



CASE
STUDY

Justo: Real Estate Digital Marketing Case Study



OVERVIEW

Justo is a real estate solutions company founded in August 2019, with a strong presence in Mumbai and Pune. The company specializes in providing real estate solutions and sought to expand its reach to Nashik, particularly for its project 'Nayantara.' With limited knowledge about the Nashik market, Justo partnered with our digital marketing agency to generate leads and drive property sales in the city.

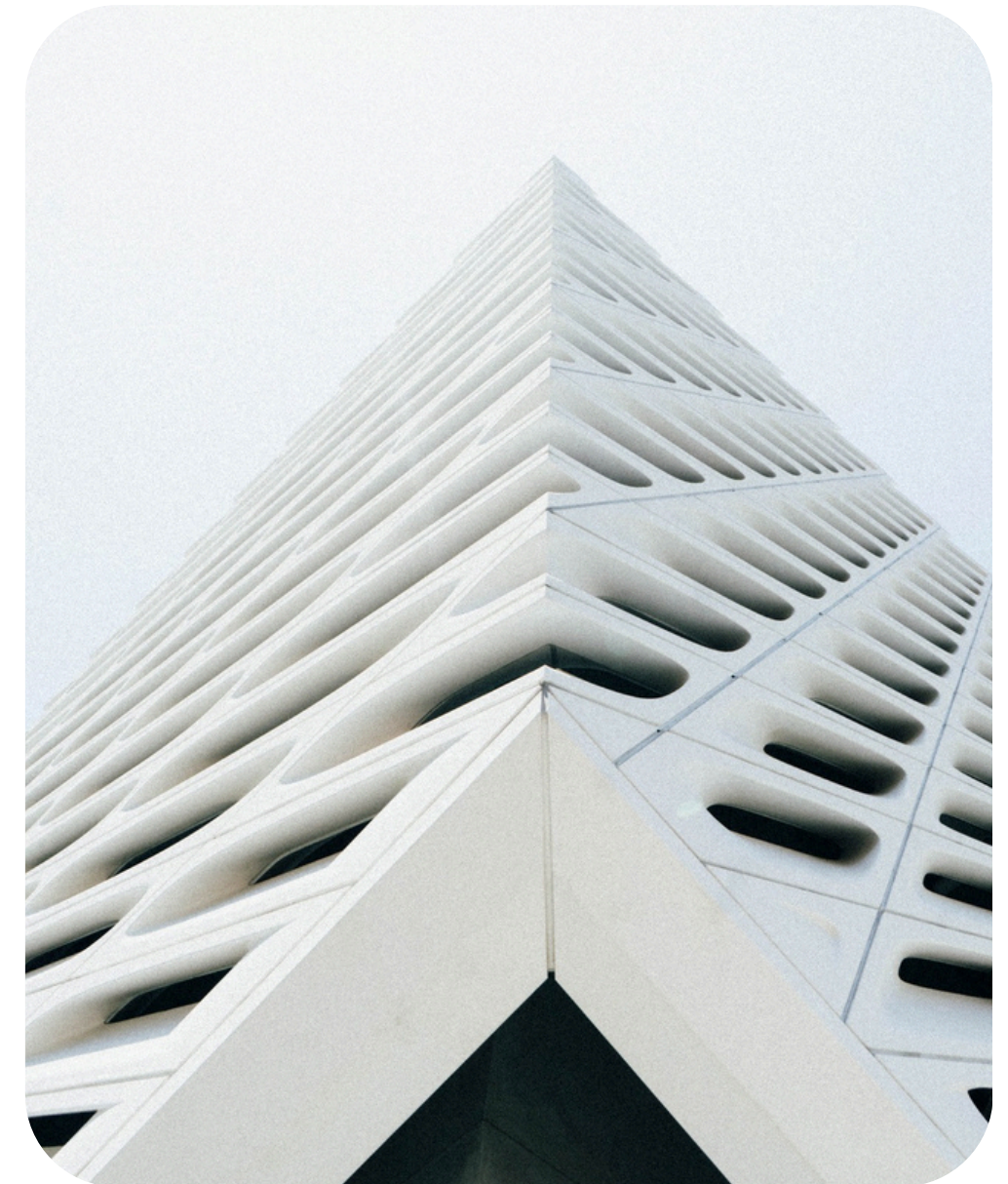


OUR COMPREHENSIVE SOLUTIONS

- Identify and target potential property buyers in Nashik.
- Achieve high-quality lead generation with a controlled cost per lead.
- Increase brand awareness in a new market.

