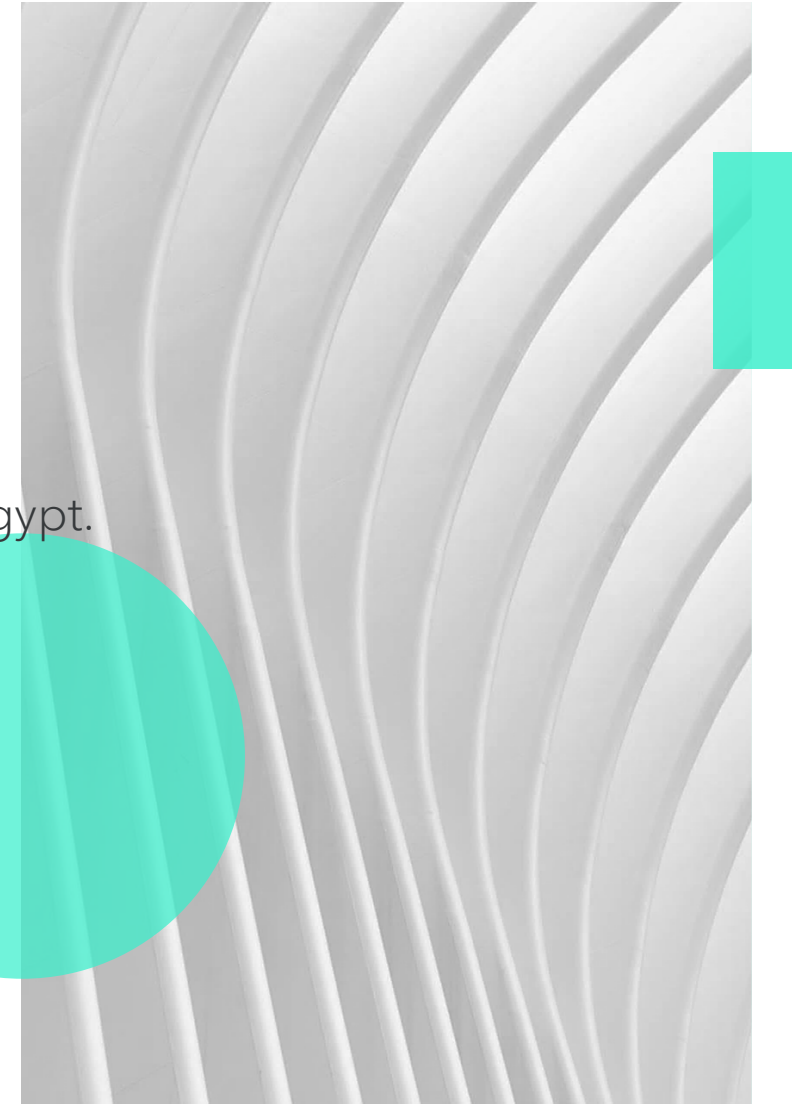
**Mahmoud
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INTRODUCTION

- A 4-member team working on real estate digital marketing project for **infinity Team**
- Real-world business
- Goal : use social media to build trust and attract real clients
- Content : educational for brokers , awareness for clients

WHY REAL ESTATE

- **Real Estate is Part of Everyday Life** Everyone eventually thinks about buying a home, investing in property, or moving to a better place . That's why real estate content is always relevant, engaging, and in high demand on social media.
- **Huge market potential**
 - Real estate is one of the largest and fastest-growing sectors in Egypt.
 - Billions invested annually with continuous urban expansion.
- **Lack of Honest Educational Content**
 - Most content focuses only on selling .
 - We offer value-first content: educating both brokers and clients.
- **Unique Social Media Opportunity**
- **Safe Investment Choice**



Project Objectives and Goals

- 1) **Increase Brand Awareness** : reach 15-20 % potential customers in Alexandria and Cairo within **2-3 months**
- 2) **Increasing Sales** : converting 3 followers into actual customers within **3-months**
- 3) **Improve Audience Engagement** : increase engagement with social media posts by **20% within 3-months**



Increase Brand Awareness

Reach 15-20 % potential customers in Alexandria and Cairo within 2-3 months

Strategy : use a mix of social media advertising and content marketing to identify the role of real estate broker and how to invest in real estate

Action Plan :

- Facebook, Instagram and TikTok ads targeting users interested in investment and the real estate world
- Create educational content that introduces you to market conditions, new projects, the differences between them, and how to invest your money correctly.



Increasing Sales

converting **3 followers** into actual customers within 3-months

Strategy : promote special offers and services that add real value making them prefer our agency over anyone else

Action Plan :

- Get a free 30-minute real estate consultation
- Property Matching Service
- Limited-Time Commission Discount
- Free Legal Check on Property



Improve Audience Engagement

increase engagement with social media posts by 20%
within 3-months

Strategy : Engage audience with short videos, real stories and interactive polls. Post consistently, respond quickly, and offer value through tips and relatable content to build trust and a community around infinity agency .

Action Plan :

- Preparing and filming short video content that includes quick advice for first-time buyers, a funny situation that happened to a customer, and mistakes you should avoid when buying an apartment.
- Engage directly with followers by responding to comments, messages ,and mentions on social media platforms.
- Make a monthly offer, for example, a free consultation for the first five people who send us the word "interested."



SWOT ANALYSIS

Strengths

- Realistic content based on real market experience.
- A diverse team with experience in marketing and real estate .
- Simple, engaging language that conveys information easily.

