

Content & Paid Marketing Strategy

prepared by
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Content Marketing Strategy

+ Target Audience

- **High net worth** individuals who invest in foreign property
- Foreign **investment** community
- **Luxury** travel enthusiast

Demographic:

- 40 - 65 years old
- Luxury Living
- High Net Worth

Interest:

- Investment Opportunities
- Wealth Management
- High ROI

+ Keyword Pool

Foreign Investment

Luxury Holiday Villa

Investment Opportunity

Lombok Villa Development

High ROI

High Projected Yield

Lombok Rising

Thriving Tourist Destination

Alternative Investment

Bali Investment Alternative

Special Economic Zone

Content Marketing Strategy

+ Content Channels

- Facebook** → Primary channel, news and updates
- Instagram** → Promote visual brand aesthetic
- LinkedIn** → Capture investment community

+ Content Schedule

NOV 2024

W1

Launch Teaser 1

New project, new opportunity, coming soon

W2

Launch Teaser 2

Countdown, special launch promo

W3

Project Launch

Project details, visit website, launch details

W4

New Blog Post

Launch new article, promo details

Week 1 - Post 1



goldenretreat



127 likes



goldenretreat Escape to luxury with your very own holiday villa in the beautiful Lombok Island

10 likes

goldenretreat Escape to luxury with your very own holiday villa in the beautiful Lombok Island



goldenretreat



78 likes

goldenretreat Escape to luxury with your very own holiday villa in the beautiful Lombok Island

META Ads Strategy

+ Campaign Parameters

META Ads

40%

- Facebook - USD 200
- Instagram - USD 100

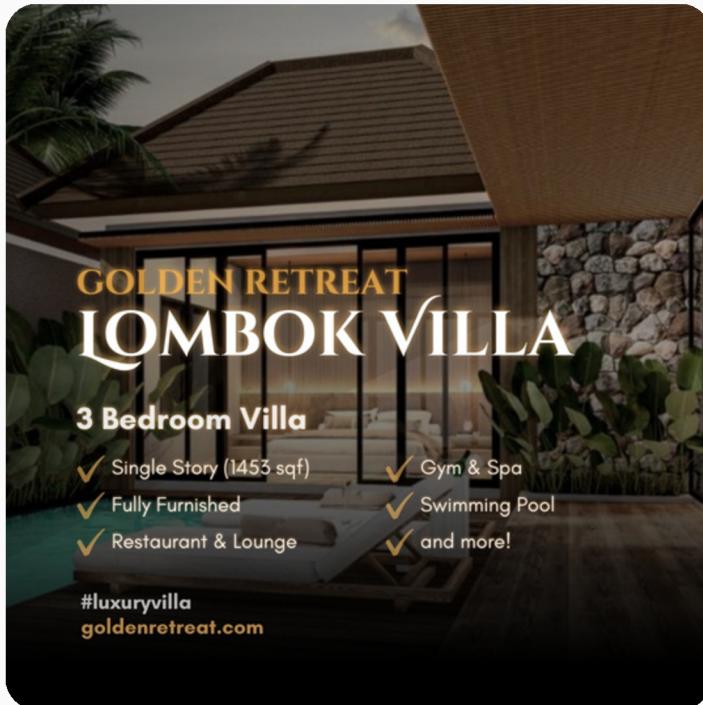
- **Budget:** USD 750/month
- **Goal:** Lead Generation
- **Primary Targets:** Investment Buyers, High-Net Worth Individuals, 40+ years old

Demographic:

- 30 - 55 years old
- Luxury Living
- Interest: Investment, Wealth Management, Luxury Travel

Suggested Markets:

- Malaysia
- Singapore
- Australia
- United Kingdom



Sample Ad Creative



goldenretreat

**GOLDEN RETREAT
LOMBOK VILLA**

2 Bedroom Villa

- ✓ Single Story (1108 sqf)
- ✓ Fully Furnished
- ✓ Restaurant & Lounge
- ✓ Gym & Spa
- ✓ Swimming Pool
- ✓ and more!

#luxuryvilla
goldenretreat.com

**GOL
LO**

3 Bed

- ✓ Singl
- ✓ Fully
- ✓ Resto

#luxuryv
[goldenr](http://goldenre)

Golden Retreat Lombok Villa
Contact Sales Rep

Learn More



127 likes

goldenretreat Luxury. Getaway. Paradise.
A perfect holiday villa for when you visit one of
the world's best nature destination!

Sample Ad Creative



goldenretreat

A photograph of a modern, two-story villa with a dark roof, surrounded by tropical foliage. Overlaid text reads:

**GOLDEN RETREAT
LOMBOK VILLA**

3 Bedroom Villa

- ✓ Single Story (1453 sqf)
- ✓ Fully Furnished
- ✓ Restaurant & Lounge
- ✓ Gym & Spa
- ✓ Swimming Pool
- ✓ and more!

#luxuryvilla
goldenretreat.com

Golden Retreat Lombok Villa
Contact Sales Rep

Learn More



127 likes

goldenretreat Luxury. Getaway. Paradise.
A perfect holiday villa for when you visit one of
the world's best nature destination!

Target Audience Menu

High Net Worth

Property Investors

Holiday Home Buys

Wealth Managers

Frequent Travelers

Luxury Living

Celebrities

Influencers

Entrepreneurs

Finance Consultants

C-suite/Business Execs

Luxury Car Owners

First Class Travelers

Luxury Watch Owners

Wellness Enthusiasts

Luxury Yatch Owners

Art Collectors

Remarks:

All target audience will NOT be targeted at the same time. Target audience will be selected based on ad performance, client request and market climate.

Google Ads

+ Keywords Research

Google Ads

60%

- Search - USD 300
- Display - USD 150

Search Keywords Focus

Property Investment Lombok

Property Investment Indonesia

Lombok Villa Development

Lombok Beachfront Property

Alternative to Bali Investment

Better than Bali Property

High Projected Yield

High Return On Investment

Negative Keywords

Budget Travel Terms

Rental Searches

Budget Accommodation

+ Display Research

Display Targeting

Custom Intent audiences based on luxury property websites

Similar developments in Bali

Investment News Websites

Wealth management content readers

Sponsored



Golden Retreat Lombok Villa

www.goldenretreat.villas :

Golden Retreat Lombok Villa

An exclusive private luxury holiday villa in the west coast of Lombok, hidden within the calmness and beauty, within reach of the famous Gili Island.

★★★★★ Rating: 4.9 · 925 reviews

Growth Tactics

+ Progressive Bid Adjustment

- Starts with lower bids, **increase based on performance**
- Focus budget on **highest-converting** ad sets
- Implementing **dayparting** based on target zone engagement

+ Landing Page Optimization

- A/B testing of key selling points
- Multiple conversion points (inquiry form, brochure download, virtual tour)
- Clear investment calculator and ROI projections

+ Remarketing Strategy

- Website visitors remarketing (30-day window)
- Brochure downloaders (60-day window)
- Inquiry form abandoners (14-day window)

+ KPIs & Metrics

Cost per Lead (CPL) - USD 50 (target)

Click-through Rate (CTR) - more than 1%

Conversion Rate - more than 2%

Lead Quality Score (based on investment readiness)

Thank You!

Thank you for your consideration. Please feel free to contact me if you are looking for any other services

Graphic Design

Video Editing

Motion Graphics

Digital Advertising



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