OUR INNOVATION

We devised a data-driven approach to segment and target potential buyers effectively in Nashik, leveraging digital marketing strategies tailored to Justo's specific needs.



THEIR EXPECTATIONS

- Identify and target potential property buyers in Nashik.
- Achieve high-quality lead generation with a controlled cost per lead.
- Increase brand awareness in a new market.



CHALLENGES

Despite having a strong background in real estate, Justo struggled to reach its target audience due to limited geographical knowledge and ineffective audience targeting. As a result, their website traffic remained low, and their conversion rate fell short of expectations.

- Limited knowledge about Nashik's real estate market and target audience.
- Difficulty in identifying the right demographic for lead generation.
- Need for an effective digital strategy to generate high-quality leads at a reasonable cost.



SOLUTIONS

We designed a comprehensive digital marketing strategy for JUSTO., which included, a targeted PPC campaign, and a revamp of their social media presence.



DIGITAL MARKETING STRATEGY

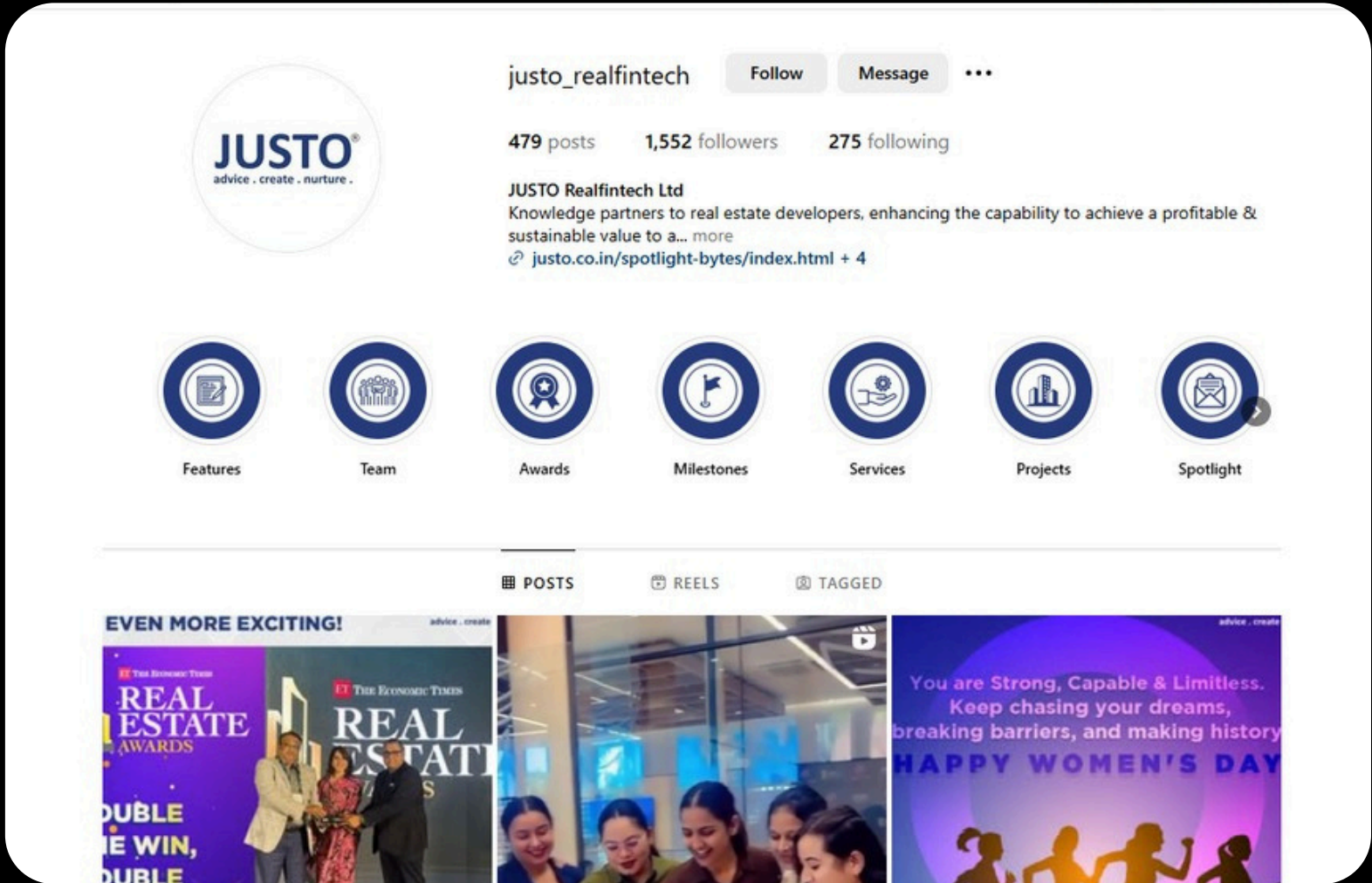
1. Social Media Targeted PPC Campaigns:

- Identified a specific age group (25–55 years) most likely to invest in real estate in Nashik.
- Ran highly targeted Facebook ad campaigns to engage and convert potential buyers.
- Created compelling ad creatives and copy that resonated with the target audience.