Weaknesses

- New presence on social media with no strong follower base yet
- Limited financial resources for paid ads

Opportunities

- A growing real estate market with constant development
- Lack of honest and educational content for brokers and clients
- Rising popularity of short-form content on TikTok & Reels

Threats

- Strong competition from big-budget real estate companies
- General lack of trust in brokers among some clients
- Social media algorithm changes may reduce reach unexpectedly



MARKETING MIX

Product :

Professional real estate marketing and brokerage services, supported by educational and informative content on social media .

Price :

An agreed-upon commission percentage from sales, in addition to free services for clients such as real estate consultations .

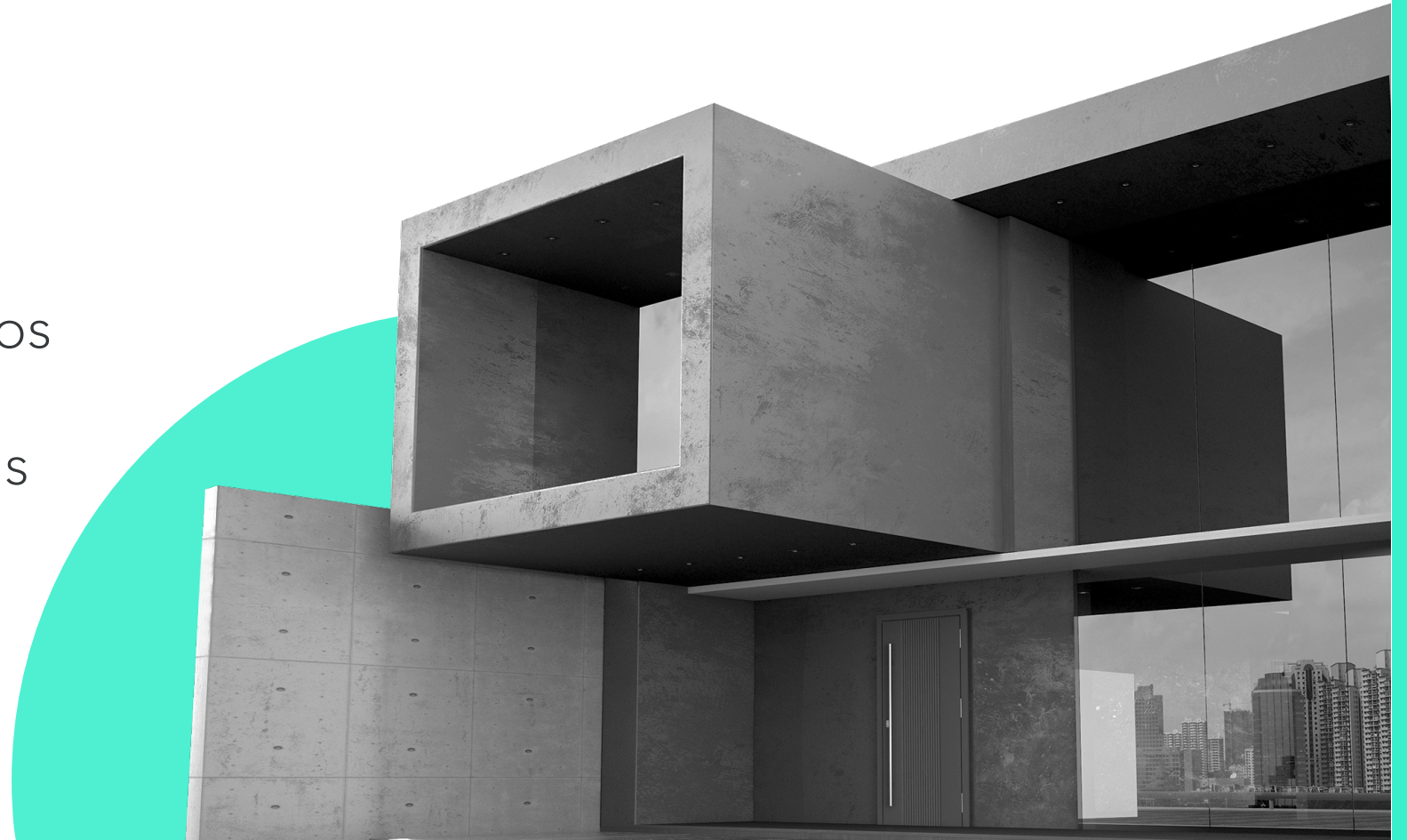
Place :

Work is conducted through our offices in Alexandria, in addition to online communication and social media platforms .

Promotion :

Instagram and TikTok videos

Paid advertising campaigns according to capabilities





TARGET AUDIENCE SEGMENTATION

Demographic

Age Group: 30 to 55 years

Gender: Male and Female Marital

Status: Married or engaged

Income Level: Medium to high –
able to invest or purchase
residential or vacation properties

Behavioral

Buying Behavior : Searching for a
first home Looking for investment
property Interested in vacation units
Payment Preference : Prefer digital
payments via credit card or bank
transfer

Brand Loyalty : Prefer trusted
companies with clear and valuable
content

Technology Use :Active on social
media

Geographic

Location: Alexandria (Primary
Focus) Greater Cairo Egyptians
living abroad interested in investing
in Egypt Area

Type : Upscale or new residential
areas Compounds Coastal location

Psychographic

Lifestyle: Value comfort and safety
Appreciate luxury and maintaining
a good social image

Interests : Follow real estate
content on social media Trust
personal experiences and behind-
the-scenes content



**Married or
engaged**



Investor

VALUE PROPOSITION

We offer more than just real estate services – we educate, engage, and earn trust through valuable content .

We Stand Out By:

Educating before selling Building trust with real stories

Mixing entertainment and expertise
Connecting with our audience as people, not just followers





THANK YOU

Infinity team