2. Content Creation & Engagement:

- Developed high-quality content, including posts, videos, and testimonials, to establish credibility and attract potential buyers.
- Engaged with users through social media comments and messages to answer inquiries and build trust

The Results



- Lead Generation Success: 771 leads generated through Facebook ads.
- Cost Efficiency: Cost per lead achieved at ₹26.73.
- Total Investment: ₹20,700 spent on the campaign.
- Engagement: Increased social media interactions and inquiries about the Nayantara project.

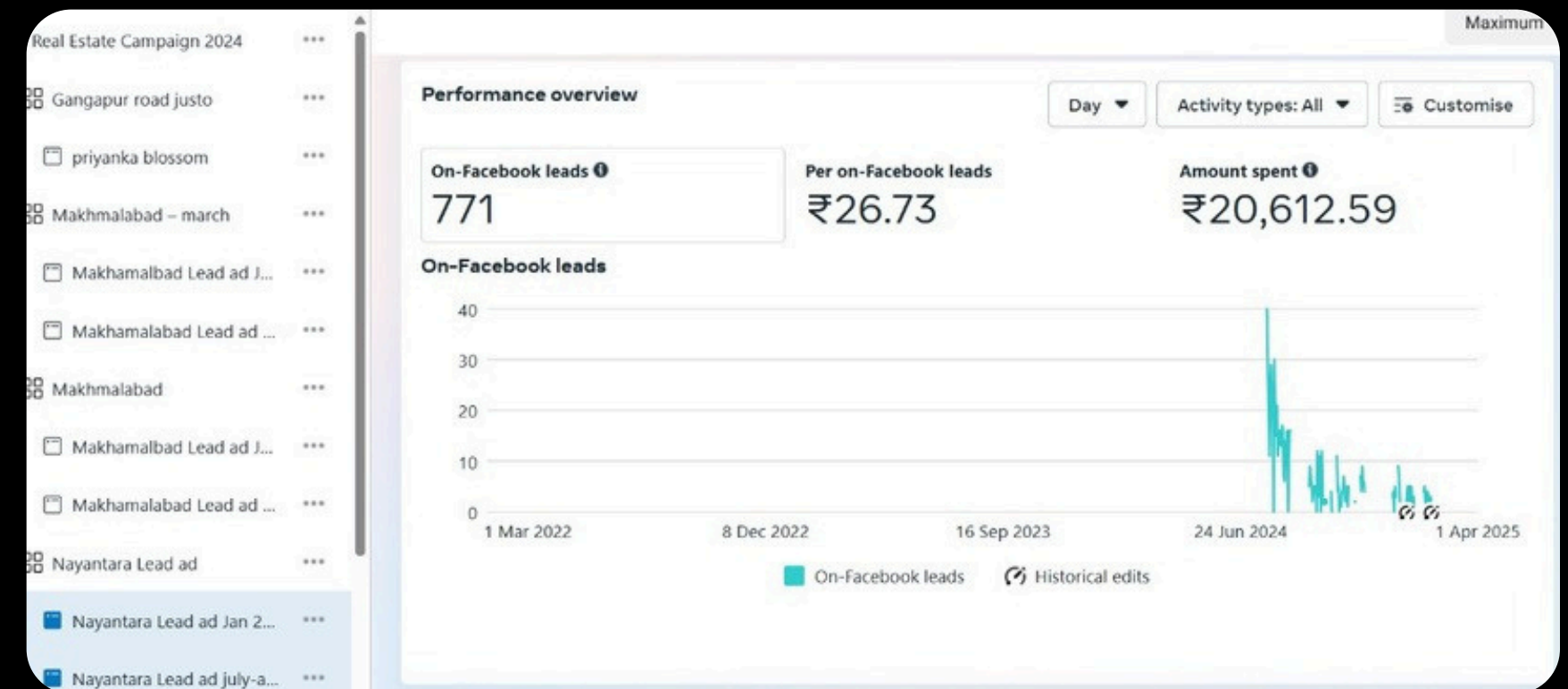
Conversion rate 18%

Website traffic 45%

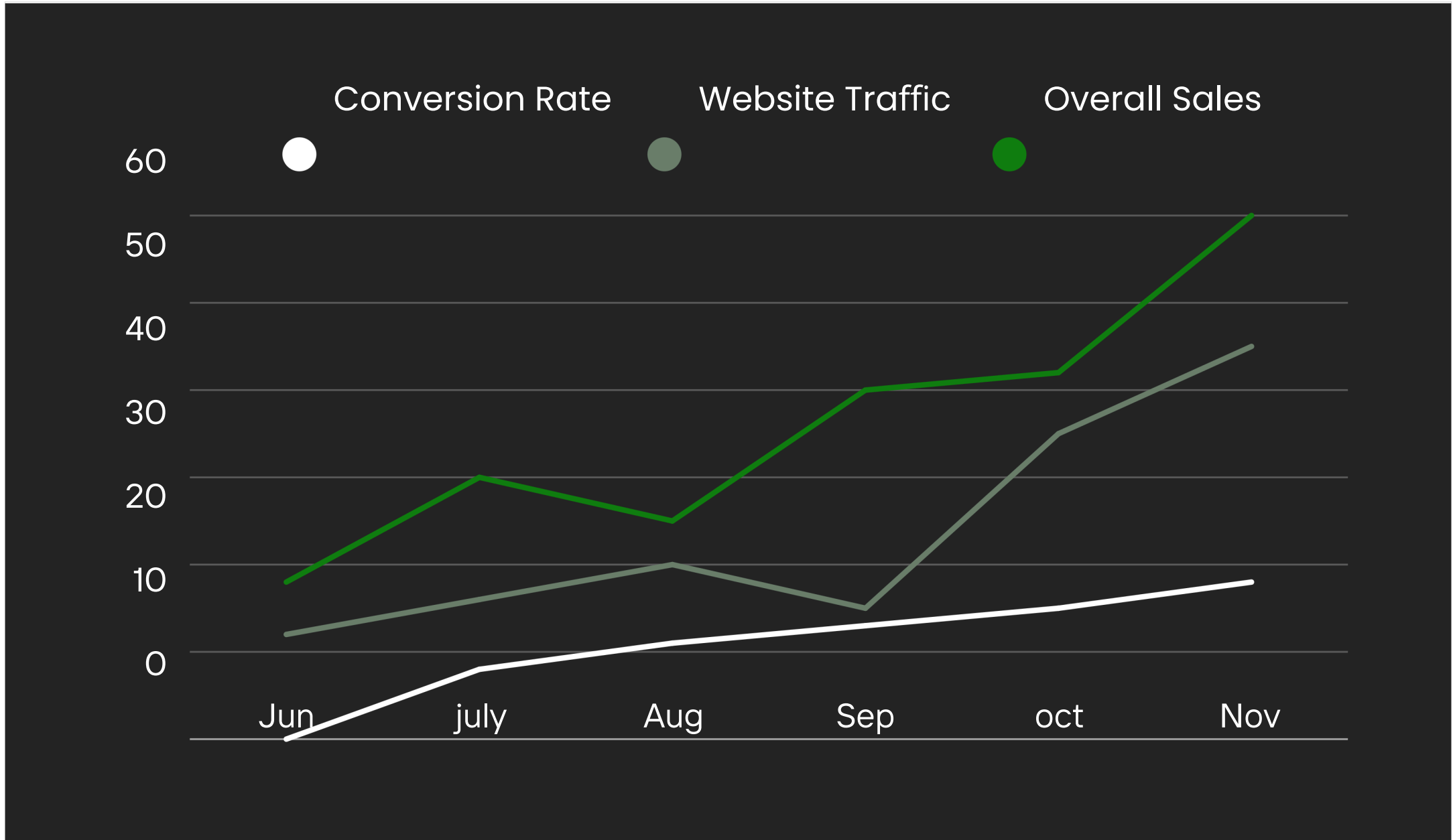
Overall sales 60%



- Website Traffic: Increased by 45% due to improved brand awareness and targeted advertising.
- Overall Sales Impact: Lead quality significantly improved, contributing to higher conversion rates.
- Conversion Rate: Increased by 18% compared to prior campaigns without digital marketing.
- overall sales increase by 60%



SIX MONTHS PROGRESS



CLIENT FEEDBACK

Justo was highly satisfied with the results, appreciating the precision of our targeting and the efficiency of our digital marketing strategies. Their expansion into Nashik was more seamless, and they gained valuable insights into the city's real estate market for future projects.





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